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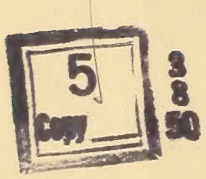
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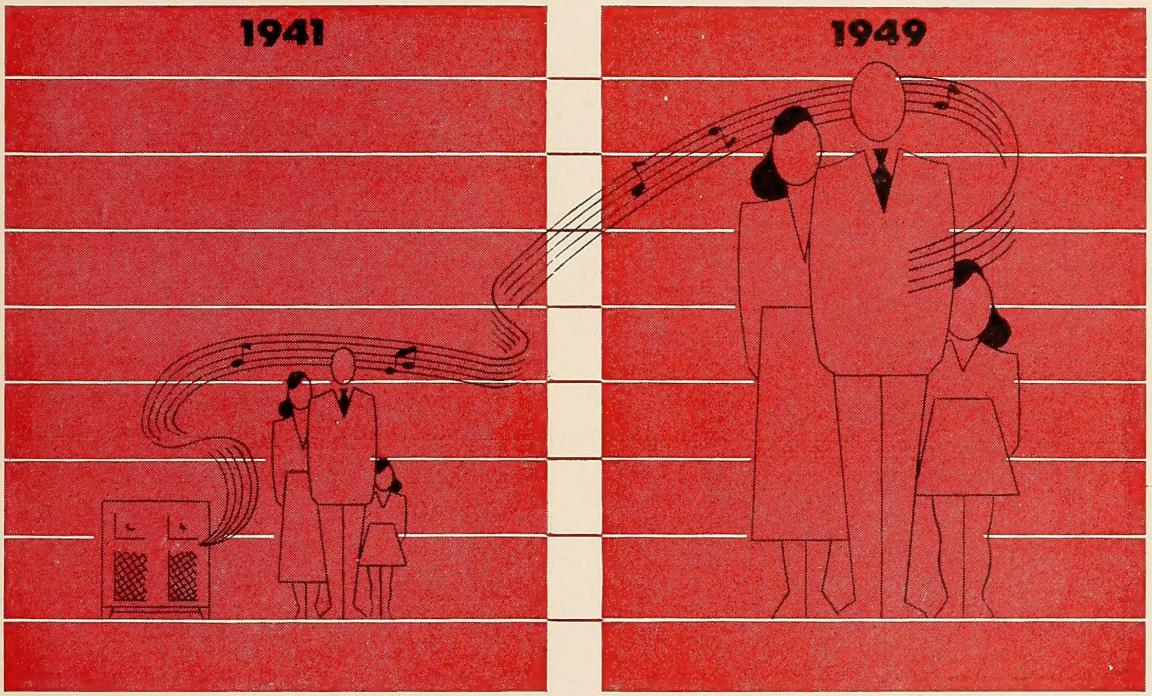
OCTOBER 3, 1949 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

IOWA LISTENING DOUBLED SINCE 1941!



RADIO listening in Iowa has *increased 213% since 1941!*

This and other significant trends are features of the 1949 Iowa Radio Audience Survey.* For the twelfth consecutive year, this outstanding Survey continues to give a complete and accurate picture of radio in Iowa. It enables advertisers and agencies to determine Iowa's *greatest radio value* for any radio promotion, in any or all parts of the State!

This valuable book will be off the press in a few days. *Write now to reserve your free copy.*

* The 1949 Iowa Radio Audience Survey is a "must" for every advertising, sales or marketing man who is interested in Iowa.

The 1949 Edition is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University—is based on personal interviews with over 9,000 Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

As a service to the sales, advertising and research professions, WHO will gladly send a copy of the 1949 Survey to anyone interested in the subjects covered.

WHO

for IOWA PLUS

DES MOINES . . . 50,000 WATTS

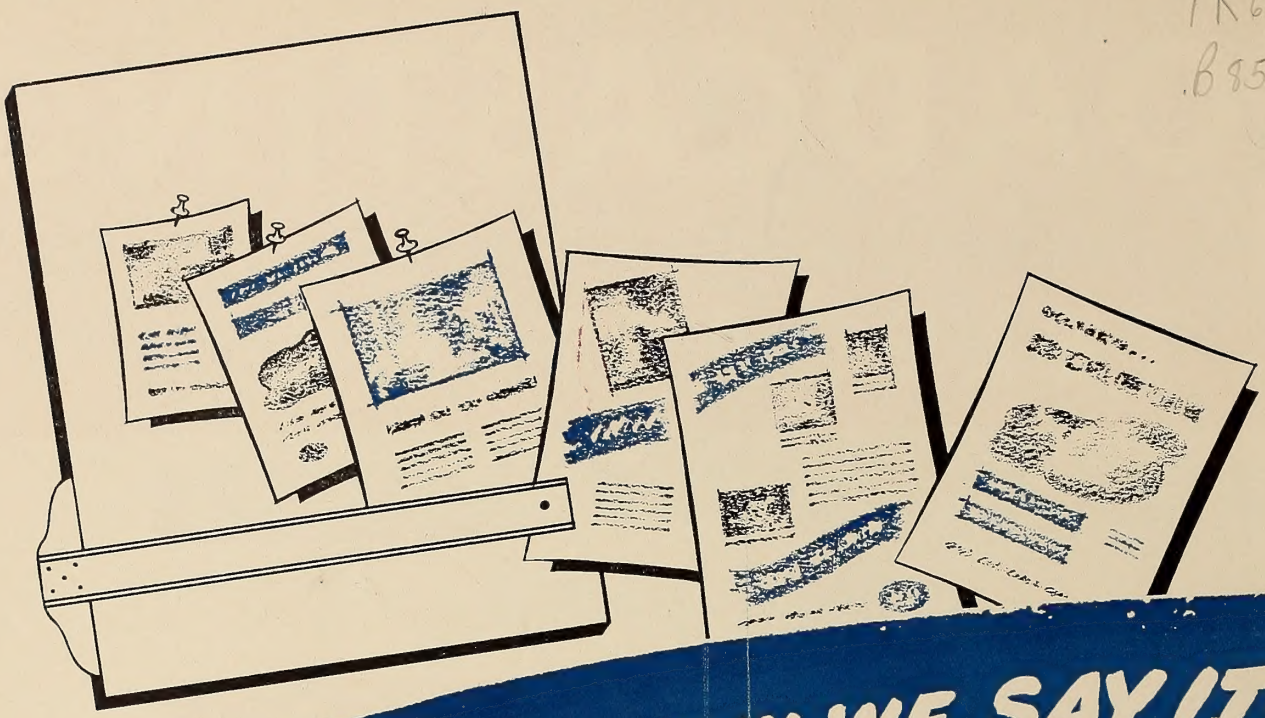
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

IN THIS ISSUE: COLOR TV
RAILS SING TO SUCCESS

TK6540
.B85



NO MATTER HOW WE SAY IT—

KENTUCKIANA RADIO FAMILIES HAVE INCREASED 19.2%

1947 and 1949 50%-or-better BMB
Radio Families in Kentucky, Indiana, Tennessee and Virginia

50,000 WATTS ★ 1 A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

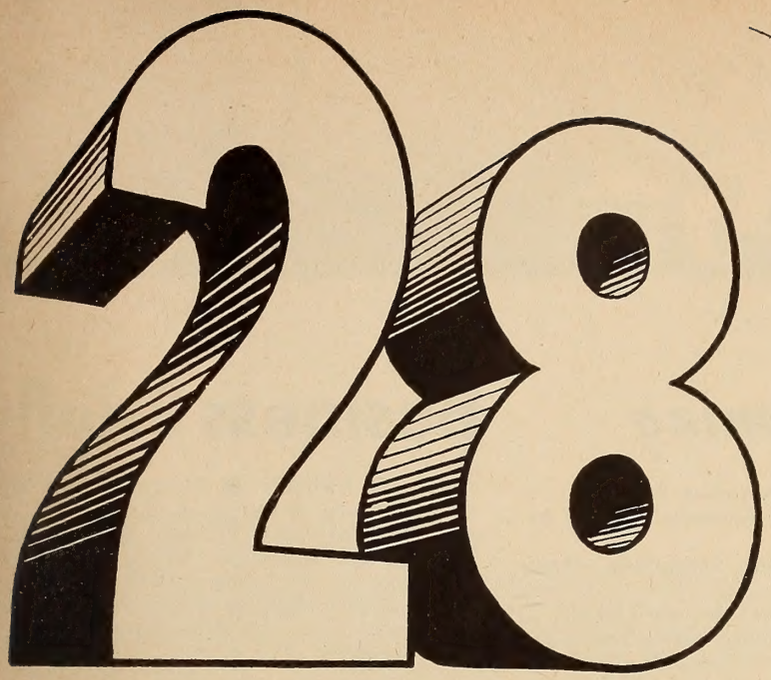
CBS

WHAS

Louisville, Kentucky

VICTOR A. SHOLIS, *Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND COMPANY



HOME-TOWN STATIONS IN 6 STATES

Give You

1 ALL-OVER *Coverage*

2 SPOT *Flexibility*

3 LOCAL *Impact*

IN THE *New England* MARKET

Yankee home-town stations give you a local, friendly introduction anywhere and everywhere in New England. They localize and concentrate your selling in markets where population and buying power make intensive cultivation practical and profitable.

Yankee's local acceptance by merchants and their customers in 28 markets throughout this six-state area is a ready and effective means for your product's acceptance. You can always reach and sell more customers more often with Yankee.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING at deadline

Closed Circuit

ANTI-TRUST suit against *Lorain* (Ohio) *Journal* alleging conspiracy to injure WEOL Elyria-Lorain evidently has stirred other incipient radio inquisition by Attorney General's office. Veiled talk developed last week about widening of inquiry's scope to cover network affiliation aspects linked with use of advertiser "suasion" to bring about shifts in outlets in certain areas.

AS NARBA conference dawdles, in Montreal, view becomes more widely prevalent that no agreement will be reached at this sitting. Indications are conference will recess without top agreement in about six weeks and reconvene either in Mexico City or Havana with pre-set deadline for action or possibly resultant North American ether war. Hope expressed Mexico may join treaty-makers after recess.

FORD DEALERS through all of J. Walter Thompson offices are buying spot announcements to promote the Ford saftey first contest for three-week campaign on more than 400 stations. Starting date varied but scheduled mostly during October.

YOUNG & RUBICAM preparing media plans for new soap product manufactured by Procter & Gamble which will include radio schedule. P & G has appointed Y & R for the product which is expected to be detergent.

NAB searching for broad research formula providing comprehensive coverage and listening data as successor to BMB project. Meeting of Research Committee originally called for Sept. 24 but cancelled at last minute. November meeting likely if industry interest justifies.

ASSN. of Eastern Railroads, through Kenyon & Eckhardt, New York, has taken option on *American Forum of the Air* in NBC simulcast.

SCOTT & BOWNE, Bloomfield, N. J., (Scott's Emulsion) through Atherton & Currier, New York, setting up radio spot announcement schedule for 20 weeks to begin in November.

NATIONAL ADVERTISER currently interested in sponsoring radio version of children's television show, *Howdy Doody*, now on NBC-TV.

NEGOTIATIONS in progress for purchase of 170 shares of Burlington Bcstg. Co., KBUR Burlington, Iowa, 250 w, 1490 kc, from minor stockholders of Burlington Hawk Eye Co., publishers of *Hawk Eye Gazette*, for approximately $44,000. Newspaper company owned by John P. and Sidney F. Harris who already own 200 shares of 500-share company. Brothers also part-owners of KFBI Wichita and own KIMV (FM) Hutchinson, Kan. Additional 70 shares being purchased by G. B.

(Continued on page 82)

Upcoming

Oct. 3-4: NAB Dist. 13, Adolphus, Dallas.
Oct. 4: FCC TV UHF-VHF Allocation Hearing resumes, Washington.
Oct. 4-5: AAAA Eastern Convention, Hotel Roosevelt, New York.
Oct. 6-7: NAB Dist. 6, Peabody, Memphis.
Oct. 10-12: Assn. of National Advertisers Convention, Waldorf Astoria Hotel, N. Y.
(Other Upcomings on page 32)

Bulletins

GULF OIL Co. to move *We, the People* from CBS, where it has been on radio since 1942 and simulcast since June 1948, to NBC as simulcast, Fri., 8:30-9 p.m., starting in early November. Agency, Young & Rubicam, New York.

C. J. WITTING, assistant director of DuMont TV Network, elevated to executive assistant to Mortimer W. Loewi, director.

PATTERSON TO MORSE

JEROME PATTERSON has resigned as director of Vick Chemical Co. and has been elected president and general manager of Morse International Inc., New York. M. F. House, fromer president of Morse, has been named executive vice president. A. T. Preyer continues as chairman of board.

Business Briefly

TWO TO BROWN ● Monark Silver King (bicycles) and Oerlerich & Berry (Old Man maple syrup), both Chicago, appoint E. H. Brown Adv., same city, as agency. Syrup firm expected to increase radio budget next year. Monark studying AM and TV for 1950. E. W. Stevenson and John Singleton are account executives.

SWIFT RENEWS ● Swift & Co., Chicago, renews five-weekly 8:15-8:45 a.m. portion of *Breakfast Club* on 270 ABC stations, 52 weeks from Oct. 24. Agency, J. Walter Thompson Co., Chicago.

BMI LEADING ASCAP, NAB DISTRICT 12 TOLD

BMI has passed ASCAP in every phase of popular history for first time in its decade of existence, Robert Burton, BMI vice president and general counsel, told NAB District 12 meeting Friday in Wichita (early story page 27).

Mr. Burton said BMI currently is 1-2-3 on *Hit Parade* as well as sales of sheet music and records.

Resolutions adopted Friday included recommendation that NAB board form plan for scientific audience and coverage measurement.

FCC Is Critical of RCA Color Attitude

TRIAL BY FIRE again highlighted FCC's color TV hearing Friday as Dr. E. W. Engstrom, vice president in charge of research, RCA Labs., continued his direct testimony under critical survey of Comr. Robert F. Jones and Comr. Frieda B. Hennock (see early stories, pages 23, 48).

Touchy points continued to be availability of data on RCA's system, field test plans, adequacy of all color evidence to make definite decision and timetable for establishing color standards and lifting freeze.

Dr. Engstrom asked to withdraw all of his prepared comments criticizing color system of CBS and Color Television Inc. after tangling with counsel for other participants, who held comments were too speculative. Withdrawn portion included offer to test CTI system in Washington after RCA's Oct. 10 demonstration. CBS, however, was granted request that criticism of its system be left in record.

To repeated questioning if he recommended freeze be lifted before color was ready, Dr. Engstrom indicated lifting of freeze and decision on color "fundamentals" should be simultaneous and could be done before end of field testing. He explained data from field tests then could be used to determine details of standards.

In reply to Chairman Wayne Coy's queries, Dr. Engstrom indicated RCA hoped "tentative standards" could quickly be agreed upon to expedite field testing. Asked his opinion from engineering point of view, he agreed best way to settle problem would be to field test all color systems for six months under tight timetable and plan set by FCC. He also told Chairman Coy RCA was ready to take equal risk in development of both color and black-and-white. RCA's official said his firm was convinced of principles in its color system but was still studying some aspects.

Comr. Hennock sharply criticized lack of firm evidence on color TV and warned industry not to "kid us as a government agency about your willingness" to bring out new system now.

Dr. George H. Brown, RCA research engineer, appearing Friday afternoon and to continue this week, outlined how RCA system works [TELESTATUS, Sept. 12]. Under query he explained present monochrome quality could be done on 3 mc channel using band-saving methods in RCA color system.

FCC meanwhile denied DuMont petition to require comparative demonstrations of black-and-white at initial color showings of RCA and CBS, but granted request that color companies make advance disclosure of "the schedule and content" of those showings. RCA and CBS have both said they will have black-and-white receivers available for comparative purposes, FCC noted.

We're batting a solid 630!



The *long-range frequency* of 630 kilocycles, with 5,000 watts power combine to give WSAV a coverage that's strictly Big League. It's equivalent to *140,000 watts* on the less desirable frequencies.

That's why this station serves *3½ times more people, 4 times more area* than any other medium in this market. That's why over a million people in 79 counties of 3 states regard WSAV as *their* radio station.

If you want your products to score in this big, rich, $557,206,000 retail sales area, it'll take more than a little dribble to the infield. Better let Savannah's Big League station *go to bat for you!*



It's 630 in Savannah **WSAV**

630 kc.
5,000 watts
Full Time

NBC AFFILIATE

Represented by Hollingbery

IT HAPPENED in Flint!



● There's a big BOOM in this automobile manufacturing town. During the month of August, an all-time record for employment was established . . . even surpassing the highest wartime peak.

August marked a gain of 2,130 in total employment, bringing the total employment picture to 102,590—climbing far above the wartime high of 101,900, and exceeding by 28,150 the year 1940, a good normal year without a wartime stimulus. In addition, Flint's 3.6 per cent of unemployment is amazingly low compared with 9.4 per cent—the average throughout Michigan.

Average earnings are high, too. In July of this year, average weekly income was $74.35, compared to $71.18 in June. It was $65.98 in June a year ago!

Sure, business is good in Flint! Local advertisers—as well as national advertisers—get their share of the $288,000,000 spent annually at retail by telling their sales story to WFDF's cash-loaded audience. And speaking of audience . . . WFDF, Flint's first station, delivers more listeners than the other four local stations combined—in every time period.



910 Kilocycles **WFDF** **FLINT MICH.**

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

BROADCASTING
TELECASTING

*

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FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL
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J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Ginn, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Audrey Boyd, Kathryn Ann Jones, Pat Kowalczyk, Estelle Markowitz, Wilson D. McCarthy, Jean D. Statz; Eleanor J. Brumbaugh, *Assistant to the Publisher.*

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JOHN P. COSGROVE, *Manager*

Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Grace Motta, Chapalier Hodgson.

NEW YORK BUREAU
250 Park Ave., Zone 17, PLaza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU
Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy



"THE PEA APHID STRUCK the vetch crop here with all its might. . . . Personnel of this unit began searching for ways and means of eradication. About all we knew about it was what we heard over your program. . . . As a result of your broadcast, approximately 1,500 or 2,000 acres of vetch were dusted in this vicinity. . . . 75 to 80 percent of the men who dusted got 95 to 100 percent kill."

J. L. COPPEDGE, *Soil Conservation Service*

"PEACHES ON MORE THAN 52,000 TREES near Mexia were ready for picking, but we didn't have a market. The day after Murray mentioned the fact on his farm broadcast, trucks poured in from everywhere. Our crop was entirely sold out. WFAA did it, and we can't thank you enough!"

RIP MCKENZIE, Mexia, Texas

"The radio program Murray Cox put on last year made **A MILLION BUSHELS OF CORN** this year."

W. A. MORGAN, *County, Agent,* Henderson County



WFAA and WFAA FM

820 KC • NBC • 570 KC • ABC

TEXAS QUALITY NETWORK

Radio Service of the DALLAS MORNING NEWS

REPRESENTED NATIONALLY BY EDWARD PETRY and COMPANY

SCHICK - TO GET RID OF WHISKER RESISTANCE

SPOT - TO GET RID OF SALES RESISTANCE

When Schick promotes their new electric shaver, their commercials say, "A better shave it's got to be." And they're backing up their offer of this streamlined whisker mower, with a guarantee of satisfaction or your money back.

Schick has launched a big new advertising plan and they are counting on spot radio to cut a mighty swath from coast to coast.

This slick Schick trick may well be the answer to your selling problem, too. . . .

ANY ADVERTISER CAN . . .

AND MOST ADVERTISERS SHOULD

. . . USE *SPOT RADIO*

Most of the most successful spot campaigns call on the facilities of these great stations . . .

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas, Ft. Worth	NBC, ABC
WJR	Detroit	CBS
KARM	Fresno	ABC
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WTMJ	Milwaukee	NBC
KSTP	Mpls--St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WSAU	Wausau, Wisc.	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS

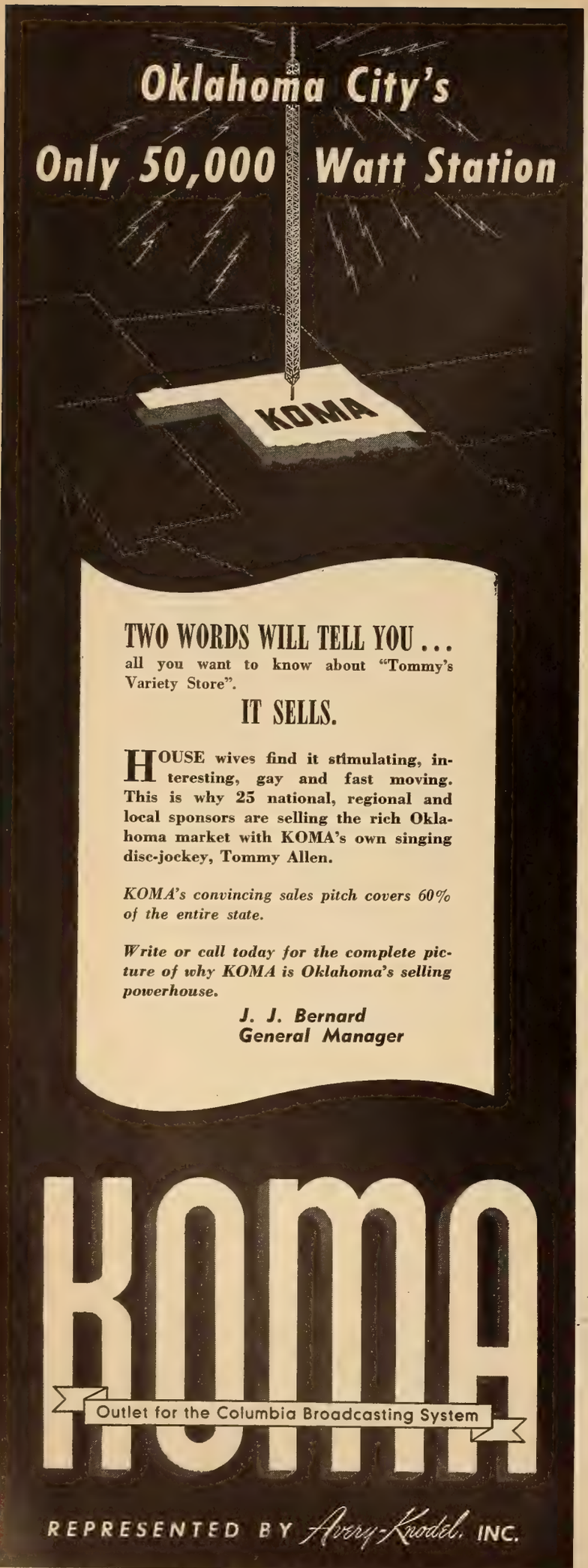
THE YANKEE AND TEXAS QUALITY NETWORKS

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
DALLAS • ATLANTA





Agencies



TRELL YOCUM, vice president of Fletcher D. Richards Inc., New York, elected to board of directors.

BERTRAM TUNNELL, formerly in advertising department of Strawbridge & Clothier, Philadelphia department store, joins John Falkner Arndt & Co., same city, as assistant to ROBERT CHAPIN.

RICHARD PENN, former foreign advertising manager and for last 12 years general manager of Latin American subsidiaries for Colgate-Palmolive-Peet, Jersey City, N. J., appointed a vice president of Grant Adv. Inc., New York, in charge of international division.



Mr. Penn

WESTHEIMER & Co. and FRANK BLOCK & Assoc., both St. Louis, merge to form Westheimer and Block. New firm will occupy offices at 315 North 7th St., St. Louis.

BRAY & PAZOLT Adv. has been formed with offices at 53 State St., Boston 9. Mr. Bray formerly was with J. Walter Thompson Co. and Benton & Bowles, New York. Mr. Pazolt has been active in commercial art in Boston for many years.

REX FARRALL, former executive of H. M. Klingensmith Adv., Canton, Ohio, announces formation of his own agency, Rex Farrall Inc., same city. He also was former advertising staff member of Climalene Co., Canton.

HAL STECK, radio copy chief at McCann-Erickson Inc., New York, resigns to enter freelance field, heading his own organization which will offer complete radio and TV writing service to the trade.

JOHN J. DANIELS, formerly account executive with Cory Snow Inc. and John C. Dowd Inc., both Boston, joins Arnold & Co., same city, as account director.

ROBERT B. KANE, formerly advertising salesman for *Mademoiselle*, and SYLVIA HARRIS, formerly with Abbott Kimball Co. and R. H. Macy, both New York, join Fletcher D. Richards Inc., New York. Mr. Kane will supervise all merchandising and sales promotion for U. S. Royal fabrics, and Miss Harris will be in charge of advertising for textile division.

MANSON M. STEFFEE, recently wth Norman Malone & Assoc. and formerly with McDaniels, Fisher & Spelman, both Akron, Ohio, joins copy staff of VanSant, Dugdale & Co., Baltimore.

JAMES F. VAN KENNEN, formerly assistant to president and Aluminum Div. sales manager of Reynolds Metals Co., Richmond Va., joins Chicago office of Fuller & Smith & Ross Inc. as account executive.

BREWSTER MORGAN, television director of Compton Adv., New York, is in Hollywood for month supervising pre-production of Procter & Gamble TV film series.

TEDD JOSEPH, formerly in New York office of Foote, Cone & Belding International, appointed manager of firm's central European office in Bienne, Switzerland. Mr. Joseph who moved to Swiss office early this year, will coordinate campaigns for accounts in Switzerland. Agency is handling in international markets as well as U. S.

PETER A. KRUG, formerly radio buyer for Hicks & Greist Inc., New York, named director of radio and television for firm.

PAUL SCHLESINGER, joins Tatham-Laird, Chicago, as radio and television timebuyer after working two and one-half years as sales service manager for Western office of CBS in Chicago. At CBS he serviced accounts for Lever Bros., Toni, Pillsbury, Miles Labs and Wrigley.

W. P. BOOTH resigned from Ted Bates Inc. to rejoin the Biow Co., New York, as an account executive on Procter & Gamble account.

WILLSON TUTTLE, vice president and radio director of Ruthrauff & Ryan Inc., New York, is in Hollywood for a week.

RUSSELL PIERCE, former vice president in charge of public relations for Abbott Kimball Co., San Francisco, joins ERNEST J. HODGES in organization of new public relations firm, Hodges, Pierce & Co. FRANCES M. KEITH, former Abbott Kimball vice president and accounts elecutive, and FRANCES L. COOPER, formerly advertising representative of Fairchild Publications, form Keith-Cooper Sales Development Co.

New Addresses; CHAS. A. WHITE Jr. & Co. moves to larger quarters at 43 Walnut St., Philadelphia. This is agency's second expansion since its inception in January 1948. KRONSTADT Adv. Agency moves to 711 14th St., N.W., Washington.



Johnny's telling another story!

IT'S NO NEWS that Johnny Deegan, KYW's popular midday platter spinner, has a good hold on the Philadelphia area's listening audience from 12:05 to 1:30, five days weekly.

But we learned even more about Johnny's pulling power.. from International Correspondence Schools!

Our textbook was a note from Mr. Leonard R. Buck, I.C.S. representative in the Pottstown district. Writes Mr. Buck:

> Dear Johnny:
>
> Yesterday I interviewed a student whose wife was listening to your show. Every time you started to tell a story, she would quiet us. During the half-hour interview, she shhhhed us at least four times. That's my impression of real appreciation!
>
> Incidentally, I hear your program at home during lunch, and in the car traveling to and from appointments. And it's surprising how many homes I get into where your program is tuned in.

Here indeed is further proof of KYW's consistent and *intensive* coverage of the nation's third market! Whatever your product, whatever the time of your program, you can count on a huge and responsive audience when you tell your story on KYW. For availabilities, check the KYW sales staff or Free & Peters.

KYW

Philadelphia
50,000 Watts
NBC Affiliate

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

introducing——

Bill Frisch



sparkplug of Indianapolis' Personality Station

Another important WISH "personality" featured in our long string of successful shows programmed locally.

Bill is our "ACE of all trades" (and master of them all). As program director he's the inspiration, the coordinator, the driving force that gives WISH shows the "kick that clicks" with listeners. Bill is not only a personality in his own right—with Shopping Newsical and the Jackpot Quiz Show—but he has that boundless enthusiasm that has helped build the WISH reputation as Indianapolis' Personality Station.

WISH

1310 kc INDIANAPOLIS • A-B-C NETWORK

FREE & PETERS, *National Representatives*

George J. Higgins, General Manager

New Business



CONSOLIDATED ROYAL CHEMICAL Co., Chicago (Peruna, Kolar-Bak), sponsors quarter and half-hour transcribed shows in 30 markets starting today for 20 weeks through H. O'Neil Adv., Chicago [CLOSED CIRCUIT, Aug. 15.]

PILLSBURY MILLS Inc., Minneapolis, appoints Irwin Vladimir & Co., New York, to handle its export advertising. Radio will be used.

VICTOR STORAGE & MOVING Co., Chicago, names Wright & Assoc., same city, to handle its advertising. Radio is used.

AMERITEX DIV. of Cohn-Hall-Marx, New York, through its agency Dorland Inc., New York, starts first venture into television on *And Everything Nice* program on WABD (TV) New York. Show features Maxine Barrett, dancer and mistress of ceremonies and stylist.

MISSION-PAK Co., Los Angeles (fruit packer), planning extensive five-week radio and television campaign in Los Angeles area in early November. Firm to run five weekly television film spots on all Los Angeles TV stations and radio spots totalling 1,700 on 16 stations. Agency: Brisacher, Wheeler & Staff, Los Angeles.

DEAN MILK Co., Chicago, names Leo Burnett Agency, same city, to handle its advertising. Radio and television are being considered, but decision will not be made by client for at least one month. Products to be advertised are Dean's milk, evaporated milk, ice cream and Chocolate Dairy Drink.

TRAD TELEVISION Corp., Asbury Park, N. J. (theatre size television), appoints Cayton Inc., New York, to handle its advertising. Radio and television are being used.

LEWIS FOOD Co., Los Angeles (Dr. Ross Dog & Cat Food), currently running spot schedule on three Los Angeles TV stations, starts one weekly spot for 26 weeks on KING-TV Seattle, with plans to increase schedule on station later. Agency: Rockett-Lauritzen, Los Angeles.

JAMES B. CLOW & Sons, Chicago (plumbing and heating supplies), names Symonds & MacKenzie Agency, same city, to handle its advertising. Radio may be used in cooperation with New England liquid petroleum dealers next year. Account executive: MORSE ELY.

NORTHAN WARREN Corp., Stamford, Conn., appoints J. M. Mathes to handle advertising for Odo-Ro-No products, and Abbot Kimball Inc., New York, to service advertising for its Cutex manicure line.

LOUIS MILANI FOODS Inc., Maywood, Calif., (1890 French Dressing) starts 13-week television spot campaign on ten stations in four cities. Filmed spots to run one weekly on KNBH (TV) KECA-TV KTTV (TV) KTLA (TV) Los Angeles; WNBQ (TV) WGN-TV WENR-TV WBKB (TV) Chicago; KGO-TV San Francisco, WTVJ (TV) Miami. Agency: Jordan and Co., Los Angeles.

Network Accounts • • •

RALSTON PURINA Co., St. Louis, for its cereal products, signs for *Tom Mix and His Straight Shooters* on MBS Mon., Wed. and Fri., 5:30-6 p.m., CST. Agency: Gardner Adv., St. Louis. Program, which stars Curley Bradley as Tom Mix, will originate at WGN Chicago.

BIGELOW-SANFORD Co., New York, moves *Bigelow Show* from NBC to CBS-TV effective Oct. 5. Show is telecast Wed., 9-9:30 p.m. Agency: Young & Rubicam, New York.

KRAFT FOODS Ltd., Toronto (margarine), starts for 26 weeks *The Great Gildersleeve* for first time in Canada on 25 Dominion Network stations, Wed. 8:30-9 p.m. Agency: J. Walter Thompson Co., Montreal.

LEWIS-HOWE Co. (Tums), through its agency Dancer-Fitzgerald-Sample, New York, will replace its present show *Me and Janie* on Nov. 8 with new program featuring Fannie Brice. Show is heard Tues., 8:30-9 p.m. on NBC.

HOUSEHOLD FINANCE Corp., Chicago, sponsors *The People's Platform* Fri., 10-10:30 p.m., EST on CBS-TV starting Oct. 7 through LeVally Inc., Chicago. Live and film commercials will be used. HFC last fall sponsored *Barry Wood Show* on CBS-TV.

(Continued on page 20)

WDAY GETS NATION'S HIGHEST HOOPERS— MORNING, AFTERNOON, NIGHT!



THIS is not a fairy story . . . it's a Hooper story:

For five consecutive months, (Dec. '48 thru Apr. '49) WDAY had the highest Share-of-Audience ratings—Morning, Afternoon and Night—of all stations in the country!
What's more, we expect to get it again for the next 5-month period!

In addition to this amazing urban superiority, WDAY also has tremendous rural listenership. A new booklet gives facts and figures on some typical campaigns over WDAY—box-top premium offers, mail-order sales, and mail-pull response to prize contests. The number of replies, cost-per-reply and comparative costs paint an impressive picture of WDAY's large and loyal audience throughout the Red River Valley.

Get this new booklet today! It will convince you that WDAY is indeed one of the most fabulous stations in the nation, located in one of the most fabulous farm regions!



FARGO, N. D.

NBC • 970 KILOCYCLES • 5000 WATTS



FREE & PETERS, INC.
Exclusive National Representatives

Open Mike



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Re: Editorial Names

EDITOR, BROADCASTING:

I have a suggestion even better than that of L. Herschel Graves [OPEN MIKE, Sept. 5] that radio editorials be called "radiotorials," and I might as well come right out with it. My suggestion is that they be called "editorials," or even, in extreme cases, "radio editorials." This may be treason, and it may be too subtle; but I believe that it would tend to put radio editorializing on a level with other editorializing—a calling that has built its dignity for some hundreds of years —rather than with the beautologist, the realtors, and the morticians.

Mitchell V. Charnley, Prof.
School of Journalism
U. of Minnesota,
Minneapolis

* * *

Re-Capp-itulation

EDITOR, BROADCASTING:

In the Sept. 19 issue of BROADCASTING under the heading of "De-Cappi-itated" one of your writers sort of reviewed my appearance on a television forum on the subject of "Radio" and the FCC ban.

Your boy said "His (Capp's) presence in a forum was not easily explainable. One wonders why he strayed so far afield to criticize the strangling of art by commerce."

Now, it worries me that your boy finds my presence on a forum about radio not easily explainable, so I will explain it to him. I have listened to radio for 20 years, night and day. This makes me one hell of authority on the subject. In addition to that I don't work for a magazine that takes radio advertising so I'm absolutely free to say what I choose. The explanation, then, is, first, that having done the most painful sort of research on radio (20 years of listening), I know what I'm talking about; second; that having no tie-up or tie-in with radio, I was able to talk freely, honestly.

I don't want your boy to be further bewildered "wondering why I strayed so far afield to criticize the strangling of art by radio."

So, I'm going to explain that to him, too.

It is because I love radio—I think it's one of the greatest gifts of man to man. It can bring truth and beauty and honesty and culture and tolerance to the world. Instead it is more often used to distort the truth, to sell shoddy merchandise, to blast our sanity with screaming, howling commercials, to promote the phoniest causes, to soften the brains of our housewives with the worst in drama; to frighten and horrify our children with the most blood curdling and sadistic in horror.

It is because I know the wonderful thing that radio COULD be that I am disappointed at the hideous thing it has become.

Your writer closed with the final triumphant argument that in the very New York paper in which "Lil Abner" appears—there also appear ads for deodorants, menstrual aids, and cures for excessive body hair. As if that had any thing at all to do with my objection against the worst type of commercial. If your writer will again pick up that New York paper and start to read a news story—he can finish it WITHOUT being interrupted by an endless, yowling ad for a new kind of deodorant. If, in a newspaper he wants to read an ad about a deodorant, he reads it, if he prefers not to—he doesn't have to. He has a free choice. That is not true about radio. If you want to hear the news on radio—you MUST also listen to the commercial . . . for just as long as the sponsor wants to inflict it on you. If you want to listen to music on the radio—you MUST stop and listen to a peddler peddling automobiles, hair lotion, two-pants men's suits.

Your writer knew this when he wrote his li'l piece. Who did he think he was kidding?

Those who defend the evils of radio are not the friends of radio. Those who love it, and who want it to be what it could be, go on the air and blast it. I have never said that I objected to "commerce in radio" as your writer stated. I object to the free unbridled abuse of the radio listener, by those why buy time on the air. I don't think it's good radio, and, most importantly, I don't think it's good selling.

Al Capp

[EDITOR'S NOTE: The boy who wrote the editorial to which Mr. Capp objects does not contend that radio can do no wrong, although he does not believe the evils exist in the abundance that Mr. Capp suggests. The boy marvels that Mr. Capp still has his senses after his hitherto secret, 20-year romance with the sluttish radio. Greater love hath no man, Mr. Capp, than that he should lay down his ears for the singing commercial.]

* * *

Cites Fair Labor Act

EDITOR, BROADCASTING:

. . . For several years I have noticed that some newspapers, particularly the small ones with a circulation of less than 3,000, had been exempt from the Wage and Hour provisions of the Fair Labor Standards Act. The new bill before the House and Senate provides

(Continued on page 15)

Give Some Thought to the
Midnight to 7 a.m. audience
in the Mid South's largest city

"JACKSON'S BEAT"
by
JACKSON

•

The Mid-South's only all night
Disc Jockey

★ Midnight to 7 a.m. *can* mean sales

WHHM

Independent—but not Aloof
MEMPHIS, TENNESSEE

• Patt McDonald, manager

AIMS — Association of Independent Metropolitan Stations

INDEPENDENT METROPOLITAN SALES, representatives

ONLY ON CBS



...do you hear the greatest performers in American radio

...do you get the biggest, and the biggest average, ratings in all radio

COMPARATIVE NETWORK SHOWSHEET

EVE

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Adams Hats Drew Pearson (226) R	Prudential Ins. Family Hour (150)	Quaker Oats Roy Rogers Show (500)	Catholic Hour S
6:15	Seeman Bros. Mon. Headlines (218) R	"	"	"
6:30	Author Meets Critic (S)	C-P-P Our Miss Brooks (152) R	Cudahy Packing Nick Carter (467)	Hollywood Calling S
6:45	"	"	"	"
7:00	Think Fast S	Amer. Tob. Co. Jack Benny (180) R	Adv. of the Falcon S	Gruen Watch Hollywood Calling (163)
7:15	"	"	"	"
7:30	TBA	Lever Bros. Amos 'n' Andy (150)	7:30-7:55 The Saint	Rexall Co. Harris-Faye (163)
7:45	"	"	7:55-8 Ronson Art Metal, J. Desmond (441)	"
8:00	Old Gold Stop the Music (173)	Coca-Cola McCarthy Show (171) R	Co-op A. L. Alexander	Wildroot Co. Adv. of Sam Spade (165) H
8:15	Eversharp, Inc. (173)	"	"	"
8:30	Speidel Corp. (171)	P & G—Tide Red Skelton (170) R	Enchanted Hour	U. S. Steel Corp. Theatre Guild (163)
8:45	Old Gold Cigarettes (173)	"	"	"
9:00	Kaiser-Frazer Walter Winchell (272)	Electric Co. Helen Hayes (163)	Opera Concert	"
9:15	Andrew Jergens Louella Parsons (204)	"	"	"
9:30	Burisen-Riner Chance of a Lifetime (187)	Philip Morris Horace Heidt (172)	Sheliah Graham	Bayer Asprin American A. of F. Music (154)
9:45	"	"	Twin Views Of the News S	"
10:00	Carter Products Jimmie Fidler (70)	Carnation Co. Contented Hour (173)	CBC Theatre	Eversharp Take It or Leave It (164)
10:15	Ted Malone S	"	"	"
10:30	Organ Music S	Dress Parade S	Flavored with Flutes	Pet Milk Kay Armen (162)
10:45	Sokolsky S	"	"	"

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You and— S	"	Clem McCarthy 6:15-6:20 S
6:30	"	No network	"	Sketches in Melody 6:20-6:45 S
6:45	"	P & G—Ivory Lowell Thomas (78)	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition (53)	P & G—Dreft Beulah (81) R	Co-op Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (166) H
7:15	Co-op Elmer Davis (46)	P & G—Oxydol Jack Smith (84)	Dinner Date S	Miles Labs. News of World (151)
7:30	General Mills Lone Ranger (175) R	Campbell Soup Club 15 (153) R	Noxzema Gabriel Heatter (214)	Echoes from the Tropics S
7:45	"	Campbell Soup Ed. Murrow (153)	I Love A Mystery S	Pure Oil Co. Kaltenborn (31)
8:00	Rex Maupin S	Bromo Seltzer Inner Sanctum (157) R	National Biscuit Straight Arrow (279)	A. A. of RR's Railroad Hour (163)
8:15	"	"	"	"
8:30	Ella MaeTime	Lever-Lipton Arthur Godfrey Talent Scouts (156) R	Peter Salem S	Firestone Voice Firestone (140)
8:45	Henry Taylor General Motors (262)	"	" *	"
9:00	Kate Smith Calls S	Lever-Lux Lux R. Theatre (176)	Murder by Experts S	Bell Telephone Telephone Hour (150) R
9:15	"	"	"	"
9:30	"	"	Secret Missions	Cities Service Band of America (181)
9:45	"	"	"	"
10:00	Elec. Workers ArthurGaeth (97)	Lvr.-Pepsodent My Friend Irma (150)	Commentators MBS Newsreel	TBA
10:15	KateSmith Calls S	"	"	"
10:30	"	R. J. Reynolds Bob Hawk (160)	Dance Music	TBA
10:45	"	"	"	"

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You And— S	"	Clem McCarthy 6:15-6:20 S
6:30	"	No network	"	Sketches in Melody 6:20-6:45 S
6:45	"	P & G-Ivory Lowell Thomas (78)	"	Sun Oil Co. 3-Star Extra (33)
7:00	Co-op Headline Edition (53)	P & G-Dreft Beulah (81) R	Fulton Lewis jr (291)	Amer. Tob. Co. Light Up Time (166) H
7:15	Co-op Elmer Davis (46)	P & G-Oxydol Jack Smith (84)	Dinner Date S	Miles Labs. News of World (143)
7:30	Pepsi-Cola Counter Spy (258)	Campbell Soup Club 15 (153) R	Rhodes Pharm. Gabriel Heatter	Park Sheraton Hotel Orchestra S
7:45	"	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. R. Harkness (26)
8:00	Amer. Oil Co. Carnegie Hall (108)	Sterling Drug Mystery Theater (149) R	Gregory Hood S	Dupont, Cavalc. of America (152) H
8:15	"	"	"	"
8:30	Co-op Town Meeting (56)	C-P-P T'th Pwdr Mr. Mrs. North (151) R	Official Detective S	Lewis Howe Co Me & James (151)
8:45	"	"	" *	"
9:00	"	Gulf Oil We the People (126)	John Steele Adventurer	Lever-Swan Bob Hope (153) H
9:15	Chr. Sc. Monitor	"	"	"
9:30	Views the News R	Life with Luigi S	Mysterious Traveler	Johnson Wax Fibber McGee & Molly (165)
9:45	We Care S	"	"	"
10:00	Time for Defense Starts 10/25 S	DeSoto Plym'th Hit the Jackpot (172)	Commentators MBS Newsreel	Lever Bros. Big Town (133)
10:15	"	"	"	"
10:30	A.F. of L. As We See It	Jimmy Dorsey Orchestra	Dance Orchestra	Brown & Wmsn. People are Funny (164)
10:45	C. of C.	"	"	"

WED

	ABC	CBS
6:00 PM	Not in Service	Metro Eric
6:15	"	Yo
6:30	"	No
6:45	"	P Lowe
7:00	Co-op Headline Edition (53)	P &
7:15	Co-op Elmer Davis (46)	P & Jac
7:30	General Mills Lone Ranger (175)	Cam
7:45	"	Cam Ed.
8:00	Amazing Mr. Malone S	S Mr.
8:15	"	
8:30	Petri Wine Co. Sherlock Holmes (175)	Che Dr.
8:45	"	
9:00	Starring Boris Karloff S	Elgin Grou
9:15	"	
9:30	The Croupier S	Liggt Bir
9:45	"	
10:00	Miller Brewing Lawrence Welk (26)	Bit Bun
10:15	"	
10:30	On Trial S	Cap
10:45	"	

DAYTIME

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Concert Hall S	World News	Tone Tapestries S	Co-op World News W. W. Chaplin
9:15	"	E. Power Biggs S	"	Wormwood Forest S
9:30	Voice of Prophecy, V of P Inc (85)	"	Wings Over Jordan	Cameos of Music 9:30-10 On avail. stations S
9:45	"	Trinity Choir	"	Hudson Coal Co. D. & H. Miners (13)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (286)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Southernaires S	"	Voice of Prophecy (281)	Family Time S
10:45	Southernaires S	Church of Air S	"	"
11:00	Serutan Co. V. Lindlahr (69)	Newsmakers S	Christian Rel. Church, Back To God (266)	Faultless Starch Starch Time (50)
11:15	Dawn Bible Students, Frank & Ernest (179)	Howard K. Smith S	"	Morning Serenade
11:30	Hour of Faith S	Salt Lake City TabernacleS	Northwestern U Review S	News Hilites S
11:45	"	"	"	Campana Solitair Time (19)
12:00 N	Fantasy in Melody S	Invitation to LearningS	College Choirs	Greystone Press Mr. Fixit (43)
12:15 PM	Foreign Reporter S	"	"	On the Village Green S
12:30	Piano Playhouse	People's Platform S	Lutheran Hour Dr. W. Maier (392)	The Eternal Light S
12:45	"	"	"	"
1:00	Song Salesman S	Charles Collingwood S	Doubleday News	America United S
1:15	Here's Hollywood S	Elmo Roper S	Charles Kenton Organist	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	General Mills Breakfast Club (212) R	Co-op News	Robt. Hurleigh	Honeymoon in New York S
9:15	Swift & Co. Breakfast Club (127) R	Barnyard Follies S	Co-op Tell Your Neighbor	"
9:30	"	"	Tennessee Jamboree	Clevelandaires S
9:45	Philco Corp. Breakfast Club (24)	"	"	"
10:00	Libby, McNeill My True Story (196) R	Music Please S	Co-op Cecil Brown (30)	P & G Co. Welcome Travelers (141)
10:15	" *	Lee & Wildroot Arthur Godfrey (156) R	Faith Our Time S	"
10:30	General Mills Betty Crocker (191) R	Gold Seal Arthur Godfrey (172) R	Say It with Music	Kraft Foods Marriage for Two (148)
10:45	*See Footnote	National Biscuit Arthur Godfrey (172) R	"	Sealtest Dorothy Dix at Home (77)
11:00	Modern Romances	Liggett & Myers Arthur Godfrey (178) R	Co-op Behind the Story	Manhattan Soap We Love and Learn (162)
11:15	"	"	Your Marriage	Dr. Paul S
11:30	Pick a Date with Buddy Rogers	Gontinal' Baking Grand Slam (48)	Red Benson Show	Prudential Ins. Jack Berch (136)
11:45	"	P & G Rosemary (68)	"	B. T. Babbitt Lora Lawton (135)
12:00 N	Pillsbury Mills Houseparty (216)	General Foods Wendy Warren (151)	Co-op Kate Smith Speaks	TBA
12:15 PM	" *	Lever Bros. Aunt Jenny (84)	Doubleday Quiz Show	Music
12:30	Out of Service	Whitehall Helen Trent (165)	Burrus Mills Light Crust Dough Boys	Hometowners
12:45	"	Whitehall Our Gal Sunday (158)	G. Heatter's Mail Bag	Echoes from the Tropics
1:00	Co-op Baukhage (92)	P & G Big Sister (93)	Co-op Cedric Foster	Boston Symphony Mon. 1-1:30
1:15	Co-op Nancy Craig (11)	P & G Ma Perkins (96)	Harvey Harding	Luncheon with Lopez Tues.-Fri.

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	TBA	Co-op News	(Network Opens 9:30 A.M.)	Mind Your Manners S
9:15	"	Barnyard Follies S	"	"
9:30	Sheppers' Special S		News	Brown & Wmsn People are Funny (17)
9:45	"	Ferry-Morse Garden Gate (32)	"	"
10:00	At Home with Music S	M & M Ltd Joe Di Maggio (15)	Magic Rhythm	Minn. Valley Canning Co. Fred Waring (149)
10:15	"	"	"	"
10:30	Junior Junction S	Music for You S	Helen Hall	Pet Milk Mary Lee Taylor (148)
10:45	"	"	News	"
11:00	Navy Hour S	Cream of Wheat Let's Pretend (154) *	Music	J. Morrell & Co. Lassie (163)
11:15	"	"	"	NBC Stamp Club
11:30	Roger Dann S	Lever Bros. Junior Miss (167)	Georgia Crackers	Brown Shoe Smilin' Ed McConnell (162)
11:45	"	"	Miscellaneous	"
12:00 N	Hormel & Co. Girls' Corps (208)	Armstrong Cork Theatre of T'day (166)	Man on the Farm	Barzinli Washington News
12:15 PM	"	"	"	Americans the World Over S
12:30	American Farmer S	Pillsbury Mills Grand Gen. Sta. (130)	Smoky Mt. Hayride	Adventures of Archie Andrews S
12:45	"	"	"	"
1:00	ABC Concert of American Jazz	Armour Stars Over Hollywood (167)	Campus Salute	Allis-Chalmers Natl. Farm & H. Hour (164)
1:15	"	"	"	"

DAYTIME

	ABC
1:30	Fine Art Quartet S
1:45	"
2:00	Around th World (130) S
2:15	"
2:30	Co-op Mr. Preside
2:45	"
3:00	Fruehauf Tr Harrison W (75)
3:15	P. J. Rille Betty Clar (18)
3:30	Lthrn. Layn Lutheran H (190)
3:45	"
4:00	Voices th Live S
4:15	"
4:30	Milton Cr Opera Albu
4:45	"
5:00	Famil Closeup S
5:15	"
5:30	Goodyear T Greatest Ever To (64)
5:45	

FOR OCTOBER 1949

TUESDAY

MBS	NBC
Repeat of Kid Strips	News Bob Warren S
"	Clem McCarthy 6:15-6:20 S
"	Sketches in Melody 6:20-6:45 S
"	Sun Oil Co. 3-Star Extra (34)
Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (166) H
Dinner Date S	Miles Labs. News of World (151)
R. B. Semler Gabriel Heatter (215)	Park Sheraton Hotel Orchestra S
I Love A Mystery	Pure Oil Co. Kaltenborn (32)
Can You Top This S	Philip Morris This Is Your Life (145) R
"	"
International Airport	Kraft Foods Co. Great Gildersleeve (153)
" *	"
Scattergood Baines	Bristol Myers Break the Bank (163)
"	"
Family Theatre S	Bristol Myers Dist. Attorney (163)
"	"
Commentators MBS Newsreel	Am. Cig. & Cig. The Big Story (165)
"	"
Dance Music	Mars Candy Curtain Time (145)
"	"

THURSDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Ricau S
"	You And— S	"	Clem McCarthy 6:15-6:20 S
"	No network	"	Sketches in Melody 6:20-6:45 S
"	P & G-Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (34)
Co-op Headline Edition (53)	P & G Beulah (81) R	Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (166) H
Co-op Elmer Davis (46)	P & G Jack Smith (84) R	Dinner Date S	Miles Labs. News of World (143)
Pepsi-Cola Counter Spy (258)	Campbell Soup Club 15 (153) R	Rhodes Pharm. Gabriel Heatter	Echoes from the Tropics S
"	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. R. Harkness (27)
The Eye S	P & G-Lava FBI (149)	California Caravan	G.F.-Jello Aldrich Family (150)
"	"	"	"
"	Whitehall Mr. Keen (149) R	Mail Pouch Fishing & Hunting Club (133)	G.F.-Maxwell Father Knows Best (155) H
" *	"	" *	"
Old Gold Orig. Amateur Hour (173) *	Auto-Lite Suspense (169)	Comedy Playhouse	Screen Guild Players
"	"	"	"
"	Philip Morris Crime Photog. (149)	"	Blatz Brewing Duffy's Tavern (156)
"	"	"	"
Revere Camera Name the Movie (50)	Hall Bros. Hallmark Playhouse (158)	Commentators MBS Newsreel	Chesterfield Supper Club Perry Como
" *	"	"	"
Someone You Know, Mental Health Series S	Campana Sales First Nighter (62)	Dance Music	TBA
"	"	"	"

FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Ricau S
"	You And— S	"	Clem McCarthy 6:15-6:20 S
"	No network	"	Sketches in Melody 6:20-6:45 S
"	P & G-Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (34)
Co-op Headline Edition (53)	P & G Beulah (81) R	Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (166) H
Co-op Elmer Davis (46)	P & G Jack Smith (84) R	Dinner Date S	Miles Labs. News of World (151)
General Mills Lone Ranger (175)	Campbell Soup Club 15 (153) R	Gabriel Heatter	The UN Is My Beat.
"	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. Kaltenborn (31)
Norwich Phar. Fat Man (136) R	Gen. Fds.-Sanka The Goldbergs (151) R	TBA	Dean Martin-Jerry Lewis Show
"	"	"	"
Equitable Life This Your FBI (221) R	Gen. Fds.-Jello My Favorite Husband (153) R	Music	TBA
"	"	" *	"
H. F. Heinz Co. Adventures of Ozzie & Harriet (207) Start 10, 14	Am. Tob.-Rio-T. Leave it to Joan (173)	Air Force Hour	Pabst Sales Co. Life of Riley (151)
"	"	"	"
Pac. C. Borax The Sheriff (191)	Breakfast with Burrows S	Co-op Meet the Press	R. J. Reynolds Camel, Jimmy Durante (163)
Oh. Spark Plug Roll Call (215)	"	"	"
Gillette S. R. Co. Gillette Fights (270)	Dance Orchestra S	Commentators MBS Newsreel	Mars Inc. Dr. I. Q. (131)
"	"	"	"
"	"	Dance Music	Col. Palm.-Peet Sports Newsreel (139)
"	"	"	Pro & Con S

SATURDAY

ABC	CBS	MBS	NBC
Fantasy in Melody S	News Bancroft S	Modern Music	Horse Races
Church of Nation S	Memo From Lake Success	"	Religion in the News S
Co-op H. Wisner	U. S. Army Red Barber (171)	Music	NBC Symphony Orchestra S
Rendezvous with Song S	News John Daly S	Mel Allen	"
Harmonaires S	Johnny Dollar S	Hawaii Calls S	"
Co-op Bert Andrews	"	"	"
Richfield Sports Reporter (54)	R. J. Reynolds Vaughn Monroe (160)	Helbros Quick As A Flash	Fatima Dragnet (140)
It's Time for Music S	"	"	"
Chandu, The Magician (Co-op)	Wrigley Gene Autry (169)	Ronson Metal 20 Questions (501)	Am. Home Prod. Hollywood Star Theatre (53) H
Start 10, 15 "	"	"	"
Gregory Hood's Casebook S	Philip Marlowe S	Take a Number	P & G-Duz Truth or Consequences (142)
"	"	"	"
TBA	General Foods Gangbusters (81) R	Meet Your Match	Amer. Tob. Co. Your Hit Parade (164)
Musical Etchings S	"	"	"
Hollywood By Line S	Escape S	Lombardo USA S	Colgate Shv. C. A Day in the Life of Dennis Day (144) H
"	"	"	"
Phillips Petrol. Nat. Barn Dance (68) *	Sing It Again S	Chicago Theatre of the Air S	Colgate Judy Canova (144) H
"	"	"	"
Shamrock Hotel Bands S	Carter Prod. Sing It Again (149)	"	R. J. Reynolds Grand Ole Opry (159)
	Sing It Again S	"	"

6:00 PM
6:15
6:30
6:45
7:00
7:15
7:30
7:45
8:00
8:15
8:30
8:45
9:00
9:15
9:30
9:45
10:00
10:15
10:30
10:45

SUNDAY

IS	MBS	NBC
asury stand S	American Radio Warblers	U of Chicago Round Table S
"	Micheal O'Duffy	"
ines- auer rs (163)	Chamber Music	NBC University Theatre S
"	"	"
ration ce	Co-op Bill Cunninghan (55)	"
	Veteran Wants to Know S	"
ll'monic y Orch.	Treasury Variety Show	One Man's Family S
	"	"
	General Foods Juvenile Jury (223)	Miles Labs. Quiz Kids (162)
	"	"
	General Foods House Mystery (482)	Living—1949
	"	"
y at ase	Wm. Gargan Private Investgr. (380)	Voices and Events
	"	"
	Grove Labs	
r You	D.L.&W. Coal The Shadow	TBA
	"	"
nes- auer nes onette 6)	Williamson True Detective Mysteries (472)	Int'l Harvester Harvest of Stars (153)
	"	"

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	P & G Dr. Malone (87)	TBA	Co-op George Hicks S
Listen to This S	P & G Guiding Light (83)	Checkerboard Jamboree	Easy Listenin'
Co-op Breakfast in Hollywood	General Foods 2nd Mrs. Burton (98)	Ph. Morris (375) Miles Lab. (422) Queen for Day	Campbell Soup Double or Nothing (133)
"	P & G Perry Mason (114)	"	"
Sterling Drug Bride & Groom (201) R	Toni Co. Nora Drake (153)	Ladies Fair	General Mills Today's Children (71)
"	P & G Brighter Day (82)	"	General Mills Light of World (71)
See Footnote	Babbitt David Harum (55)	Bob Poole Show	P & G Life-Beautiful (149)
"	Miles Labs. Hilltop House (130)	"	P & G Road of Life (149)
Philip Morris Ladies Be Seat'd (209) * Start 10, 24	Garry Moore Show S	"	P & G Pepper Young (153)
"	"	"	P & G Right to Happiness (151)
Pillsbury Mills Galen Drake (216)	"	Miscellaneous Programs	Sterling Drug Backstage Wife (146)
Tune Trio S	"	"	Sterling Drug Stella Dallas (146)
Melody Promenade S	Treasury Bandstand S	Hoedown Party	Sterling Drug Lorenzo Jones (146)
"	"	"	Sterling Drug Y. Widder Brown (146)
See Footnotes	Chicagoans S	Bobby Benson	General Foods When Girl Mar's (81)
"	"	National Biscuit Tues-Thurs S. Arrow (243)	General Foods Portia Faces Life (89)
"	Hugo Malan's Orchestra S	M-W-F. Tom Mix-Ralston (482)	Whitehall Just Plain Bill (60)
"	Miles Labs. Curt Massey Time (148) R	Capt. Midnight Wander (161)	Whitehall Front Page Far' (59)

SATURDAY

ABC	CBS	MBS	NBC
Old, New, Borrowed, Blue S	Toni Co. Give and Take (149)	Dance Orchestra	Report on America S
"	"	"	Report on Europe S
College Football Games S	Borden County Fair (167)	Football	Echoes from the Tropics S
"	"	"	"
"	Football Round-up S	"	Football Game
"	"	"	"
"	"	"	"
"	"	"	"
"	"	"	"
"	"	"	"
"	"	"	"
Tea and Crumpets	"	Sports Parade	"
"	"	"	"
"	Make Way for Youth S	Dance Music	Music
"	"	"	Hunt Club Dog Fd., Confidential Closeups (160)

EXPLANATORY. LISTINGS IN ORDER, SPONSOR, NAME OF PROGRAM, NUMBER OF STATIONS, AND IN SOME INSTANCES, STARTING DATE. S SUSTAINING; R RE-BROADCAST WEST COAST; TBA TO BE ANNOUNCED. TIME IS EST.

ABC

9:55-10 PM Thurs., Personality, Portraits, sustaining.
10-10:30 AM Tues. & Thurs., Sterling Drug sponsors My True Story 204 stations.
10-10:30 PM Saturday, National Barn Dance, Philips Petroleum Co. in West.
10-10:30 PM Sat., Earl Godwin, in East.
10:30-10:45 PM Sat., Irving Fields in East.
10:45-11 AM Mon., Wed. & Fri., Serutan Co., V. Lindlahr, 69 stations.
10:45-11 AM Tues., Club Aluminum Products Co., Club Tune, 65 stations.
10:45-11 AM Wed., Radio Offers Co., Housewives Moneymaker, 60 stations.
12:25-12:30 PM Mon.-Fri., Walter Kiernan with One Man's Opinion with Philip Morris commencing sponsorship 10/24 over 209 stations.
3-3:30 PM Mon., Wed. & Fri., Quaker Oats sponsors Talk Your Way Out Of It over 206 stations.
3-3:15 PM Tues. & Thurs., Greystone Press sponsors Mr. Fix It over 61 stations.
3:15-3:30 PM Tues. & Thurs., TBA.
3:55-4 PM Mon.-Fri., Westinghouse sponsors Ted Malone, 132 stations.
5-5:30 PM Mon., Wed. & Fri., Quaker Oats sponsors Challenge Of The Yukon over 207 stations.
5-5:30 PM Tues. & Thurs., Green Hornet—sustaining.
5:30-6 PM Mon.-Fri., General Mills sponsors Jack Armstrong on alternate days each week with the Derby Foods sponsoring Sky King, 202 stations for both.
10:10-10:25 PM Thurs., Frank H. Lee Co. sponsors Robert Montgomery Speaking over 250 stations. Presumably Revere Camera Name The Movie is heard from 9:45 to 10:10 PM, Thurs.)

CBS

11:00-11:05 AM Sat., Seeman Bros., Allan Jackson News, 194 stations.
11:00-11:5 AM Sun., Annual Edtn., Allan Jackson News, 65 stations.
4:25-4:30 PM News.

MBS

7:55-8 PM Sunday, Ronson Art Metal Works, Johnny Desmond Show, 441 stations.
3:55-4 PM Mon.-Fri., Bill Henry & the News, Jones-Mowry Co., 374 stations.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
October 3, 1949
Copyright 1949

Looking for the biggest?

New York's biggest bargain: nighttime station breaks on WCBS



With most of radio's top-rated shows now on CBS, most of New York's best-position station breaks are on WCBS.

Better still—thanks to our *average-rating* rotation plan, every WCBS station break advertiser enjoys the greatest monthly circulation *at the lowest cost per thousand.*

Ask WCBS or Radio Sales how—for surprisingly little—you can reach *all* the big audiences attracted by the greatest nighttime schedule in the history of radio.

Represented by Radio Sales

Open Mike

(Continued from page 14)

for exemption of newspapers with a circulation of less than 5,000.

I have been unable to understand why radio stations, particularly small ones which compete with these newspapers, have not been able to gain a similar exemption because as far as I can find out no particular campaign has been waged to get small stations on an equal competition basis, at least in this respect with small comparable newspapers. . . .

John R. Tomek, Lawyer
First American State Bank Bldg.
Wausau, Wis.

* * *

Re: 1950 Census

EDITOR, BROADCASTING:

I have noted with interest your article, "1950 Census, Hauser Explains System for Radio-TV Count," in the current issue of BROADCASTING.

What's Hauser doing, Horsing Around? Where does he get the idea, or where does he get the *information*, that the pubilc is so confused over AM and FM transmission; that FM sets will not be tabulated? This statement coming from the acting director of the Bureau of Census, seems to me, the most stupid statement I have ever read.

In the current issue, you also show the FCC ROUNDUP. In this roundup, you show 738 FM stations on the air; CP's 424. . . .

I think it's high time that the owners of FM stations notify their congressmen and senators and insist that competent heads should be placed at the head of the Bureau of Census before the count starts in 1950. . . .

. . . FM is no more confusing to the public than TV, certainly Mr. Hauser, the acting head of the Bureau of Census, should know this. People are not so dumb as Mr. Hauser many think. . . .

Nathan Frank
General Manager
WHNC Henderson, N. C.

* * *

Adds to AIMS Data

EDITOR, BROADCASTING:

Thanks for the nice coverage of the AIMS meeting. . . .

. . . The story in Sept. 26 issue . . . needs a little clarifying as to:

(1) The major markets such as New York and Chicago have not been invited into AIMS up to now because of our desire to start out the organization among stations from smaller sized markets, and because we did not know enough about the various large market stations to extend a selective invitation to the station we felt might best help our organization.

The membership committee is now studying the major markets and expects to issue some invitations this year.

(2) The statement that all IMS (Independent Metropolitan Sales rep business) stations are members of AIMS is erroneous. IMS is a separate business operation and has no connection with AIMS. Several AIMS stations are represented by IMS but there is no connection between the two.

(3) WMIL at Milwaukee has no FM affiliate. It is all AM daytime. . . .

. . . Our group decided on a promotion committee composed of Jerry Sill, WMIL; Sherman Marshall of WOLF [Syracuse], and Patt McDonald of WHHM [Memphis]. . . .

S. A. Cisler
Vice President
WKYW Louisville

* * *

Educator on Awards

EDITOR, BROADCASTING:

For 13 years the School Broadcast Conference has met in Chicago. We are planning our 13th session for Oct. 18, 19, and 20 at the Sherman Hotel. This meeting is primarily interested in the use of radio in education at all levels—kindergarten through adult education. . . .

We are extremely interested in a greater use of radio as a teaching method in formal education. In recognition of this interest and the part played in it by schools and stations, the School Broadcast Conference annually cites a number of educational programs and the stations which prepared or released them. In many instances these citations are based upon the use made of the program rather than upon its production, writing or other radio techniques.

I call these things to your attention in connection with your editorial "CCNY Deserves an Award" [BROADCASTING, Sept. 19]. That the School Broadcast Conference is meaningful and is fulfilling a need is indicated by the 400 to 500 advance registrations at this early date from educators, school administrators, and school-station operators all over the country. We expect a total registration of approximately 2,000 at our 13th annual meeting. . . .

George Jennings
Director, School Broadcast Conference
Chicago

* * *

Required at WCCO

EDITOR, BROADCASTING:

I would appreciate our receiving six copies of your booklet containing seven articles on "The Business of Broadcasting." As I recall, the seventh article was by Edgar Kobak. It is my intention to distribute these booklets as required reading for our sales personnel. . . .

Alfred J. Harding
Sales Manager
WCCO Minneapolis



for profitable selling
INVESTIGATE

WDEL
WDEL-TV
WILMINGTON
DELAWARE

WEST
EASTON
PENNSYLVANIA

WKBO
HARRISBURG
PENNSYLVANIA

WORK
YORK
PENNSYLVANIA

WRAW
READING
PENNSYLVANIA

WGAL
WGAL-TV
LANCASTER
PENNSYLVANIA

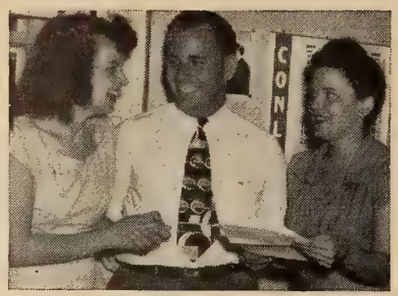
Represented by
ROBERT MEEKER ASSOCIATES
Los Angeles · New York
San Francisco · Chicago
STEINMAN STATIONS

Feature of the Week

WHEN the Jaycettes of Oak Ridge, Tenn., a local civic group, launched its drive for funds to finance a fly-control program for this government-controlled atomic city, it cracked head-on into a problem. Residents were slow to respond to appeals for contributions and after 18 days of Jaycette solicitation, only slightly more than $100 had been raised toward the $1,200 goal, the cost of two foggings with DDT solution, for the entire residential areas.

At the point where the campaign seemed a failure, WATO moved in. Commercial Manager Harry Weaver set up the machinery for an extensive educational spot announcement campaign to be climaxed with a special Oak Ridge talent broadcast interspersed with various civic speakers. Mr. Weaver turned the general publicity job over to Ruth Jamieson, WATO women's program director, and asked Program Director Art Metzler to handle the special broadcast.

Ten different talent groups and 16 speakers from civic and fraternal organizations in Oak Ridge participated in the five-hour broadcast. Two local cab companies



(L to r) Mrs. Lester Cook, Jaycette member and acting fly control president; Mr. Weaver, and Mrs. George Hudson, Jaycette president and secretary-treasurer of fly control

* * *

gave their services to pick up contributions pledged by phone.

Over $300 was raised during the broadcast period and the impetus of the promotion pushed the drive so near to the goal that the Lions and the Kiwanis Clubs came through with donations that made the quota.

The Oak Ridge health department officials complimented WATO and maintained it had done much to advance sanitation education.

Mr. Robert Barney
Compton Advertising, Inc.
New York City

Dear Bob:

Folks 'round here sez thet it's what th' peepul thinks uv yuh what knows yuh best thet counts. We tho't you fellers ud like ter know what one uv Charleston's leading merchants thinks uv WCHS an' what it does fer folks. I noticed th' new schedule on th' bosses desk, and right smack dab on th' first page is a picture uv Mr. John Arter uv th' Arter Paint An' Glass Co. an' a statement by him. He says thet he never seen no sech results as he gits from his spots on WCHS! Why, he even sed thet within fifteen minutes atter one o' his spots is broadcast his telyphone is aringin' with orders! Can't beat thet, can yuh, Bob?



Yrs.
Algy

WCHS
Charleston, W. Va.

On All Accounts

IF Al Kabaker ever gets into any trouble, he won't have to go far for legal advice. For, if you were to scratch beneath his present title of manager of West Coast office, Dancer-Fitzgerald-Sample Inc., you would find the initials J. D.—proof that at one time, Al Kabaker tangled with law.

Now tangling with advertising clients, Al, in addition to managing the agency's Hollywood office, supervises production of the three shows originating from there—CBS *Beulah* ("love that Dreft!") *Show* and CBS *Oxydol Show* for Procter & Gamble; and NBC *Me and Janie* for Lewis-Howe Co. (Tums). (Latter show will be replaced Nov. 8 by Fanny Brice *Baby Snooks Show.*



AL

Kabaker the attorney functioned in Chicago between 1932 and 1934 on the payroll of Altheimer, Mayer, Woods & Smith. The job followed graduation from the U. of Chicago Law School. Al pulled down the sum of $65 a week, considering himself lucky because, being in the midst of the depression, many of his fellow-graduates were serving free apprenticeships to employers. With this impressive salary came all the "dirty" jobs that were exclusively relegated to new members of the organization, filing eviction suits and the like. In two years Al decided that there was more to life than evicting people from their homes, and called a halt to his law career.

Reviewing the newspaper experience he'd had in college, he left to take a job with Montgomery Ward as director of press relations. After a year there, he went in search of a more exciting position and ended up in a general executive job with Blackett, Sample, Hummert (now Dancer-Fitzgerald-Sample). Here he was able to utilize his legal background as well as learn the agency business.

In 1942, after five years with the agency, Al turned in his desk temporarily for a uniform when he was commissioned a Lieutenant in the Navy. His Navy career was centered around training programs at Norfolk, Va., and Great Lakes, Ill.

With separation from the Navy in 1945 came the decision that he had no further desire to work in Chicago. It was a convenient time for such a decision. For that was the time that Dancer-Fitzgerald-Sample (which had undergone a change of name during his ab-

(Continued on page 20)

Bold
There's a New Look in Northeastern Ohio

IT'S A NEW LOOK because . . .
It sparkles with greater sales results from today's more conservative ad expenditures.
IT'S A BOLD LOOK because . . .
The pattern no longer conforms to old-fashioned and outmoded traditions in time-buying.
THREE THINGS HAVE HAPPENED DURING THE PAST TWO YEARS TO PRODUCE THIS NEW BOLD LOOK IN NORTHEASTERN OHIO

1. A station 58 miles from us increased its power and therefore a station 24 miles from us lost more than half its audience in the Canton Market.
2. Another station 58 miles from us lost some of its best features and therefore lost several percentage points in its Canton Market audience ratings.
3. WHBC increased its power to 5,000 watts . . . became an affiliate of ABC . . . and therefore another station 24 miles from us lost practically all its Canton Market audience.

RESULT:
WHBC in Canton is now the station that completes your coverage picture in NORTHEASTERN OHIO because WHBC has gained audience while listening to all other stations has split seven ways.

Check Taylor Borroff About . . .
. . . Brand New Hooperatings
. . . More listeners at less cost
. . . Retail sales that still hold firm
. . . Local promotion that sells
. . . A 5-county "BRIGHT SPOT" market

ASK WHBC CANTON
about the NEW BOLD LOOK in NORTHEASTERN OHIO

Whether you sell . . .

Exquisite ermine or expensive ensembles for evening events . . . ebony easels for energetic etchers . . . evergreens for enclosing exclusive estates . . . epaulets for eager ensigns . . . elaborate encyclopedias for enlightening educational examinations . . .

erasers for eradicating errors . . . escalators and elevators for elegant emporiums . . . explorers' equipment for equatorial expeditions . . . engine evaporators for expelling exhaust of exploding ethyl . . . edition extras from enterprising editors . . . endorsed engraved envelopes for evangelists' epistles . . . embroidered emblems for employed embassadors . . .

Electrical elements for electronic enthusiasts . . . enriched egg eclairs for enjoyable eating . . . emery for evening exposed edges . . . etiquette education for exacting executives . . . excavators for extracting earth . . . entertainment excursions for emotional elopers . . . better buy radio . . . better buy WGN!

Yes, Radio Sells . . . **that's been proven again and again. Likewise, WGN has proven a result getter for its advertisers . . . and now at a lower cost than ever before. WGN delivered 1,000 homes per average ¼ hour, 7 days a week (6 a.m.-12 mid.) in 1948 for only 88 cents as compared with $1.11 in 1946.* That's a value you can't afford to overlook . . . that's why we say—to get the most out of your advertising dollar . . . Better Buy Radio . . . and for your BEST BUY . . . Better Buy WGN!**

*Nielsen Radio Index for February-March and rates as published

WGN reaches more homes each week than any other Chicago station. — 1949 Nielsen Annual Report

A Clear Channel Station . . .
Serving the Middle West

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

The Case for

tello-test is the oldest giveaway program in America. It's been on the air continuously for over 10 years. It made radio history on WGN, Chicago, where almost overnight it became the most popular program in the city, achieving and maintaining a Hooper rating of over 10. This WGN quiz became one of the most listened to shows in Milwaukee (90 miles away) and South Bend, Indiana (85 miles away) altho no phone calls were ever made to either town (6.2 rating in Milwaukee). ■ OTHER STATIONS HEARD about the success of TELLO-TEST and wanted to know how to buy it—the Yankee Network, WOR, New York; WJW, Cleveland, and others. And so Radio Features, Inc., was formed and over the years TELLO-TEST grew to the point where now over 150 stations coast-to-coast broadcast this unique telephone quiz. ■ RADIO FEATURES developed a big research department to create clever questions and appropriate ad lib material to go along with the questions. Legal talent examined the laws and all available regulations so that this show would be air tight with respect to lottery. A hundred and one techniques were explored and tested to achieve the best program format, the maximum entertainment and educational values. ■ FROM TIME TO TIME over the years, stations occasionally queried us about the legality of TELLO-TEST. On those occasions, we took the point in question to our attorneys. Each time we were assured that TELLO-TEST is not a lottery. We did even more. We went to Washington and invited the FCC to listen to our show and examine our scripts, and to tell us whether in their opinion TELLO-TEST violated any of the lottery laws. Altho given ample opportunity, at no time did the FCC challenge the legality of TELLO-TEST. We next took TELLO-TEST to the solicitor general's office of the United States Post Office in Washington and asked whether our program in any way violated the lottery laws. After scrutinizing TELLO-TEST, the U.S. Post Office Department wrote to assure us that TELLO-TEST was not in violation of any of the postoffice laws. ■ ABOUT A YEAR AGO, the stunning news was announced by the FCC—proposed regulations to ban giveaways. Along with the networks, our legal battery fought the issues in Washington and then,

If **tello-test** is available in your market, do not pass up the opportunity to investigate its possibilities for you. Rates, descriptive literature, and audition platter immediately available.

"tello-test"

suddenly, the furor ceased and the pressure was off. ■ AS YOU ALL KNOW, the proposed ban was finally announced last August. But now, strangely enough, we were not unhappy. We had been under the gun for so many years, we welcomed an opportunity to finally settle the matter once and for all in open court—a chance to prove for ourselves and the whole radio industry that the rights of free speech and free expression were not meant to be denied to the medium of radio—the fact that, if a person is called at home and given an opportunity to participate in a quiz contest and thereby win a substantial reward (exactly analogous to quiz contests conducted in radio studios), that because a phone call becomes an element in such a program—this triviality cannot be twisted to construe it as a lottery, a criminal offense according to the statutes of our land. ■ SO WE WENT to federal court, and you all know what happened. It is with restraint that I simply state the FCC arguments appeared to be favored by neither law nor logic, and that they were treated severely by the court. We won a smashing victory, a victory that has grown in proportion as now the new FCC giveaway regulations are suspended until there is a Supreme Court decision. How long this will take is anybody's guess, probably more than a year. ■ YOU WHO BROADCAST TELLO-TEST are safe until then—and I assure you, you will be safe after that because we will be sustained again. It is my opinion that members of the FCC do not like giveaways because of personal and emotional reasons, that the factor of lottery, thin though this may be, is leveled against them as the device to destroy them, and that in the final analysis, reason and the law must prevail. I soberly urge the FCC to discover a way to retreat from its untenable position lest another drastic defeat lessen its prestige and reduce its value to the radio and television industry. ■ MAY I RESPECTFULLY SUBMIT that TELLO-TEST is today, as it always has been, the cleanest giveaway in America. ■ AND IT IS THE MOST SUCCESSFUL local giveaway in America. Our sales were never higher. Our listenership ratings were never higher.

Walter Schwimmer

President

RADIO FEATURES, INC. 75 EAST WACKER DRIVE, CHICAGO 1, ILL.

ARE YOU DYING TO GET READY (Ky.)?

If you just can't wait to get Ready (Ky.) — well, we'll see you *afterwards!* No, WAVE ain't willing, or able, to get Ready!

But we've already *got* the Louisville Trading Area, without primping or fussing, and Louisville is one place in Kentucky where realization is a lot better than anticipation! It's a 27-county area where the people are *46% better off* than their country cousins in the *rest* of the State.

WAVE gives you this neatly prepared package, and at a *price that makes sense!* So what say; are you still itching to get Ready — or would you rather get *results?*

LOUISVILLE'S WAVE

NBC AFFILIATE

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

5000 WATTS . 970 KC



Network Accounts

(Continued from page 12)

GENERAL FOODS of Canada Ltd., Toronto (Jello), today starts for 26 weeks *My Favorite Husband* on 23 Trans-Canada Network stations, Mon. 8-8:30 p.m., with delay to western Canada 11:30 p.m.-12 midnight. Agency: Baker Adv. Co., Toronto.

Adpeople • • •

J. A. FOUCHE, assistant director of advertising and merchandising for Seiberling Rubber Co., Akron, Ohio, becomes manager of new advertising-merchandising department. **JOHN H. FOGARTY,** formerly advertising manager, named assistant manager of department.

W. E. DERMODY, former manager of specialty sales for Gulf Oil Corp., Pittsburgh, appointed advertising manager for company.

JAYNE WIGHTMAN, formerly continuity director of KFBK Sacramento, joins San Francisco Wholesalers & Manufacturers Assn. as publicity coordinator.

On All Accounts

(Continued from page 16)

sence) was seeking a man to manage their Hollywood office. Both got together, and soon Al was on his way to sunny California.

Alvin Kabaker was born in Chicago in 1908. Shortly after his arrival, the family moved to Racine, Wis. When he was eight, they picked up again and made a more prolonged stop at Wellman, Iowa, a comfortable town of 800 inhabitants (all the first names of which he can recite).

Following high school graduation he attended the U. of Michigan for one year. His formal education was completed five years later, in 1932, at the U. of Chicago from where he emerged with his PHB and JD. His education there was really a full one, for not only did he learn what every young lawyer should know, but he obtained newspaper experience as well.

This was gathered with the *Chicago Journal* (now *Chicago Times*) and *Chicago Daily News* for whom he covered all school sports in addition to other assignments.

Had Own News Service

Also during his college career Al started his own news service. This service mainly involved supplying hometown newspapers of visiting teams with information and interviews on them. The business fared well, Al recalls, even if it didn't leave too much time for his studies.

The "better things in life" were not forsaken either during this time. On the musical side, Al made his mark, too. Although he says he was "strictly a note reader," he held up the sole saxophone in the university orchestra. This art he had learned in high school—and has since neglected.

In 1948 a Friend became a wife when Al and Bobbe Friend were married. They share his only hobby at present—the planning of a new home in San Fernando Valley. Right now the Kabakers make their home in Westwood.

'PAY & PLAY'

College Turns Sponsor

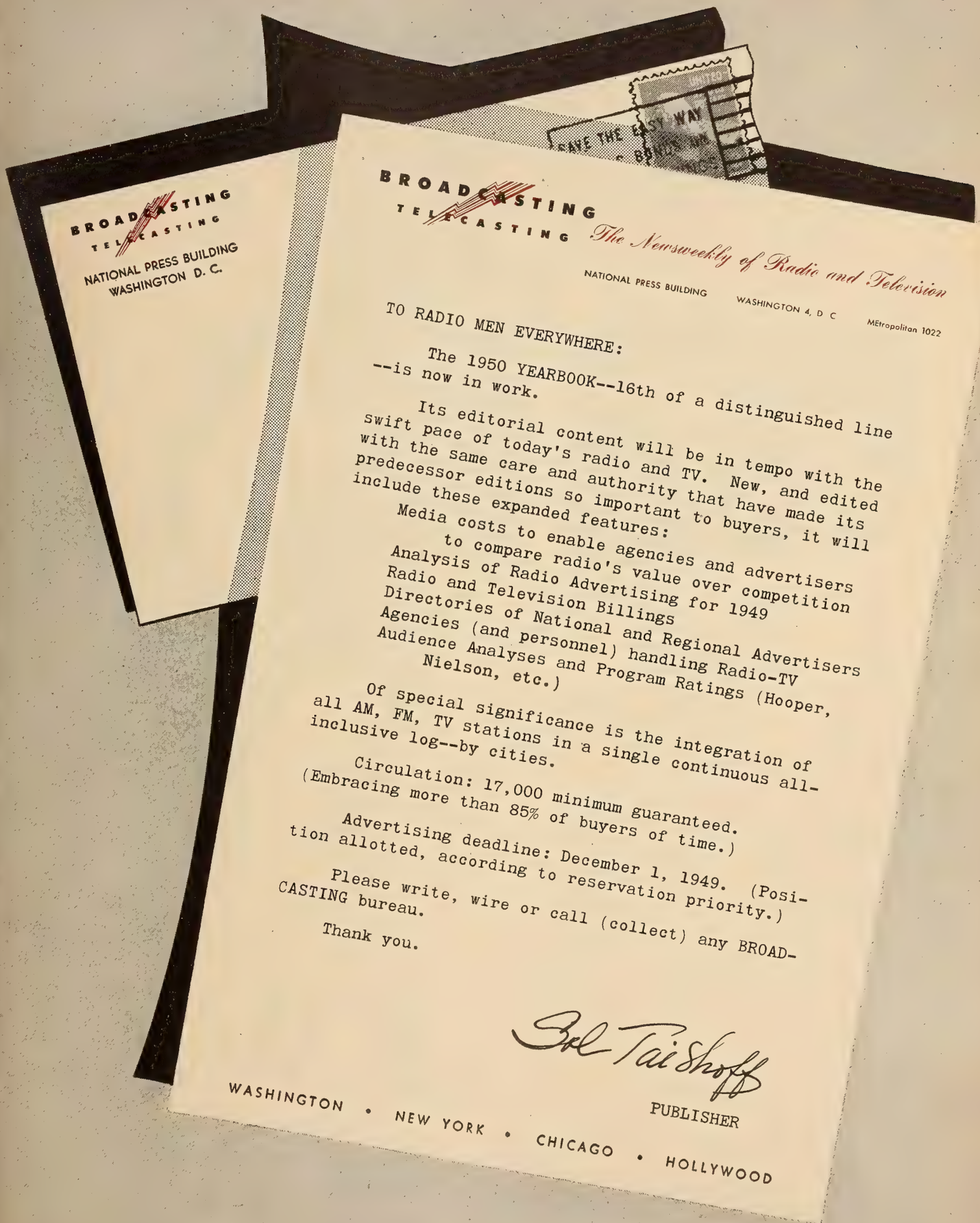
THERE are colleges who charge for rights to athletic contests and others who refuse privileges outright, but Ashland College, of Ashland, Ohio, went to the radio market and came away a potentially full-fledged sponsor.

This new departure in radio-college relations has been reported by WATG (FM) Ashland. The college bought WATG facilities for the broadcast of its game with Rio Grande College on the premise that purchase of time would augur for exemplary community service that could not be provided any other way. Aside from that, the college also eyed the sponsorship idea as any practical minded advertiser would.

Ashland used its commercial time to plug night courses for parttime students, day-school enrollment, a concert-lecture series and remarks pertinent to the school's building fund campaign. WATG cooperated by sending staffmen to cover the event at no additional charge for expense other than airtime and line charges. The unusual sponsorship apparently is successful because indications are that Ashland may utilize other sports promotion via WATG.

NCTE Cuts Awards

NATIONAL Council of Teachers of English has announced a single radio award policy, abiding by the lead of the City College of New York in reducing the number of radio awards [BROADCASTING, Sept. 19]. NCTE will give, henceforth, only one award to that program which contributes most to the objectives of the teaching of the language arts, Leon C. Hood, chairman of the Council's Committee on Radio, said. It will be presented in Buffalo at the NCTE annual meeting Thanksgiving Day week. Last year, two citations went to the *Theatre Guild on the Air* and the CBS Documentary Unit.



BROADCASTING
TELECASTING
NATIONAL PRESS BUILDING
WASHINGTON D. C.

BROADCASTING
TELECASTING
The Newsweekly of Radio and Television

NATIONAL PRESS BUILDING WASHINGTON 4, D C MEtropolitan 1022

TO RADIO MEN EVERYWHERE:

The 1950 YEARBOOK--16th of a distinguished line --is now in work.

Its editorial content will be in tempo with the swift pace of today's radio and TV. New, and edited with the same care and authority that have made its predecessor editions so important to buyers, it will include these expanded features:

Media costs to enable agencies and advertisers to compare radio's value over competition
Analysis of Radio Advertising for 1949
Radio and Television Billings
Directories of National and Regional Advertisers Agencies (and personnel) handling Radio-TV
Audience Analyses and Program Ratings (Hooper, Nielson, etc.)

Of special significance is the integration of all AM, FM, TV stations in a single continuous all-inclusive log--by cities.

Circulation: 17,000 minimum guaranteed. (Embracing more than 85% of buyers of time.)

Advertising deadline: December 1, 1949. (Position allotted, according to reservation priority.)

Please write, wire or call (collect) any BROADCASTING bureau.

Thank you.

Sol Taishoff

PUBLISHER

WASHINGTON • NEW YORK • CHICAGO • HOLLYWOOD



IT'S EASY, IF YOU KNOW HOW!

SOME radio stations—*and their advertisers*—get thrown for a loss because they don't really know their audiences!

Thanks to 24 years of work and study, KWKH *does* know its particular Southern audience, and the Mar.-Apr. '49 Shreveport Hoopers prove it:

KWKH ranks *first*, Mornings, Afternoons and Evenings, in Share of Audience.

KWKH has a *34.3% greater* Share of Audience than Second Ranking Station, for *Total Rated Periods*.

But Shreveport itself is only the smallest part of KWKH's coverage in this big four-state area. Both mail-pull and BMB figures prove that KWKH gets high listenership throughout its prosperous *rural* areas, as well.

Let us send you any facts you need—*today!*

KWKH

SHREVEPORT

Texas
LOUISIANA
Arkansas
Mississippi

50,000 Watts • CBS •

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 37, No. 14 WASHINGTON, D. C., OCTOBER 3, 1949 $7.00 A YEAR—25¢ A COPY

IT'S SERIES TIME

695 AM, 49 TV Outlets Ready for Coverage

THE WORLD SERIES will be carried by more radio and television stations and have a bigger home audience than ever before in the history of the national pasttime. The potential audience is estimated at 75 million persons.

At least 49 television stations were lined up to carry the games while 695 radio stations were definitely committed to air them when the first ball is tossed out Wednesday, Oct. 5.

That the audience would be an eager one also was accepted as gospel because of the baseball appetites fanned by the close pennant races in each big league. The neck-and-neck title races were building up huge listener and viewer bonuses of MBS, holder of the radio and TV rights, and for Gillette Safety Razor Co., sponsor in both media.

Gillette was understood to have paid $375,000 for rights to series —$200,000 for television and $175,000 for radio.

The $200,000 being paid for television gave the video rights a higher price tag than the radio rights for the first time in series history. A. Craig Smith, vice president of Gillette, confirmed that the figures were accurate. The payments are made directly by Gillette to baseball under an exclusive agreement for the series which MBS enjoys. In addition, Gillette must pay MBS time charges at card rates. Last year, time and line charges for seven games gave MBS over $200,000, it was said.

Official baseball figures show that in recent years the payments to baseball for series rights have been as follows: 1948—radio, $150,000 and television, $140,000; 1947—radio, $175,000 and television, $65,000; 1946—radio $150,000; 1945—radio, $100,000.

It was certain, too, that the almost $400,000 including movie television fees, which baseball would get for AM and TV rights, would in no way hurt the series box office. Before the pennant races were even decided, seat sales were enjoying fabulous runs. The Yankees while still in a first-place tie were sold out of reserved and box seats and were rapidly selling out standing room at $4 a head.

Although Gillette will sell its products both on radio and television, with its commercials being piped even into the theatres, it also will devote many announcements to Advertising Council public service projects.

The public service messages will include copy on forest fire prevention, better schools, Community Chest and American economic system campaigns. If the series runs longer than four games, messages will be included on National Service Life Insurance dividends for veterans, highway safety and armed forces prestige. The games also are being made available to troops around the world via the Armed Forces Network.

Mutual's radio airings of the series reached the record-shattering 695 station figure Friday but it was possible the number might top 700 by today (Monday).

The list includes 520 MBS affiliates, 150 non-affiliates and 20 "bonus" non-affiliates, on which Gillette is buying the time, it was learned.

Free Commercials

The 150 non-affiliates will pay Mutual for line charges alone, and will receive the programs as they come over the air, including the Gillette commercials. In their case, the sponsor gets a free ride.

Games will also be beamed by shortwave to Cuba, South America, Puerto Rico, and the Armed Forces Radio Service, for which MBS buys lines from game's origination point to RCA's transmitter, which feeds the programs overseas. The Aloha Network, affiliated with Mutual in Honolulu and comprising four stations, will also carry the games, receiving them via shortwave.

The network plans no different setup technically than that of other years, with the exception of the addition of an engineer to the usual one, and a second complete lines set-up in case of emergency.

The usual microphone placement will be used with the customary two up and two in reserve in the commentators' box and the large parabola microphone outside the booth to pick up crowd noises, music and threats to the umpire.

Figures on line charges will not be available until after the series, it was reported, because they are calculated after the engineering department has tallied facilities used.

According to a guess by Richard

(Continued on page 81)

COLOR TV

Industry Position Probed by FCC

INDUSTRY, not color television, seemed to be on trial as FCC's color video hearings got off to a slow but frequently acrimonious start last week.

Manufacturers' representatives, pleading that color is not yet ready for standardization, were met with a fire of questioning which indicated that some commissioners, at least, fear the industry is not really pushing color development. Most critical interrogators were Comrs. Robert F. Jones and Frieda B. Hennock.

Miss Hennock at one point wanted to know whether manufacturers are not in fact interested in continuing black-and-white for a few years and letting color development drift in the meantime. RMA President R. C. Cosgrove, on the stand at the time, denied this. Manufacturers, he said, would be "crazy" not to want color at the earliest practicable date. But they want it on a "sound" basis, he asserted, observing that he knew of no one in the industry who feels color will replace black-and-white.

RMA and the Joint Technical Advisory Committee, which held that adequate field testing is necessary before color is standardized, were questioned at length on the extent of their own work in promoting color development. What had they done and why hadn't they done more? Their witnesses replied that they have done what they could within the limitations of time and budget, and that they stand ready to continue their work. Philco Vice President D. B. Smith, on the stand for RMA, referred Comr. Jones to FCC's own engineering department for an answer to his question on whether RMA has been helpful in the past.

RMA suggested establishment of an industry committee to work out recommended color standards.

So detailed was the questioning of the JTAC witness, President Donald Fink, and of those for RMA that testimony on the first of three color systems to be demonstrated before the Commission—that of RCA—was not reached until late Thursday, fourth hearing day.

Elmer V. Engstrom, vice president in charge of research, RCA Labs, outlined the RCA system, asked FCC to encourage prompt and thorough color TV field tests, and recommended that a time-table be set up looking toward industry recommendations for color standards. In his testimony he also revealed RCA's own estimates on probable market prices of new sets and converters under the RCA system, ranging from $400 to $1,000 for new receivers and $125 to $175 for a two-color converter.

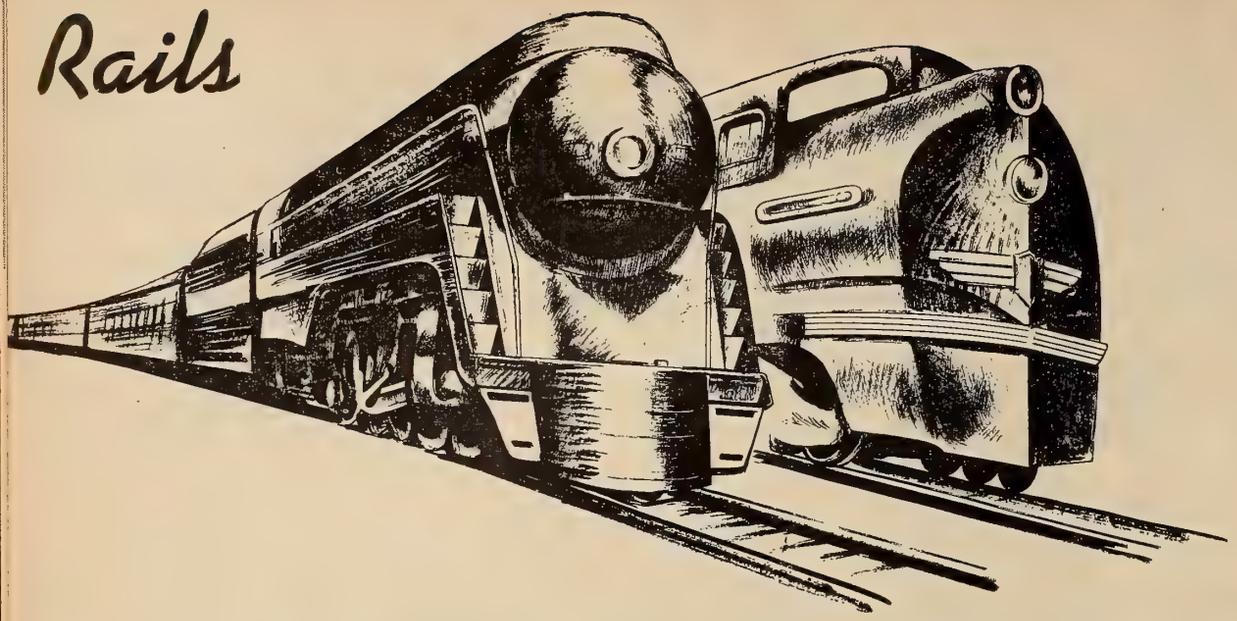
RCA recommended against adoption of either the CBS or the Color Television Inc. system, and offered to demonstrate the CTI method for the Commission. CBS will demonstrate its own on Thursday and Friday, while RCA will make its official showing next Monday. Both are engaging in extensive tests in Washington, while CTI is testing in San Francisco. Comparative tests for the RCA and CBS color systems and black-and-white were tentatively scheduled for the week of Nov. 14.

Detailed Coverage of TV Hearings, Page 48

Witnesses for CBS and CTI were slated to follow the RCA testimony. Dr. Charles Willard Geer, developer of another color system, also will be heard, followed by Philco Corp. and Allen B. DuMont Labs, which contend that color must be given extensive additional testing before standards are set.

About 200 industry representatives attended opening session, conducted before the full Commission, Chairman Wayne Coy presiding.

Rails Sing to



By J. FRANK BEATTY

EVERY Monday evening a $28 billion industry meets millions of its customers and friends—in the privacy of their homes and at their personal invitation.

The Iron Horse has entered the living room, and is receiving a warm reception. Ever since last Oct. 4 the members of the the Assn. of American Railroads have been meeting their public, informally and quietly, through *The Railroad Hour*, Monday evening network broadcast.

This evening the nation's rail carriers start their second year of riding the airwaves into America's homes via condensed versions of popular operettas and musical comedies.

Out of the first year of this broadcast series has come an outstanding example of successful goodwill building. This fortuitous achievement has come at a time of serious operating difficulties. From a scientific analysis by the railroads themselves emerges new evidence to show how the broadcast medium takes an important message to an intelligent cross-section of the public.

* * *

WHEN the familiar strains of "I've Been Working on the Railroad" greet NBC's audience at 8 this evening, a substantial majority of the carriers' 1¼ million employes—and their families—will be listening. These employes—and their families—comprise what has been called one of the largest promotional forces ever placed behind an advertising campaign.

The Railroad Hour moves this evening to NBC after a year on ABC as a 45-minute, then a 30-minute program. That first year was a happy one, and President William T. Faricy, of the Assn. of American Railroads, has just written Mark Woods, ABC network's president, to tell him so.

The shift, Mr. Faricy says, is a strategic move to get *The Railroad Hour* into NBC's Monday night array of good music.

So this year the railroads' 1¼ million workers, plus the organized promotional forces of the individual carriers, will get behind their broadcast with new vigor, fortified by a year of experience and aware that a force of astounding power has been harnessed to develop public understanding and friendship.

Goodwill and knowledge and tolerance aren't precisely measured, like sales of 99-cent 51-gauge 15-denier nylons in Marshall Field's basement, and nobody knows this better than President Faricy. But he also knows that the railroads have a public-contacting job to do if they are to operate efficiently and if the public's understanding of railroads is to extend beyond Junior's Lionel outfit and a daily ride on the 5:15, plus an occasional interstate trip.

The direct question was put to Mr. Faricy, who is spending over a million dollars a year of his members' funds, in this way, "Do you consider *The Railroad Hour* a success?"

His answer was just as direct: "The best evidence that the Association of American Railroads believes that its radio program has been worth while is the fact that it is being continued.

"Judging both from the volume and the nature of the comments received, it appears that the program is accomplishing its purpose of securing a wider and better public understanding of the essentiality, the progress and achievements, and the problems of railroads."

* * *

RAILROADS have been having problems—knotty problems—and their solution largely depends on good relations with the public and with public officials. Traffic volume, as expected, has settled down to a normal pre-war level following the World War II nightmare. Unfortunately the same trend has not developed in the cost of materials, wage levels, taxes and the other items that keep the wheels rolling. Instead, all these costs have been rising.

The association first pondered the idea of a nationwide broadcast shortly after the war, culminating in 1946 with a thorough report to AAR's board of directors. Finally in the spring of 1948 the board decided the time had come to act, and AAR's public relations department was asked to suggest a program.

The board wanted to attract a large, steady audience. The program must bear a logical relationship to the very nature of railroading. It must be suitable for friendly and informative commercial messages. Finally, it should have a public service character as the liaison between a public service industry and the populace.

A large order, you'll agree, but the specifications were met after some 60 shows, formats, personalities and ideas had been studied. A musical show with dramatic continuity was the answer, and the AAR's member roads overwhelmingly endorsed the program for one year and, if successful, for another two years.

Last Oct. 4, *The Railroad Hour* was launched on ABC. In a few months it had attained a 7.5 Hooperating, with an estimated audience of 5,700,000. Weekly messages were reaching listeners at a cost of perhaps ½-cent per person. Peak rating last season was 10.

AAR knew it had a large audience, and felt its program and commercials were being well received. But that wasn't enough. Representing so vast an industry, its public relations department—which is staffed by some two-score persons—wanted to get a scientific analysis of the program's audience.

The analysis was made, by scientific methods, and AAR discovered that its operettas and its commercials were being heard by "unusually intelligent people."

AAR did its own analyzing, by the way.

Here's how it was done. Last March 7 the ABC audience was offered a railroad booklet titled "Quiz," a 64-page collection of questions and answers about the nation's rail carriers. The offer brought 37,753 requests. Later in the spring the offer was mentioned briefly on the tail end of seven programs, and the number of requests rose to 49,383.

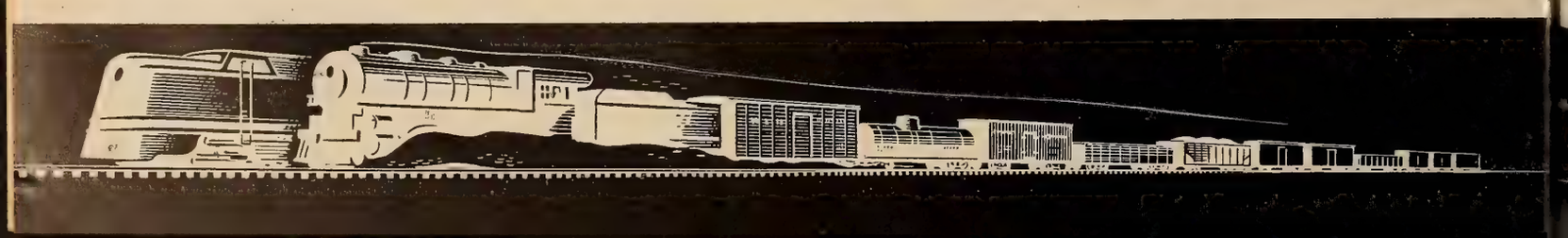
* * *

THIS gave AAR a chance to find what this audience thought about the program. Listeners had merely been told to send a post card, but large numbers of them attached comments.

Of nearly 50,000 requests, 80% were correctly addressed to Transportation Bldg., Washington 6, D. C., AAR headquarters.

Spending well over a million dollars a year on *The Railroad Hour*, AAR found itself the owner of a batch of evidence that would tell an enlightening story if properly analyzed. The undertaking was a big one, but AAR is a big association and speaks for a big industry,

SOME sponsors sell soap by radio, others food and similar goods and services. Slow to learn the value of the broadcast medium have been the heavy industries. The Assn. of American Railroads has been on the air just a year. Its program has been good, its commercials informative and interesting, and its promotional tieups extensive. The results have been effective. In adjoining columns appears the story of how the railroads have taken their case to the people.



so the analysts went to work.

Despite the fact that no comment was sought, 7,241 of the 49,383 wrote favorably about *The Railroad Hour*. There was one unfavorable comment and reaction of another 13 was mixed.

The total number of requests was divided this way: 31,247 (64%) men; 12,328 (25%) women; 3,914 (8%), young people and children; 1,894, not identifiable.

The 7,204 persons who commented on *The Railroad Hour* were identifiable, and AAR had them thoroughly identified. Here is the breakdown:

2,706	school students
1,205	businessmen
1,045	high school students
268	doctors
188	college students
178	members armed forces
173	primary school teachers
157	ministers
102	high school teachers
87	public officials
82	college professors
*67	organizations
56	libraries
43	writers, editors, commentators
42	lawyers
9	bankers
1	United States Senator

* Secretaries asked quantities of booklet

AAR officials say 95% of the responses to the offer were "intelligent." Many mentioned specific operettas. In some instances the commercials were discussed and praised, with "very few" adverse comments. Some even sent stamps and money, which were returned. Others said they were fed up with whodunits and giveaways. Practically all the commenting letters were described as "well written."

Though the program is not carried on stations outside the United States, 10 requests came from Alaska, 226 from Canada, 1 from Central America and 1 from Mexico. Three British subjects in the U. S. sent requests.

In breaking down the 49,383 requests, the association found the response was best in states where promotion was strong. For example, 16.12% of the requests came from New York State, which has 9.8% of the total population; 10.43% came from California, which has 6.88%; 9.49% came from Pennsylvania, which has 7.32% of the population.

* * *

AAR is promotion-minded, and has started a strong campaign to back up its new NBC series. NBC naturally is aware of this, and last Monday President Niles Trammell addresed meetings of railroad and station officials in all NBC cities via closed circuit.

Mr. Trammell told NBC affiliates the program offers "a tremendous opportunity for promotion," and promised AAR the network would back up the series with "intelligent, effective" support. "*The Railroad Hour* is truly an outstanding show," he said, "and a splendid addition to our schedule. It is an ideal program for millions of listeners who know Monday night is music night on NBC."

Mr. Faricy, as AAR president, told station managers:

"Appearance of *The Railroad Hour* on your program means that you will have a better than even chance to add to your regular audience the 1,250,000 railroad workers and their families—a good 5,000,000 people. There are perhaps as many more who work for the companies that supply the railroads with the things they buy and use in the operations.

"We shall try to tell all these people about *The Railroad Hour*—to the end that those who are especially interested may know about their industry's show—and may listen to it.

"We want to tell people what railroads are, and what they do. And we want to tell people what railroads mean to the United States—the fact that they provide the basic low-cost, dependable, all-season transportation without which it would not be possible for Americans to produce more and to live better than any other people on earth.

"So the commercials of *The Railroad Hour* will talk about railroads—what railroads have done and are doing to handle their jobs better and better — what it takes in men and money, in research and invention, and in investment in new facilities and new equipment, to keep railroads abreast of the nation's needs—what it means to this nation to have railroads which are strong and healthy and equal to the tasks they are called upon to perform, not only in peace, but also in war.

"So that is what we plan to do with *The Railroad Hour*. We believe that with the fine basic idea of the program, with the facilities of NBC and its affiliated stations, and with the cooperative efforts which we know that all will make in promoting and publicizing this fine program, we shall realize those expectations. To a large extent, this realization is in your hands."

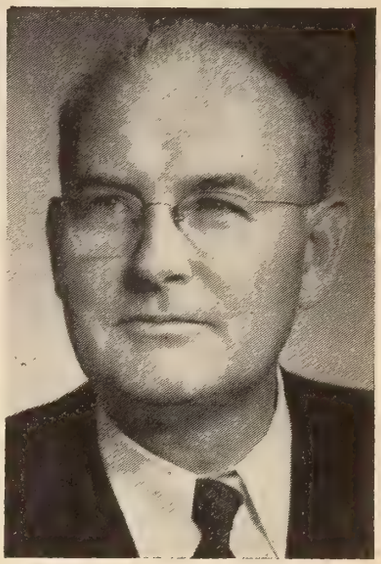
The closed circuit program included a talk by Gordon MacRae, soloist and m.c. of the series since its inception. Mr. MacRae recalled that less than a decade ago he was a page boy for NBC at Radio City. The opening NBC program, he said, will present a condensed version of "Showboat," with Dorothy Kirsten and Lucille Norman taking feminine leads. Musical support is given by the Carmen Dragon orchestra with mixed chorus directed by Norman Luboff.

* * *

BUT long before network and rail officials held their closed circuit conference, AAR had gone to work on promotional plans.

Robert S. Henry, AAR vice president, had written to all railroad public relations officials to outline the basic promotion plans, explaining that the program's success required cooperation by AAR, NBC, Benton & Bowles (agency producing the program) and the individual railroads.

Mr. Henry told the railroad men that AAR had prepared a new set of station posters, bulletin posters, window cards and car cards. New blotters and mail inserts are ready.



Mr. FARICY

One carrier ordered 30,000 copies of a four-page leaflet containing a complete list of the NBC stations.

AAR has sent all railroads a new proof catalog of advertisements for use in employe magazines, timetables and menu cards, along with suggested spots for newspaper and magazine advertising and announcements to be read over p.a. systems in passenger stations.

Add up all that promotion and here's what you get. Everyone who picks up a railroad schedule is going to see a program mention. Passengers who scan a dining car or station restaurant menu will read about *The Railroad Hour*. They'll hear it mentioned on the station p. a. system, and see it on bulletin boards and even in cars.

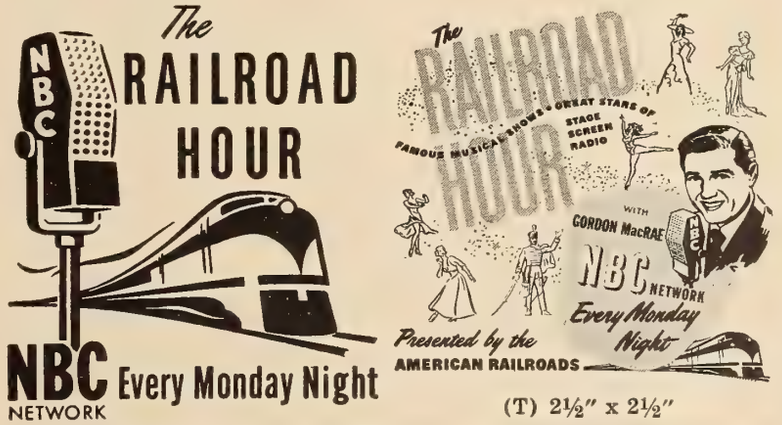
The railroad industry has a long list of well-edited employe magazines, and they reach 1,250,000 employes and their families. The program is well promoted in the magazines, as well as around the buildings and yards where they work.

Railroad employes are railroad-minded. It gets in their blood, and as a class they are unusally loyal to their employers. They know that what benefits the railroads, benefits them.

Out of this series of promotional efforts comes one of the most powerful forces ever placed behind an advertising campaign. The program is only a year old so the impact is increasing as the lessons of experience are applied.

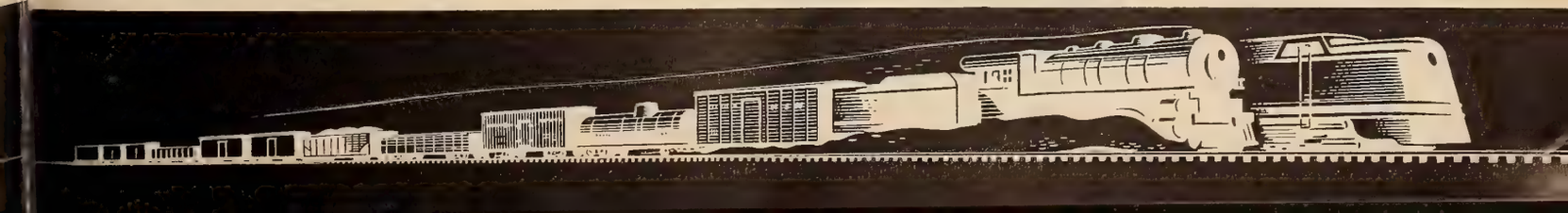
Having harnessed this force,

(Continued on page 79)



(T) 2½" x 2½"

Promotion barrage of the AAR includes glossies and mats such as these two





ANNOUNCERS who have broadcast football games for the Atlantic Refining Co. for 10 years or more were awarded a company service emblem at the annual preseason meeting of staff members in Philadelphia last month. Vic Diehm (3rd from l), WAZL Hazelton, is receiving the award from Fred Neall, Atlantic executive. Others are (l to r): Add Penfield, WRNY Rochester, N. Y.; Joe Tucker, WWSW Pittsburgh; Bill Sutherland, KDKA Pittsburgh; Bud Berndt (face obscured), WRAK Williamsport, Pa.; Bill Slater, WOR New York; Sam Woodside, WHCU Ithaca; Jack Barry, WHEC Rochester; Claude Haring, WPTZ (TV) Philadelphia; Lee Kirby, WBT Charlotte, and Woody Wolf, KDKA Pittsburgh. This fall Atlantic will use regional networks totaling 126 stations to cover college, high school and professional grid games [BROADCASTING, Sept. 12].

EASTERN AAAA

Begins Two-Day N. Y. Meet

THE annual Eastern Conference of the New York Council, American Assn. of Advertising Agencies gets underway tomorrow (Tuesday, Oct. 4) at New York's Hotel Roosevelt.

The two-day conclave, entitled "The High Court of Advertising Opinion," and under the chairmanship of Ray Vir Den, Lennen & Mitchell president, will feature two sessions pertinent to the radio and television industry.

A Tuesday afternoon session, to be held in the hotel's Henry Hudson Room from 2 to 4 p.m., will be on radio and television, under the subject, "Where Do We Go From Here?" Presiding will be Arthur Pryor Jr., vice president in charge of radio and television for BBDO.

"Witnesses" will be Charles Underhill, CBS director of television programs; Spyros P. Skouras, president, 20th Century-Fox; John Crosby, radio and television critic, *N. Y. Herald-Tribune;* Donald W. Stewart, advertising manager, The Texas Co.; Louis G. Cowan, president of Louis G. Cowan Inc., New York, program packager.

Wednesday morning's media panel in the ballroom foyer from 10 a.m. until 12 noon on "What Will Television Do to Other Media Values?" will have Newman McEvoy, head timebuyer at Newell-Emmett Co., presiding.

"Witnesses" will include Sylvester L. (Pat) Weaver, NBC vice president in charge of television; Harold S. Barnes, director of the Bureau of Advertising, ANPA; Frank Braucher, president, Magazine Advertising Bureau; Kerwin Fulton, Outdoor Advertising Inc., and William Gittinger, CBS vice president in charge of sales.

Meetings will be climaxed by a reception and dinner Wednesday evening at the Park Lane Hotel.

'Corliss' Continued

THE ELECTRIC Co.'s summer replacement *Meet Corliss Archer* will continue indefinitely on CBS in the Sunday 9-9:30 p.m. period due to the delay of the *Helen Hayes Electric Theatre* starting time. Because of the death of her daughter, Mary MacArthur, Miss Hayes has left on a trip for a rest. N. W. Ayer & Sons, New York, is the agency for the Electric Co.

1895 Ray C. Wakefield 1949

RAY C. WAKEFIELD, 54, former FCC Commissioner about whom controversy raged in high Washington circles in 1947, died Sept. 29 at Emergency Hospital in Washington, D. C. He had entered the hospital Sept. 20 with a slashed wrist. The D. C. deputy coroner issued a certificate of suicide.

Mr. Wakefield came to the Commission in March 1941 succeeding the late Thad H. Brown, Ohio Republican. Also a Republican, Mr. Wakefield was injected into political controversy when his reappointment came up in 1947 for consideration by the Senate Interstate & Foreign Commerce Committee. An investigation into his party affiliation was launched by a subcommittee headed by former Senator Wallace H. White Jr. (R-Me.)

The subcommittee was to have met June 26, but on June 18, 1947, in a sudden, dramatic move, President Truman withdrew Mr. Wakefield's renomination without explanation, and appointed the present Commissioner Robert F. Jones, then an Ohio Congressman. Reaction was considered swift and loud both in the Senate cloakrooms and in radio circles. The withdrawal was considered by many at the time to be an opening cleavage between the FCC and the White House. The only other such last-minute change had been Franklin D. Roosevelt's abrupt withdrawal of George Henry Payne, of New York, from the nomination as Commissioner 24 hours after the agency was established by law.

* * *



RAY C. WAKEFIELD

Mr. Wakefield, born in Fresno, Calif., Aug. 12, 1895, received his B.A. and Doctor of Jurisprudence from Stanford U. in 1916-18 and was admitted to the California Bar engaging in general practice as member of the firm of Wakefield & Hansen. First official contact with the FCC occurred in 1938 when he was called in to assist in an inquiry in Pacific Telephone & Telegraph telephone rates.

Previous Positions

Prior to his appointment to the Commission Mr. Wakefield was vice president and chairman of the executive committee of the National Assn. of Railroad and Utilities Commissioners. In 1937-1938 he sat with the Interstate Commerce Commission in the freight rate increase case. During his commissionership he presided at hearings in eight states and was minority member in the Crosley-Avco decision. He predicted expansion of the radio spectrum opening new vistas in communications.

Mr. Wakefield was chairman of the American delegation to Provisional Frequency Board headquartered in Geneva in the summer of 1948. Ill health necessitated his return from this post. At the time of his death he was not active in business. He is survived by his wife, Mrs. Laureda Wakefield; his mother, Mrs. Clara Wakefield; a brother, C. K. Wakefield of Fresno, Calif.; a daughter, Mrs. Robert C. Jenkins of Mill Valley, Calif., and a son, John C. Wakefield of San Francisco, Calif.

CBS REALIGNS

Campbell, Shomo Shifted

WENDELL B. CAMPBELL, general manager of the CBS-owned KMOX St. Louis, last week was appointed general manager of Columbia's WCCO Minneapolis, and Erwin H. Shomo, sales manager of WBBM Chicago, another CBS-owned station, was promoted to general manager of KMOX.

The appointments followed the promotion of Merle Jones from general manager of WCCO to general manager of the CBS-owned KNX Los Angeles a fortnight ago [BROADCASTING, Sept. 26].

Two other promotions in CBS-owned stations resulted from the move. Robert Livingston, who had represented WBBM in the New York office of Radio Sales, CBS radio and television stations representative, became sales manager of WBBM, succeeding Mr. Shomo. John Akerman, a WBBM salesman, replaced Mr. Livingston in New York.

Mr. Campbell has been general manager of KMOX since November 1945. He joined CBS in 1938 in Radio Sales, Chicago, as western sales manager. He became sales manager of KMOX in September 1942, and later was made assistant general manager.



Mr. Campbell



Mr. Shomo

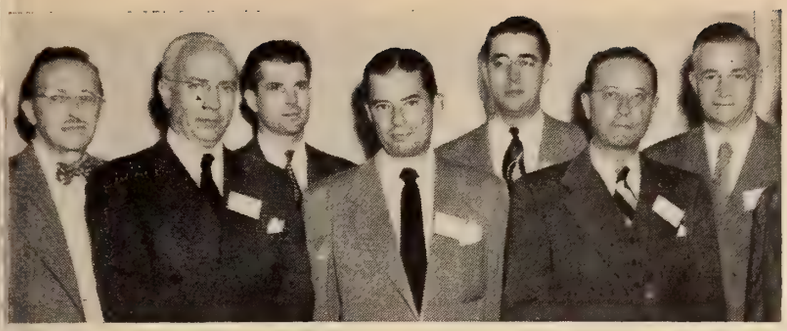
Mr. Shomo, who has been WBBM sales manager since 1944, joined the CBS Radio Sales staff in Chicago in 1937. He became an account executive at WBBM in 1940. Before entering radio he served in the advertising department of the *Chicago Herald-Examiner* and in the Chicago office of McFadden Publications.

Mr. Livingston entered radio as sales manager of WDZ Tuscola, Ill., in 1944. He became an account executive at WBBM in January 1946, and eastern representative in New York of WBBM in 1947.

Mr. Akerman, onetime publisher of the Clearwater, Fla., *Morning Herald* and later co-publisher of the Santa Ana, Calif., *Independent,* entered radio in 1938 as an executive at KFVD Los Angeles. In 1940 he became manager and part owner of KPAS Pasadena, Calif., joining WBBM as an account executive in 1944.

FC&B Named

McKEN & VENTA Divisions of Shawmut Inc., New York (children's wear), has appointed Foote, Cone & Belding, New York as its advertising agency. Media plans are currently being formulated



AT the NAB's District 10 meeting (l to r): W. W. (Woody) Woods, WHO Des Moines; William B. Quarton, WMT Cedar Rapids and District 10 director; Clifford Ogden, Capitol Records, Hollywood; Harold Baker, KIOA Des Moines; John Alexander, KODY North Platte, Neb.; Richard Doherty, NAB; Judge Justin Miller, NAB president.

* * *



BETWEEN sessions of the District 10 convention are (l to r): Robert Dillon, KRNT Des Moines; L. L. Hilliard, KOLT Scottsbluff, Neb.; Lyle De Moss, WOW Omaha; Harry Peck, KFOR Lincoln, Neb.; Eugene Flaherty, KSCJ Sioux City; Bruff Olin, WQUA Moline, Ill.; Kingsley Murphy and S. H. McGovern, both KSO Des Moines.

* * *

DISTRICT 10 LAUDS NAB SERVICE

Meets in Des Moines

NAB's expanded service in the sales and labor relations field drew special praise from delegates to the District 10 meeting held Monday and Tuesday at the Savery Hotel, Des Moines.

The district called on the NAB board to provide sufficient funds for the Employe-Employer Relations Dept. and urged that it sign Richard P. Doherty, director, to a long-term contract. Achievements of the new Broadcast Advertising Bureau headed by Maurice B. Mitchell also were praised, with the board urged to provide funds to provide maximum sales service to broadcasters.

Usual resolutions were adopted praising the board's reorganization plan and President Justin Miller's execution of the board's mandate; lauding William B. Quarton, WMT Cedar Rapids, district director, for his service; advocating per-piece rights in TV music copyright contracts; upholding BMI and BMB and urging a study of coverage research.

A special resolution extended the district's best wishes to John J. Gillin Jr., WOW Omaha, and E. K. Hartenbower, KCMO Kansas City, who could not attend the Des Moines session because of illness.

Mr. Quarton said the registration was an all-time high for the district. He suggested individual broadcasters get better acquainted with their public officials and acquaint them with industry problems. He said the district NAB membership includes 74 AM, 36 FM and one television station.

Karl Koerper, KMBC Kansas City, presided at the labor relations session at which Mr. Doherty was main speaker. William J. Newens, KOIL Omaha, was chairman of the sales discussion addressed by Mr. Mitchell. Chet Thomas, KXOK St. Louis, was chairman of the Resolutions Committee. Charles Miller, KRNT Des Moines, was chairman of the program clinic.

Official registration totaled 111. A cocktail party was given Monday at the Hotel Savery with Des Moines stations as hosts.

A separate meeting was held Tuesday by the Missouri Broadcasters Assn., which decided to hold an election of officers Oct. 17 in Kansas City. Harry Renfo, KXOK St. Louis, was appointed secretary-treasurer to succeed Guy Runyon, KXLW St. Louis.

Mr. Mitchell answered a series of questions submitted by District 10 stations. In replying to the advertiser's claim that radio results can't be measured as in the case of newspapers, he said many advertisers test radio with inferior merchandise while using newspa-

(Continued on page 47)

RADIO COST

District 12 Hears Oil Man

RADIO has the lowest cost-per-thousand-homes ratio of any advertising media, Dale Rogers, advertising, sales promotion and public relations director of Mid-Continent Petroleum Corp., Tulsa, told NAB District 12 Thursday as delegates opened a two-day meeting at the Allis Hotel, Wichita, Kan.

District Director Robert Enoch, KTOK Oklahoma City, presided at the annual meeting.

Mr. Rogers said that in the last three years the company's radio billing has increased 35%. "We are spending about $300,000 today in spot radio in 15 states, using some 50 stations," he said. "Our gross sales in 1948 were over $100 million, noticeably helped by our radio advertising."

Radio must give national advertisers more data on area coverage, markets, physical characteristics and program habits, he said.

Speakers on the District 12 agenda included Maurice B. Mitchell, director, Broadcast Advertising Bureau, conducting a sales clinic; Dr. Kenneth H. Baker, acting president of BMB; Richard P. Doherty, director, NAB Employe-Employer Relations Dept.; Robert Burton, vice president of BMI. Judge Miller was scheduled to speak Friday. A joint luncheon was scheduled with Wichita Kiwanis Club.

Presiding at the sales session was Hale Bondurant, KFBI Wichita. John Esau, KTUL Tulsa, presided at a clinic on programming, including sales, copy and production problems. Joe Bernard KOMA Oklahoma City, presided at the labor relations session. Members of the Resolutions Committee were Matthew H. Bonebrake, KOCY Oklahoma City; Albert Risen, KVSO Ardmore, Okla.; Jack Todd, KAKE Wichita; William Wyse, KWBS Hutchinson, Kan.; Paul Buenning, WBBZ Ponca City, Okla.

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DES MOINES District 10 registrants included (l to r): Bill Newens, KOIL Omaha; Kolin Hager, SESAC, New York; Karl Koerper, KMBC Kansas City, Mo.; Paul Clark, RCA, Chicago; Hank Hook, KGLO Mason City, Iowa; Sam A. Burk, KIRX Kirksville, Mo.



DELEGATES gather at the District 10 meeting in Iowa (l to r): Dr. Kenneth Baker, BMB, New York; Ed Wheeler, WEAW (FM) Evanston, Ill.; Sam Bennett, KMBC Kansas City, Mo.; Chet Thomas, KXOK St. Louis; Harry Burke, KFAB Omaha; Ray Hamilton, Blackburn-Hamilton Co., Hollywood.

Where Go Radio's Losses?

Not to Other Media, Avers Frank

By PHILIP FRANK

RADIO promotion can boomerang. It can hinder rather than help sell time. And will, if it barks up the wrong tree.

Radio has come to recognize that newspapers at long last are doing an excellent promotion job, especially through their trade association, the Bureau of Advertising of the ANPA. Newspaper advertising is experiencing a healthy rise.

Meanwhile radio is finding it harder to sell. The obvious conclusion seems to be that newspapers are taking business away from radio. And from this it follows that radio promotion should seek to discredit newspapers as an advertising medium.

But this seemingly obvious conclusion is also an erroneous one. And promotion based on the premise that newspapers are taking business away from radio will fail as miserably as did space media promotion in the '30s based on the equally erroneous premise that radio at that time was taking business away from newspapers and magazines.

That the premise was false the writer determined by comparing the trend in newspaper expenditures by leading newspaper advertisers who did and did not use radio, and the same for magazines (see *Advertising & Selling*, Aug. 29, 1935). That the opposite premise is false today is indicated by a similar study.

How The Study Was Made

Basically, the study consists of observing the effect of increased or decreased newspaper advertising on advertisers' use of radio.

We compared 1948 with 1947 because 1947 was the first post-war year in which newsprint was available in sufficient quantities so that newspaper advertising reflected a demand for space rather than its supply. (A comparison with pre-war years would have introduced too many non-advertising factors.)

The newspaper figures for 1947 and 1948 are from *Media Records*. Unfortunately the figures for the two years were not developed on the same basis. The only published (and therefore readily available) 1947 figures are limited to expenditures of national advertisers in 346 daily and Sunday newspapers, whereas the published data for 1948 includes advertising in 908 papers by all national advertisers who spent $25,000 or more in these papers.

However, this difference is somewhat narrowed by the fact that the 346 papers studied in 1947 accounted for 73% of all U. S. newspaper circulation, not too much below the 88% weekday and 93% Sunday circulations represented by the papers studied in 1948. Nevertheless, it should be borne in mind that the 1948 figures, being on a wider base, may suggest that advertisers increased their newspaper advertising who actually spent less in that medium. This does not invalidate our findings; it only makes them more conservative. Had the newspaper figures for both years been on the same base they would have added weight to our conclusions.

Since the study was intended to be indicative rather than conclusive—BAB has both the responsibility and the resources to conduct comprehensive research on which to base effective radio promotion—we limited our study to network advertisers and only the largest of these. Regional and spot advertisers should of course also be studied.

First we took all network (ABC, CBS, MBS, NBC) advertisers who spent $100,000 or more for network time in 1948. Hereafter *radio* refers to network gross time expenditures. After deducting political parties, labor unions and religious broadcasters, 145 such advertisers remained. These are radio's staunchest supporters, the most radio-minded of all advertisers. These are the advertisers we studied.

Radio Losses Don't Go To Newspapers

Of these 145 network advertisers, 47 spent less on radio in 1948 than in 1947 and two spent the same amount both years.

Of these 49, 16 also spent less for newspaper advertising in '48 than in '47 (despite the larger base for the '48 figures, previously referred to). And seven, including the two whose radio remained the same, used no newspaper space either year. In short, 47% of those who reduced their radio (or kept it the same) did *not* increase their newspaper advertising.

The remaining 26 advertisers dropped $8,990,000 radio dollars but added only $8,411,000 newspaper dollars in 1948. Furthermore, these newspaper dollars represented an increase in newspaper expenditures of 37.4%, in contrast with a 45.8% increase in newspaper expenditures by the 96 advertisers who increased their use of radio.

It appears that radio's losses did not go into newspaper advertising.

Next we looked at the picture from a different angle, to see if a reduction in newspaper advertising resulted in greater use of radio. This, we felt, should interest those who believe that radio benefits from a reduction in newspaper advertising.

Of the 145 radio advertisers studied, 45 reduced their newspaper advertising in '48 and 20 used no newspaper advertising either year, for a total of 65 who did not increase their use of newspapers.

These 65 increased their use of radio 6.1%, in contrast with an 11.3% rise in radio for the 80 advertisers who also increased their newspaper expenditures. Percentagewise those who curtailed their newspaper advertising did little better than half as well as those who increased their newspaper advertising, with respect to pushing up radio. Sixteen of the 45 who reduced their newspaper advertising also reduced their use of radio, as did 7 of the 20 who used no newspapers either year.

Within the limits of this study we are now ready to draw two conclusions:

(1) Advertisers who increase their newspaper advertising increase their radio advertising proportionately more than those who reduce their newspaper expenditures or use no newspapers.

(2) Of those advertisers who reduce their radio advertising, almost half also reduce their newspaper advertising, while the remainder increase their newspaper expenditures less than those who also increase their use of radio.

Should more exhaustive research substantiate these conclusions, they can and should have far-reaching influence. For to be most effective, promotion must be firmly grounded on situations as they actually exist. This is as true of media promotion as of the promotion of products and services using advertising media.

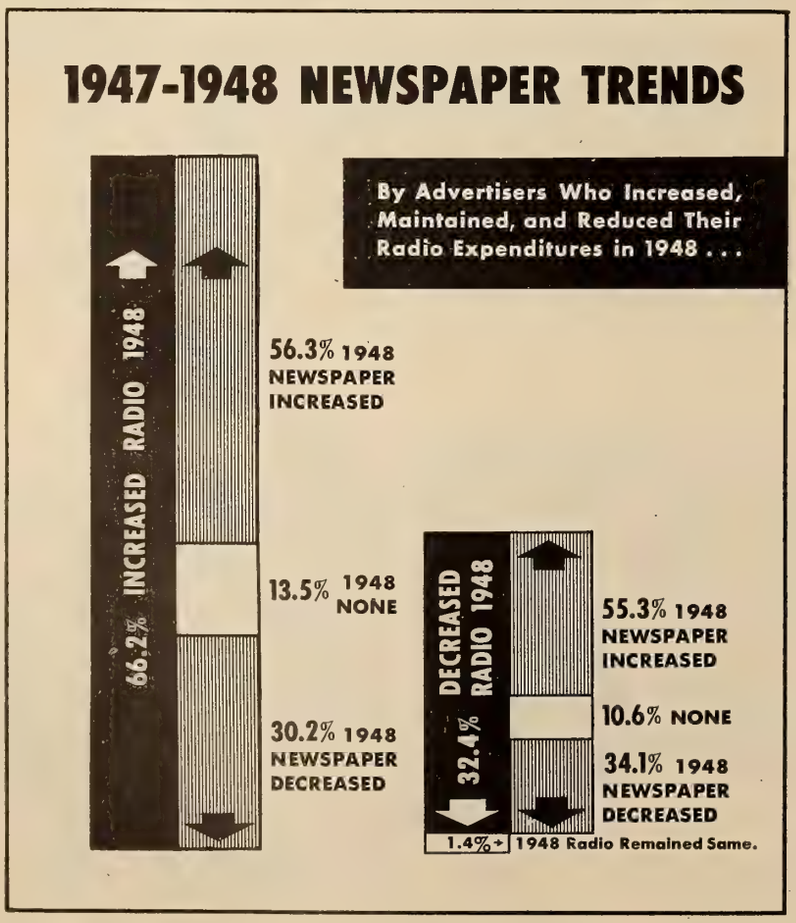
Radio cannot afford to tilt at windmills when the real adversary is reduced advertising appropriations. It would be a shame if industry promotion, so long needed and so recently launched, should founder from failure to read the compass correctly.

No Media Is Bigger Than Advertising

Our little study suggests that anti-newspaper promotion is off the mark. Far worse, it is actually harmful to the cause of radio.

Many radio advertisers and pros-

(Continued on page 81)



MR. FRANK resigned last Feb. 4 as BMB secretary after three years service, having joined the organization just prior to the start of the first nationwide study. Previously he had been on the ABC business development staff 1944-1945. He is co-author of *This Thing Called Broadcasting* and has contributed to a number of volumes on advertising as well as lecturing before the advertising and selling course of the Advertising Club of New York. He is a graduate of Williams College.



Mr. Frank

NARBA

Oppose Making NARBEC Provisions Compulsory

CANADA and Cuba last week voiced opposition to any requirement for compulsory adherence to North American Broadcast Engineering Committee provisions in any North American broadcast treaty that may be adopted by the NARBA conference, continuing its meetings at the Windsor Hotel, Montreal.

Cuba has been taking the position that each nation should assert its sovereign right to use any channels it desires. The United States has felt that if a nation asserts such a right, there isn't much point in having a treaty. NARBEC is the only machinery operating to assure compliance with treaty provisions.

NARBA delegates in Montreal spent last week in preliminary maneuvers and assignment of work to subcommittees. Feeling was apparent that all delegations desire an agreement and treaty.

Cuba confirmed previous belief of experienced observers that it desires to legitimize its channel assignments since the second NARBA expired last March. The Cuban delegation desires a definition of operating stations that will signify those stations in operation at the time of the effective date of a new treaty.

Cuba's Stand

Cuba has taken the position that all its station categories should be upgraded. If successful, such action would derogate all U. S. classes except IV. Cuba is needling the U. S. delegation because of FCC's failure to decide the clear-channel issue. It remains firm in demanding that the power minimum of IA stations be cut from 50 to 10 kw, with U. S. and Canada opposed.

Canada has proposed in subcommittee to reclassify all channels and eliminate all special class stations provided for Cuba in past NARBA provisions. The Dominion also proposes that each country determine its own sunset-sunrise tables, citing the fact that in the Far North there is no sunset in summer, and no sunrise in winter.

In making a bid for 50 w low-power booster stations, Canada disclosed it is now operating 20 of these stations without registering them with NARBA.

The Cuban proposal of protection to Class IV stations on Class III channels may have serious effect on Class III regions near borders, unless modified, it is believed.

ROUND TABLE

Chicago U. Mulls Sponsor

FORUM program, *University of Chicago Round Table* is exploring the possibilty of finding a sponsor —not so much to obtain revenue as to widen its listenership, it was learned last week.

Those in charge of the program are said to be concerned by the fact the NBC sustainer has been losing the number of stations carrying it. The drop has been from 110 outlets to about 90. Almost uniformly, the reason given for dropping it is that the stations have commercial shows which they need to fit into their schedules.

The university also has been particularly disturbed at the New York situation, where WNBC has been carrying the program on a delayed basis and has recently juggled its hours around twice.

WNYC, New York City's municipal station (non-commercial), has been carrying it on a delayed basis and will continue to do so even if a sponsor is found, it is believed.

Reasoning at the university has been that if the *Round Table* found a sponsor, more stations would carry it, more listeners would be added, and the university would be better fulfilling what it regards as a great responsibility to bring important issues before the American public via a forum of outstanding experts.

TIME SALES

NBC Top Network—PIB

WITH July billings of $4,384,305, topping those of CBS by nearly $600,000, NBC has regained its position as top network in sale of time, according to an NBC report of network billing figures compiled by Publishers Information Bureau.

At the end of June, PIB showed CBS in first place for the half-year, but the July differential in NBC's favor was sufficient to move it ahead into first place for the seven-month period.

Gross billings for the four nation-wide networks for July and for the January-July period were:

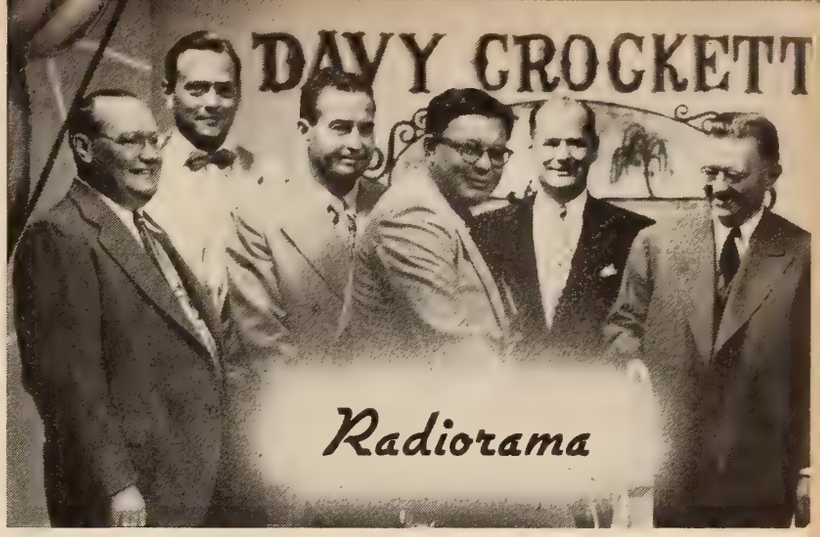
	JULY	JANUARY-JULY
NBC	$4,384,305	$37,873,390
CBS	3,784,861	37,323,652
ABC	2,788,098	26,253,259
MBS	1,138,315	11,412,589

RADIO PAY

Del.-Md.-D. C. Area Leads

EARNINGS of station employes in the Delaware-Maryland-District of Columbia area are higher than in the rest of the U. S. as a whole and opportunities are likely to expand in the near future, according to the Bureau of Labor Statistics and Veterans Administration.

The bureau and agency have collaborated on a publication entitled *Employment Outlook in Radio and Television Broadcasting Occupations*, now available at the Government Printing Office. Booklet points out that the outlook for any occupation or industry is subject to changes over relatively short periods of time, but includes considerable descriptive material which should remain a subject of non-changing interest.



ROBERT KINTNER, ABC executive vice president, rides "non-bucking" horse down Texas way during four-state ABC manager's meeting in Fort Worth Sept. 12-13. Others in group (l to r): George Cranston, WBAP Fort Worth manager; Ernest Jahncke, ABC station relations vice pres.; Earl Mullins, ABC publicity manager; Jim Connally, ABC station relations, and WBAP Director Harold Hough.

REPRESENTATIVES of four stations met Sept. 15 to form Chicago Perimeter Bcstg. Assn. Attending (standing, l to r): Joseph J. Garvey, WJOL Joliet; Rex Gay Jr., Chicago mgr., J. H. McGillvra, stations' representative; Joseph Kirby, WKRS Waukegan; L. B. Weller, WJOB Hammond, and (seated, l to r) George Ralston, WRMN Elgin, and Robert Adair, WJOB.







RADIO coverage on The Advertising Council's 1950 U. S. Savings Bonds campaign is discussed at recent meeting of drive's volunteer agencies. L to r are: Gordon C. Kinney, Council radio director, Walter F. Mulhall, v. p. G. M. Basford Co., and O. John Davis, U. S. Treasury Dept. Savings Bond Div.

FACE foliage is decree for six-day county fair at Susanville, Calif., which KSUE covered with 8¼ hours of remote programs. Be-whiskered staffers are: Technician Dale Dwelley, front; in back row (l to r), Bill Murphy, manager; Coml. Mgr. Zeke White and Chief Engineer Hal Houston.

SEARS, ROEBUCK & Co. sponsoring of Mon.-Sat. local news spot on WEOL Elyria, Ohio, is marked by broadcast from firm's Elyria store. L. to r: Sears Mgr. A. R. Hoch; Newscaster Bob Rowley; Prog. Dir. Martin Bouhan; Newsman Bob Gilmore.

ARRIVING in his private plane for WAB District 9 meeting at Three Lakes, Wis., is Ray Livesay, general manager of WLBH Mattoon, Ill. He is greeted at the Eagle River airport by Forster Cooper, sales manager of WDUZ Green Bay.





CHICAGO LOGS

Paid Ads Decline, Survey Finds

SPONSORS, stations and networks are balking at paying for special program listings in Chicago newspapers, it was found in a survey conducted there last week by BROADCASTING.

Total number of paid advertisements, introduced to supplement regular listings by all four Chicago papers about three weeks ago, has dwindled since each paper started the service. The *Tribune*, for example, started Sept. 6 with 23 paid listings (its peak thus far). On Sept. 28 there were 10. The *Daily News* rung up 11 Sept. 12 and nine Sept. 27, while the *Herald-American* netted three Sept. 6 and two Sept. 28. The *Sun-Times* dropped from nine Sept. 11 to three Sept. 27.

'Tribune' Tops

The *Tribune* has scored the greatest success of the four papers, but 39% of its paid logs were for *Tribune*-sponsored or sustaining shows on WGN which it owns. Its 21-day total of paid ads was 212, 82 of which were for non-sponsored WGN shows. Twenty-six listings were for TV fare. Of 29 advertisers, 20 were local.

National accounts included Pure Oil, U. S. Steel, Pepsi-Cola, Hallmark, Standard Oil, Bell and Howell, B. F. Goodrich, Greyhound Bus and Armour. Highest number of paid listings was printed Sept. 6, the starting date, with 23, five of which were for WGN. Sept. 18 and 23 shared low spot, with six each, three each for WGN sustainers. Daily average was 10, including four for WGN.

High total for the *Daily News*—136—also is deceptive because the paper plugs its frequent news shows on WIND, in which it has substantial financial interest and a working agreement. Sixty-seven percent of the *News* paid logs—or 91 out of 136—featured WIND *Daily News* shows. Twelve of the 136 pointed out TV feautres. Eight of 13 advertisers were Chicago-area accounts. The remaining five were Pure Oil, U. S. Steel, Hallmark, Armour and Standard Oil. Lowest number of paid ads appeared Sept. 26 when there were seven, five for WIND. Highest number appeared Sept. 17, with 14, 11 for WIND. Daily average for a 14-day period since the Sept. 12 starting date is nine, of which more than six were for *News* shows on WIND.

Sixty-two listings, including 14 for TV, were netted by the *Herald-American* in 20 days. Eleven local accounts and four national were sold, the latter including Standard Oil, Hallmark, Armour and U. S. Steel. The high of five for the period was reached Sept. 21, 22 and 23. The low was Sept. 10, when no paid listings appeared.

Although the *Sun-Times* has a working arrangement with WBKB (TV), none of the station's features was listed in detail unless paid for by the sponsor. Ten TV shows were among the 35 paid listings for a 17-day period. No ads were bought Sept. 12 and 15, and the highest number—nine—appeared Sept. 11, the starting date. Accounts included eight local firms and five national—Standard Oil, Hallmark, Armour, U. S. Steel and Bell and Howell.

Four national accounts—U. S. Steel, Hallmark, Standard Oil and Armour—inserted ads in all four dailies. The week prior to the study, the *Tribune* reported 195 sponsored ads in the first two weeks. The *Sun-Times* estimated a daily average of four, among 11 advertisers—while seven paid listings per day were reported by the *Herald-American* for some 20 accounts. The *Daily News* declined comment.

FCC Actions

FINAL decision in WHAT-WTEL Philadelphia case reported by FCC last week along with initial decision to grant WSAP Portsmouth, Va., switch to regional assignment and proposed decision for new AM outlet at Los Angeles. Two FM authorizations deleted. Details of these and other FCC actions are found in FCC Roundup on page 80.

BALTIMORE GAG

WCBM Petitions SCOTUS

DENIAL of State of Maryland's appeal from a ruling in which the "Baltimore Gag" censorship doctrine was adjudged invalid by the state's appellate tribunal was asked last week by WCBM Baltimore in a petition to the U. S. Supreme Court.

The Maryland Court of Appeals had reversed the conviction of three Baltimore stations accused of violating Rule 904 of the Baltimore Supreme Bench. This rule forbade dissemination of news about an indicted criminal prior to a verdict. It has aroused nationwide interest as a test case involving freedom of speech.

Counsel for WCBM contended the state has no right to appeal from an acquittal in contempt proceedings. Filing the motion were Attorneys J. Purdon Wright, Frank W. Every and William Bruce Oswald. They contended the state is trying to raise frivolous grounds when it contends a Federal question exists in the case.

The state's request for a writ of certiorari to take the case before the Supreme Court has no legal justification in Maryland law, WCBM claims.

FACSIMILE

Hills-Sullivan Book Reviews Use

FACSIMILE. By Lee Hills, managing editor, and Timothy J. Sullivan, facsimile editor, "The Miami (Fla.) Herald." New York: McGraw-Hill Book Co. Inc. 319 pp.

COMPREHENSIVE volume on the development, present use and future employment of facsimile—"radio's ugly duckling" or "FX" to the authors—has been written by Lee Hills, managing editor of the *Miami* (Fla.) *Herald*, and Timothy J. Sullivan, facsimile editor of the paper.

Published by McGraw-Hill Book Co., the 319-page book treats facsimile as a whole and incorporates the experiences of the authors, who since 1946 have published a facsimile edition of the *Herald* via WQAM-FM Miami. The stations—AM and FM—and the newspaper are both John S. Knight interests. The book, titled *Facsimile*, is designed for the layman and seeks to fill in the "conspicuous" gaps in the record of the development of FX and its potentially great social and economic impact.

In the foreword to the new book, John V. L. Hogan, pioneer facsimile inventor and president of Radio Inventions Inc., points out that with wartime advances, facsimile "is no longer fettered by the limitations that were recognized eight or ten years ago." He emphasizes that "facsimile has become an expanding industry" and "its techniques are threading into many branches of the communications field, including broadcasting, point-to-point, mobile, military, naval, air, and even amateur transmission of text and pictures."

In chapters treating at length the relationship of FX to the other broadcast services, the authors explain that FX and FM are "natural partners" and that the two together "offer a lure which truly does make an AM set obsolete." This combination is considered as the "something new" needed to break the FM "log jam and provide set makers with an additional active sales line."

"In the vast rural listening areas not reached by television or not likely to be reached for some years, FM-FX has no competition as a radio innovation," the book states.

The competition between FX and television is considered far less serious than commonly thought. "Television is radio business—show business," the authors explain, while "facsimile is the newspaper or publishing business. Radio is a minor element in facsimile, a means of transmission and nothing more."

Since "television is a personalized delivery of motion pictures" and is "ideal for picturing scheduled 'live' action events, such as sports or plays," TV requires careful planning and programming, the authors claim. On the other hand, facsimile is described as a "personalized delivery of a combined newspaper and magazine or any other printed material" and "de-

(Continued on page 36)



Drawn for BROADCASTING by Sid Hix

"They want their money before the court acts on giveaways."



The Case of the Walking Ducks

Newly hatched ducks, it seems, have to be kept moving to be kept alive. So smart engineers devised this special treadmill for them which keeps them moving for eight days. Mortality dropped to zero.

The same thing is true of a sales campaign. It's got to keep moving or it will die. And the surest, most economical way to do this in Baltimore is to put your sales message on W-I-T-H.

For here's the station that regularly delivers more listeners-per-dollar than any other in town! That means you can get *big* results for a *little* bit of money on W-I-T-H.

So if you want your campaign in Baltimore to produce low-cost results, call in your Headley-Reed man and get the full W-I-T-H story.

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, *President* ▪ *Represented by* HEADLEY-REED

LORAIN ANTI-TRUST

Hearing Set Nov. 15

HEARING on the Dept. of Justice request for an injunction in its anti-trust suit against the *Lorain* (Ohio) *Journal* has been scheduled Nov. 15 in U. S. District Court with Judge Emerich B. Freed presiding.

The government's action [BROADCASTING, Sept. 26] is the first Sherman Act case against a newspaper for conspiracy to injure a competing radio station (WEOL Elyria) by allegedly denying its white space to buyers of station time.

Filing of the suit brought from S. A. Horvitz, publisher of the *Lorain Journal* and *Times-Herald*, the charge that it constitutes "a threat to the rights of every newspaper and publication in the United States." A competing newspaper, the *Lorain Sunday News*, said editorially that Lorain "may prove to be a national testing ground for the right to freedom of press and radio."

Mr. Horvitz said the government is asking for power "to force the *Lorain Journal* to accept the advertisement of any advertiser, the publication of which would not constitute a violation of state or federal laws. It goes without saying that the use of any such power would not be limited by the government to the *Journal*. It would apply to all newspapers, magazines and periodicals of general circulation. That is the fundamental issue in the case. It is the only issue."

WEOL is located 10 miles from Lorain, Mr. Horvitz said.

"Maybe it's a case of the *Journal* being made a guinea pig in a move by the government to regulate and control newspapers," Mr. Horvitz said. The anti-trust act and the government's power to regulate commerce has been stretched to cover control over the news and editorial contents as well. Radio is already under the thumb of the FCC. Perhaps this case is the first step toward an FCC for newspapers."

In its editorial comment, the *Sunday News* said advertisers have indicated "they have been exposed to remarks from *Journal* personnel which have borne the imprint of pressure, threats or discrimination.

. . .

"Freedom of the press has been a bulwark of progress in the United States. Free press, free speech, free assembly and free worship are keystones of neighborly American living, as well as fundamentals of democracy. Danger to any of these constitutional rights is a danger to the life of every resident of Lorain and to every American.

"Freedom of the press works both ways: It must mean freedom for a newspaper to print what it sees, as its editors decide, and it also must mean freedom of all newspapers, all radio stations, all media of expression to report the news—and to compete for advertising which is a form of news, as well as a revenue producer that helps publishers and broadcasters to pay news-gatherers."

RICHARDS CASE

Combined Hearing Set by FCC

RENEWAL applications of KMPC Hollywood and WJR Detroit were incorporated by FCC last week into the hearing it already has designated on the renewal of WGAR Cleveland, the proposed transfers of the three G. A. (Dick) Richards stations and their news policies [BROADCASTING, Aug. 1].

At the same time, the licenses of KMPC and WJR, which expire Nov. 1, were extended on temporary basis until Dec. 1. The consolidated proceeding is expected to begin about mid-November [CLOSED CIRCUIT, Sept. 26]. FCC stated that the new order supplants its order of July 25 regarding the WGAR renewal and the Nov. 12. 1948, order calling for investigation of complaints against the news practices of the Richards' stations. The Commission indicated, however, that all of the original issues and other matters are retained.

Mr. Richards proposes to transfer control of WGAR, KMPC and WJR to three trustees, Harry J. Klinger, Lawrence P. Fisher and John A. Hannah. The stations have until Oct. 19 to petition the Commission for revision of the hearing issues in the proceeding.

AWB MEETINGS

Two Districts Discuss Women in Radio

PLACE of women in the community, and in the broadcasting business, with tips on developing women's programs commercially, provided the theme of a conference held Sept. 24 by District 3 of the NAB Assn. of Women Broadcasters at the Hotel Harrisburger, Harrisburg, Pa.

Kaye Witmer, District 3 AWB chairman, presided. Opening the program was a roundtable moderated by Alma Cramer, WARD Johnstown, Pa. Luncheon speaker was Alma Desborough, of the Needlework Guild of America. Gladys Swift, WKBO Harrisburg, moderated the afternoon panel. Speakers included Robert McMillen, Harrisburg Chamber of Commerce; Lt. Col. Leroy Greene, Republican state chairman; Mrs. Lorna Sylvester, director, Child Guidance Center. Pat Griffith, AWB executive secretary, presided at a business session. WHP and WHGB Harrisburg were hosts at a dinner, with Abe Redmond, WHP, as toastmaster. Victor C. Diehm, WAZL Hazelton, Pa., spoke on "The Women—God Bless 'Em."

Attending the meeting were:

Kay Carter, WLBR Lebanon; Alma Cramer, WARD Johnstown; Jo Fish, WKBO Harrisburg; Helen Gotwalt, WSBA York; Pat Griffith, NAB; Betty Heagy, WHGB Harrisburg; Lois Huey, WJSW Altoona; Kitty Kahler, WAZL Hazelton; Miriam Krebs and Alethea Mattern, WMAJ State College; Bee Potteiger, WHP Harrisburg; Marjorie Price, WILM Wilmington; Rosemary Roach, WIKK Erie; Jane Smith, WARK Hagerstown; Gladys Swift, WKBO Harrisburg; Dori Weaver, WPGH Pittsburg; Kaye Witmer, WKBO Harrisburg; Alma Desborough, Needlework Guild of America; Betty Stuart Smith, J. Walter Thompson, New York.

Two-day conference was held at the Muehlebach Hotel, Kansas City, Sept. 21-22 by AWB District 10, with Anne Hayes, KCMO Kansas City, presiding as district chairman. Following the opening day lunch Doris Murphy, KMA Shenandoah, Iowa, moderated a panel on successful women's programs. Participants were Betty Wells, KRNT Des Moines; Mrs. Raymond A. Smith, KSWI Council Bluffs; Mary Louise Marshall, WOC Davenport; Caroline Ellis, KMBC Kansas City.

The Radio Council of Greater Kansas City entertained delegates at dinner. Nadine Miller of C. E. Hooper Inc., spoke on "The Radio Listener's Voice."

Second day's agenda included participation in a WHB Kansas City program, with luncheon and fashion show staged by Betty Rose Apparel Co.

Next district meeting will be held in September 1950 in Des Moines, it was decided. A resolution was adopted regretting resignation of Pat Griffith as AWB executive secretary.

Present at the District 10 meeting were:

Luella Cannham, WOW-TV Omaha; Bernice Currier, KMA Shenandoah; Caroline Ellis, KMBC, Kansas City; Verna Deal Ferril, WHB Kansas City; Anne Hayes, KCMO Kansas City; Bea Johnson, KMBC Kansas City; Sandra Lee, WHB Kansas City; Mary Louise Marshall, WOC Davenport; Jo McEwen, WMT Cedar Rapids; Doris Murphy and Adella Shoemaker, KMA Shenandoah; Mrs. Raymond Smith, KSWI-KFMX Council Bluffs; June Thompson, WHB Kansas City; Betty Wells, KRNT Des Moines; Gennii Willock, WHB Kansas City; Clella Darby, Des Moines Radio Council; Ethel Mason, Kansas City Radio Council; Nadine Miller, C. E. Hooper, New York.

First 15 Program Hooperatings—Sept. 30 Report

Program	No. of Stations	Sponsor & Agency	Hooper	YEAR AGO Hooper	+ or —	Pos.
Radio Theatre	172	Lever Bros. (JWT)	20.7	17.3	+3.4	2
My Friend Irma	150	Pepsodent Div.-Lever (FC&B)	16.4	—	—	—
Godfrey's Talent Scouts	154	T. J. Lipton Div-Lever (Y&R)	16.4	15.9	+0.5	3
Bob Hope	151	Lever Bros. (BBDO)	16.2	14.9	+1.3	5
McGee & Molly	165	S. C. Johnson & Son (NL&B)	16.1	—	—	—
Suspense	169	Electric Auto-Lite (N-E)	16.1	12.3	+3.8	8
Walter Winchell	283	Kaiser-Frazer (Weintraub)	15.0	19.6	—4.6	1
Orig. bcst.	14.1					
Added by 2d	0.9*					
Jack Benny	179	American Tobacco (BBDO)	14.7	—	—	—
Orig. bcst.	12.9					
Added by 2d	1.8*					
Mr. Keen	149	Whitehall Pharmacal (Murray)	13.6	12.3	+1.3	7
Crime Photographer	148	Philip Morris (Biow)	13.3	11.7	+1.6	11
Big Town	132	Lever Bros. (SSC&B)	12.9	10.5	+2.4	18
People Are Funny	164	Brown & Williamson Tobacco (Seeds)	12.8	9.5	+3.3	27
Bing Crosby	170	Liggett & Myers Tobacco (N-E)	12.8	—	—	—
Inner Sanctum	156	Emerson Drug (BBDO)	12.7	10.0	+2.7	23
Great Gildersleeve	151	Kraft Foods (NL&B)	12.3	9.7	+2.6	24

* Second broadcast on same day in some cities provides more than one opportunity to hear program.

Upcoming

NAB DISTRICT MEETINGS

Oct. 3-4: Dist. 13, Adolphus, Dallas.
Oct. 6-7: Dist. 6, Peabody, Memphis.
Oct. 13-14: Dist. 5, Roosevelt, Jacksonville, Fla.
Oct. 17-18: Dist. 4, Carolina Inn, Pinehurst, N. C.
Oct. 26-27: Dist. 3, Skytop Lodge, Skytop, Pa.
Oct. 31-Nov. 1: Dist. 1, Somerset, Boston.
Nov. 3-4: Dist. 2, Berkely-Carteret, Asbury Park, N. J.
Nov. 21-22: Dist. 8, Book Cadillac, Detroit.
Nov. 28-29: Dist. 16, Paradise Inn, Phoenix.
Dec. 1-2: Dist. 15, Mark Hopkins, San Francisco.
Dec. 5-6: Dist. 14. Utah, Salt Lake City.
Dec. 14-15: Dist. 17, Benson, Portland, Ore.

* * *

Sept. 30-Oct. 9: Second Annual National Television and Electrical Living Show, Chicago Coliseum, Chicago.
Oct. 6-7: Alabama Broadcasters Assn. Fall Meeting, U. of Alabama Campus, Tuscaloosa.
Oct. 10-14: Society of Motion Picture Engineers 66th semi-annual convention, Roosevelt Hotel, Hollywood.
Oct. 14: AAAA Annual Central Council Meeting, Hotel Drake, Chicago.
Oct. 16: North and South Carolina Broadcasters Assns. joint meeting, Southern Pines, N. C.
Oct. 16-18: AAAA Annual Pacific Council Meeting, Arrowhead Hot Springs Hotel, San Bernardino, Calif.
Oct. 16-19: Radio-TV-Motion Picture Clinic, American Chamber of Commerce Executives national convention, Seattle.
Oct. 16-19: Pacific Coast Council of Southern California AAAA chapter convention. Arrowhead Springs Hotel, Arrowhead Springs, Calif.
Oct. 20: AWB Dist. 9, Sherman Hotel, Chicago.
Oct. 27: D. C. Public Utilities Commission hearing on Transit Radio, Washington.
Oct. 27-29: Audio Engineering Society "Audio Fair," Hotel New Yorker, New York.
Oct. 28-29: Kansas City Section of Institute of Radio Engineers, President Hotel, Kansas City, Mo.
Oct. 29-Nov. 5: Canadian National Radio Week.
Oct. 30-Nov. 5: National Radio and TV Week.
Oct. 31-Nov. 2: IRE-RMA Engineering Dept. meeting, Hotel Syracuse, Syracuse, N. Y.
Nov. 4: AFA 5th District, Indianapolis, Indiana.



BE FIRST IN BOOMING HOUSTON

Where Katy Park Industrial Development Corporation is building a new 50 MILLION DOLLAR Center on 23 acres of the "closest in" industrial property in the City. This is just the latest* big industrial expansion in this Great Southwestern Metropolis, where **ONE STATION LEADS IN ALL IMPORTANT CATEGORIES.**

*at press time.



KPRC

FIRST in Hooper
FIRST in B M B
FIRST in the South's First Market

To sell Houston and the great Gulf Coast Area . . .
Buy **KPRC**

FIRST IN EVERYTHING THAT COUNTS

KPRC
HOUSTON

950 KILOCYCLES — 5000 WATTS

NBC and TQN on the Gulf Coast — Jack Harris, Gen. Mgr.

Represented Nationally by Edward Petry & Co.



Fred Brokaw

...I know Fred Brokaw

You probably know him too if you are in this business. His many friends are really good friends. I guess it is not just because of his remarkable personality but because of his good, solid business sense.

I met him first a way back when he was a long, lanky, awkward freshman. We thought he was pretty good material for our fraternity up at Cornell. One night we invited him over for dinner just to "look him over". Later I planted myself in one of the upstairs studies. You see I was a senior then. As our boys were showing him the house they brought him in and conveniently disappeared. I asked Fred to sit down and after some discussion I had the honor of putting our pledge button on his lapel.

After he graduated he came to New York where I was already making progress in the advertising business. He asked me, "How do you get a job in this racket?" I objected to the name "racket" because I considered the business pretty important and liked to think it was a profession. I gave him the kind of advice a senior should give a freshman. Before I knew it he had a job selling magazine advertising. He made quite a name for himself and made friends who have never left him.

Then back early in 1933 I set up this radio representative business. Looking for the best man I could find, I took on Fred Brokaw. At first he was useless or worse. He couldn't seem to adjust himself to the lack of factual sales information that was characteristic of radio in those days. Then he came into my office one day and said, "I think I'll write an article about radio." I said, "You! You tell me you know nothing about radio." He wrote it and *sold* it to a national magazine. Among other letters one came from Deke Aylesworth, then president of N.B.C., inviting Fred to his office to meet John Royall, then in charge of programs. This probably helped Fred get his confidence, because from then on there was no question about his success in the broadcasting business.

I think most people in broadcasting know Fred Brokaw and share some of the feelings I have for him. We have been working together now for sixteen years. No man could have a more able, more agreeable, or more pleasant business partner.

Now Fred is going to Chicago to supervise our activities in the Middle West and West Coast. He is moving with his family and will make that his permanent home. I know he will be welcomed by his many old friends and soon make many new ones. He will have new responsibilities and new opportunities. Our vice-president Gar Packard will continue his very able work there as manager. I will miss Fred here in New York but his activities in Chicago, as resident partner, will balance our national organization. I know Fred Brokaw.

Paul H. Raymer



Paul H. Raymer Company, Inc.

RADIO AND TELEVISION ADVERTISING

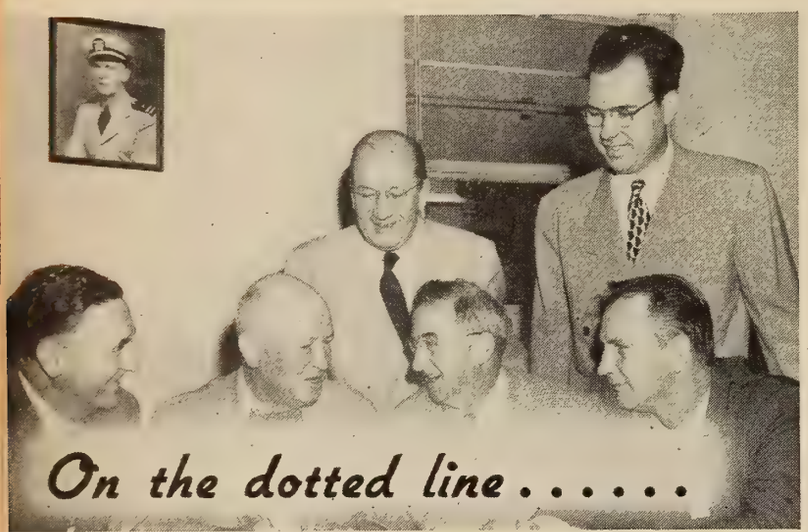
New York Boston Detroit Chicago Hollywood San Francisco





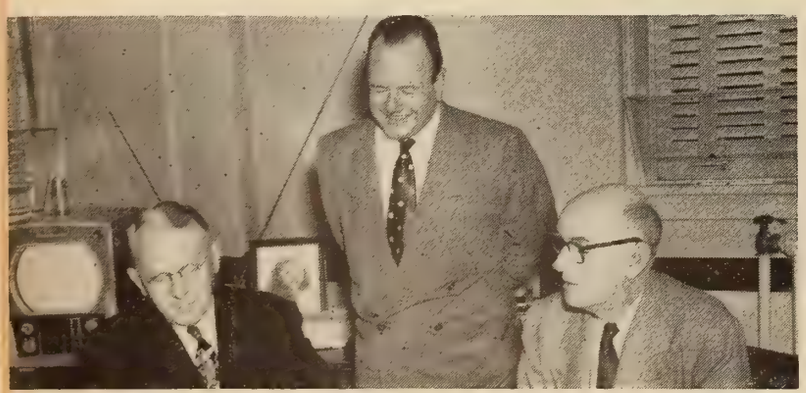
NILES TRAMMELL (r), NBC pres., and Frank C. Verbest, pres. of Blatz Brewing Co., Milwaukee, examine contract for Blatz sponsorship of *Duffy's Tavern* with Ed "Archie" Gardner on NBC Thurs. nights, which started Sept. 29. Agreement calls for 52-week half-hour show.

CHARLES "Buddy" Rogers (l), movie star, singer and musician, now heard as m.c. on ABC's new *Pick a Date* audience participation program, contracts for series as Mark Woods, president of ABC, smiles approvingly. *Pick a Date* is heard over ABC Mon. through Fri. at 11:30 a.m.



JOVIAL group contracting for General Electric Supply Corp. sponsorship of Georgia Tech football games on WSB-TV Atlanta includes (l to r): seated—Robert A. Clark, GE district mgr.; W. A. Alexander, Tech athletic dir.; John M. Outler, WSB-TV gen. mgr., and Bobby Dodd, Tech grid coach; standing—Howard D. Peacock and D. M. Clarke Jr., both of GE appliance sales div.

GENERAL ELECTRIC buys sponsorship of all U. of Nebraska football games on WOW Omaha and KODY North Platte and sponsorship of all telecast home games from Lincoln over WOW-TV, and also the *Martha Bohlson Home Economists Show* on WOW, for 26 weeks. L to r are A. H. Luebbe, GE district mgr.; Fred Ebener, WOW sales mgr., and Dan Kelley, GE sales mgr.





ERNIE NEVERS, former All-American football star, contracts to broadcast *Scout Report With Ernie Nevers* during quarter-hour prior to broadcasts of all Forty Niner pro grid games on KSAN San Francisco. Christopher Dairy Farms Milk is sponsor. Participating are (l to r) Bob Hughes of KSAN sales; Ev Fisher of Fisher-Dillingham Agency, and George Christopher, dairy owner.

DISC JOCKEY'S DISCHARGE

Court Upholds WINX in Possible Precedent Case

PLEA of a discharged disc jockey, Les Sand, for reinstatement on WINX Washington pending outcome of a $100,000 damage suit against the station was refused Thursday morning by Judge T. Alan Goldsborough, of the U. S. District Court, District of Columbia.

The court accepted the contention of William C. Koplovitz, WINX counsel, that reinstatement would amount to a court order directing the station to carry a broadcast program.

Involved in the Thursday hearing was the possibility that stations would be unable to discharge talent, or other employes, without becoming involved in injunction proceedings.

The hearing was held after Judge Goldsborough had issued a restraining order in chamber Sept. 23 under which WINX was directed to reinstate Les Sand until argument could be heard. The judge had heard counsel for Mr. Sand, Philip Shinberg, ask the order on the ground his client had an oral contract with William A. and Dolly R. Banks, WINX owners who took over the station's assets last June.

Koplovitz Replies

Mr. Koplovitz argued the only arrangement between the station and Mr. Sand dealt with payment of $1.50 to Mr. Sand for each spot announcement on the 8-10 p.m. *Sandman* program on WINX. The station contended the disc jockey was hired on a week-to-week basis by the new owners. He had joined WINX in May and prior to that had been at WWDC Washington.

Mr. Sand contended in his suit that his professional career has been injured, and requested reinstatement on WINX, or as an alternative, $100,000 in damages. He charged that because of "unusual talents and abilities" the number of advertisers on the program was built up from less than 30 to around 100.

The complaint stated that early in Septmeber Mr. Sand got a letter from Dolly R. Banks, of WINX, saying the station would dispense with his services after Sept. 24 and terming the program uneconomical. This reason is described in the complaint as a subterfuge designed to let the station shift clients to other programs and use regular announcers at lower cost.

At the Thursday hearing Mr. Koplovitz said WINX had taken some of the time used by the jockey for public service programs, and an order compelling the station to reinstate the disc jockey would in effect put the court in the position of regulating station programming.

WINX is expected to file a motion for dismissal of the complaint on the ground there is no cause of action at law.

Mr. Sand remained on WINX after the Sept. 23 court order until the order was dissolved Thursday.

Facsimile

(Continued from page 30)

livers a *permanent* record into your home." The latter quality is considered FX's most significant asset.

FX "needs no pre-event planning" and covers spot news and pictures as they happen, at times and from places where no TV camera is available. FX may lack action, the book explains, but it can handle important, interesting types of material which TV can't handle effectively. Also, FX doesn't demand the constant, undivided attention of the listener.

After pointing out the various advantages of both FX and TV and the respective places they fill, the authors conclude that the competition between the two media is mainly economic and that TV-FX combinations eventually "will be commonplace in living rooms when set costs go low enough through mass-production economies."

In a chapter dealing with general aspects of freedom of the press on the air, the authors state that "facsimile is credited with putting a new argument into radio's fight for freedom" and cites predictions that facsimile, "if tested in court, might be the instrument that would emancipate radio."

Reviews Growth

Other portions of the detailed volume review the 100 years' growth of facsimile through its various forms and outline the extensive new uses of FX in all forms of mass and special communication. FCC rules and standards, as well as procedures for obtaining FX broadcasting authorization from the Commission, are explained and details on how to set up and operate a facsimile radio newspaper station are given.

Extensive details on FX newspaper operation are presented in chapters on staff, programming, writing, makeup, photography, production and advertising. All of these are based on the experience of the *Miami Herald* and the authors. Other commercial aspects of the new medium also are considered. Layman's explanation of the FX technical equipment is presented.

Explaining that "facsimile is opening a new era in printed communications," the authors point out that "unlike many new industries, facsimile is not competing with any thing that closely resembles it. Nothing else does precisely what facsimile can do. . . . The world is its market: wherever men live, there is a need for information, and facsimile can keep them informed."



3 Beauties of the Deep South

1. ORMOND PLANTATION, up-river 17 miles from New Orleans. Built before 1800 by Pierre Trepagnier, and recently restored, Ormond House stands as a magnificent monument to the colorful days of the old South.



2. THE WORLD'S LARGEST STRAWBERRY AND SHRIMP FREEZING PLANT, located on seven square blocks at Ponchatoula, La. The main building can accommodate more than 15 million pounds of frozen food at one time. The expanding food industries in this area are another reason why WWL-land exceeds national average in increased income, buying power, and general prosperity.



The greatest selling power in the South's greatest city

50,000 WATTS CLEAR CHANNEL CBS AFFILIATE

3. WWL'S COVERAGE OF THE DEEP SOUTH 50,000 watts—high-power, affording advertisers low-cost dominance of this new-rich market.

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

BMB Maps of WWL-coverage and other data available from the Katz Agency, Inc., our National Representatives.

JACKPOT BAN REACTION

Gallup Finds Public Favors Shows

GIVEAWAYS were much in the news last week. Among featured stories were:

1. A Gallup poll which shows that 83% of listeners tune in giveaways.

2. A charge by Walter Schwimmer, president of Radio Features Inc., that giveaways were ruled off the air for "personal and emotional reasons."

3. An interview of Commissioner Paul A. Walker on Mutual's *Meet the Press* in which he stated that the FCC was "not at all discouraged" by court orders.

The stories follow:

Gallup Poll Shows People Like Giveaways

HALF of the population believes giveaways ought to continue on the radio, according to a Gallup Poll, results of which were announced last week.

Dr. George Gallup, director of the American Institute of Public Opinion, reported that interviews conducted in all states showed that 83% listened to giveaways, although 32% listened "very seldom"; that 53% of those who listened found such programs "interesting"; that 50% of all those interviewed favored the continuation of giveaways.

In response to the question: "How often do you, yourself, listen to radio giveaway programs?" 22% said "often," 29% said "once in a while" and 32% "very seldom." Seventeen percent never listen.

The 83% who listened, in some degree, to giveaways, were asked if they found giveaways interesting or not. Of these, 53% found them interesting, 25% said they were not interesting, and 5% had no opinion.

All those interviewed were asked whether they thought such programs should be continued. In answer to this 50% said yes, 27% wanted giveaways abolished, and 23% had no opinion.

Education was found to be a factor in the desire of respondents to keep or eliminate giveaways. Among those with college training only 40% would continue giveaways, 38% would abolish them and 22% had no opinion. Among those with high school education 54% would continue giveaways, 24% would abolish them and 22% had no opinion. On the grade school level 49% would continue giveaways, 27% would abolish them and 24% had no opinion.

* * *

Schwimmer Makes Charges in Chicago

CERTAIN members of the FCC would like to see giveaways ruled off the air "for personal and emotional reasons," Walter Schwimmer, president of Radio Features Inc., charged Wednesday in a speech read before the Chicago Radio Management Club. Mr. Schwimmer's address was read by William McGuineas, retiring president of the club, when the speaker was suddenly called out of town.

"These FCC members know that the only way to get giveaways off the air is by finding a device," Mr. Schwimmer said. "The device they are using is a statute covering lotteries. If the FCC had the privilege of censorship it would be a terrible thing. Then, by the simple expedient of invoking the censorship rule, giveaways would be banned immediately and, as a corollary, so would other types of radio programs which certain members of the FCC might also personally dislike."

The Radio Features president predicted that if this should come to pass, "radio would become second-rate and cease being the great medium it is." He reminded the club that lottery is a serious offense—"in fact, a criminal offense, and anyone committing a lottery is subject to some penalties so severe that it would seem to require the attention of some government law enforcement body."

He noted that recently, by act of Congress, a regulation specifically places the policing of lotteries in hands other than the FCC.

Mr. Schwimmer cited *Pot O' Gold's* victory over the FCC several years ago, when the Justice Dept. refused to prosecute, holding that if it was a lottery "it was of so minute and trivial a nature as to be not worthy of prosecution."

* * *

Show Goes On

A BROKEN arm didn't stop Walt Gaines, manager of WCPM Middlesboro, Ky., from recording the recent Middlesboro-Knoxville football game. Mr. Gaines was climbing the steps to the broadcasting booth when he fell on a step and fractured his arm. He recorded the entire game with his arm unset —the only serious casualty reported at the Knoxville stadium, on or off the field.

Walker Says FCC Expected Stay Order

FCC WAS neither surprised nor discouraged by the issuance of court orders temporarily staying the effectiveness of its rules banning giveaways [BROADCASTING, Sept. 19, 26].

This was disclosed by Paul A. Walker, vice chairman of the Commission, during an interview on Mutual's *Meet the Press* two days after FCC, on the basis of the court orders, announced Sept. 21 that effectiveness of the giveaway rules would be postponed until at least 30 days after pending court tests have been decided.

He said the Commission had "presumed" the rules would be stayed and therefore was "not at all discouraged." Asked whether he was "confident" the Commission's rules would be sustained by the courts, he observed: "I hope the courts will uphold our decision —but you can't be confident of any court decision until it is rendered."

He contended giveaways have been a cause of official concern since the days of the Federal Radio Commission. He was questioned sharply on the reason for the Commission's adoption of the rules by less than majority vote. (The vote was 3-1, Comrs. Walker, Webster and Sterling voting for, and Comr. Hennock dissenting.)

He said they didn't "deliberately" wait until only four members were present, but that it just happened no other Commissioners were there when the question was reached on the agenda.

He said it was his opinion that a majority would have endorsed the rules if all seven members had been present. He pointed out that the non-voting commissioners had not called for reconsideration.

He said an "accumulation" of giveaway programs prompted issuance of the FCC rules, and that it was his and the Commission's opinion that such programs are lotteries within the meaning of the law. He denied that "censorship" was involved in the Commission decision.

Comr. Walker conceded that FCC had referred giveaway programs "a number of times" to the Justice Dept. for prosecution under the lottery statutes. Justice's failure to prosecute, he said, might be taken to mean the department did not consider them lotteries or that other cases were more pressing.

Albert L. Warner was moderator for the program. Interviewers were John Crosby of the *New York Herald Tribune*; Phelps Adams of the *New York Sun*; Harriet Van Horn of the *New York Mirror*, and Lawrence Spivak of the *American Mercury*.

GIVEAWAY TRIAL

Networks Prepare Case For Statutory Court

NETWORKS challenging the legality of the FCC giveaway rules are hopeful that the next step in their proceedings will be the trial of the issues before a three-judge Federal Statutory Court in New York.

Normally the next step of ABC, CBS and NBC would be to move for a temporary injunction to take effect on the expiration of the present stay granted by Judge Simon H. Rifkind [BROADCASTING, Sept. 26].

Several network legal experts, however, believe the need for a temporary injunction has been rendered academic by the FCC's own action postponing the giveaway rules pending the suits.

Assuming the case now proceeds directly to trial, it is expected that the networks will be ready to present their cases in November or early December. The hearing for a temporary injunction has been set down for Oct. 27, but it is considered likely the networks would not be ready for the trial itself on that date.

Actual decision as to when the trial date will be set probably will be a matter worked out in a conference between the court, the FCC and the networks' counsel.

The trial itself is not expected to be of long duration. Comparatively few witnesses are expected to be called and many of the facts may be put on the record by agreement. Affidavits already on file in the matter contain the burden of the networks' cases, it is said, although the networks intend to present in far greater detail the operation of the giveaway cases they have referred to in their complaints and affidavits.

Although network lawyers are cautious as to committing themselves to any timetable, it is believed that if no unforeseen delays come up, a Supreme Court decision in the case could be possible before next summer. It is a foregone conclusion that an appeal to the highest court will be taken regardless of whether the FCC or the networks win before the Statutory Court.

NEWS PROTECTION

Given Under Ala. Law

ALABAMA last week became the fourth state to enact a law giving radio newsmen the same protection from revelation of news sources as that granted newspaper reporters and commentators.

The Alabama legislation became law without the signature of Gov. James E. Folsom.

The three other states that have amended newspaper privilege laws this year to grant equal protection to radio are Arkansas, Indiana and Maryland. Campaign to obtain this protection from states was started a year ago by the NAB Radio News Committee, of which E. R. Vadeboncoeur, WSYR Syracuse, was chairman, and Arthur C. Stringer, NAB staff director, was secretary.

The campaign has been continued since Mr. Vadeboncoeur's resignation as chairman by Wilton E. Cobb, WMAZ Macon, Ga., the new chairman. Other members of the committee are James L. Howe, WCTC New Brunswick, N. J., and Sig Mickelson, WCCO Minneapolis.



Station WICA, Ashtabula, Ohio

THE consulting radio engineer prescribed uniform cross section towers of maximum strength and efficiency for this directional array, but the budget demanded a minimum of expenditure. So there was only one place to take the prescription—BLAW-KNOX.

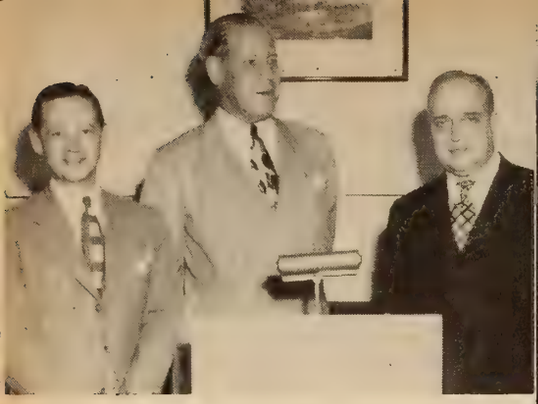
The three type LT towers illustrated, although low in cost, have the strength and high factor of safety characteristic of Blaw-Knox design and engineering. The type SGN tower completing the array has the additional strength to support the heavy-duty FM pylon and any future TV requirements.

Your tower prescription will be promptly filled at BLAW-KNOX.

Distributed by GraybaR
OFFICES IN 100 PRINCIPAL CITIES

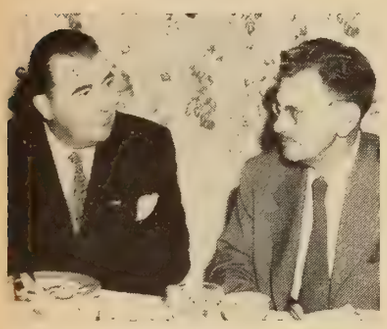
BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING, PITTSBURGH 22, PA.

BLAW-KNOX ANTENNA TOWERS



RADIO sellers appearing on the "Selling Radio" panel at the West Virginia Assn. of Broadcasters convention [BROADCASTING, Sept. 19] (l to r): Joe L. Smith Jr., owner of WJLS Beckley and WKNA Charleston; John New, general manager of WTAR Norfolk, Va.; and Frank Silvernail, chief time-buyer, BBDO. They discussed radio sales problems before representatives of 34 stations.

* * *



LUNCHEON speakers John S. Phillips, of WCAW Charleston, president of the West Virginia Assn. of Broadcasters, and Jennings Randolph, former U. S. Representative from the Mountain State and now executive vice president of Capitol Airlines, chat during meeting held Sept. 16-17 at the Greenbrier Hotel, White Sulphur Springs.



WEST VIRGINIA Assn. of Broadcasters' delegates learn about television from these experts making up a TV panel (l to r): Campbell Arnoux, president of WTAR Norfolk, Va.; John McCoy, chief television attorney of FCC; James T. Quirk, general manager of WKNA Charleston; George B. Storer, president of Fort Industry Co., presiding chairman; Glenn Boundy, chief engineer of Fort Industry; James Ketchie of RCA.

WARNER DRUG

Firm To Sponsor Winchell

SPONSORSHIP of the ABC Sunday night Walter Winchell broadcasts by William R. Warner Co., New York, effective Jan. 1, 1950, was announced jointly last week by Elmer H. Bobst, president of the company and Mark Wood, network president.

The weekly broadcasts on behalf of the drug firm's Richard Hudnut Home Permanent Wave and other hair products, were contracted for directly by the firm, which is represented for its Richard Hudnut, Du Barry and other beauty products by Kenyon & Eckhardt, New York.

The contract was said by the network to involve more than one million yearly for time charges and Mr. Winchell's services. Program is currently sponsored by Kaiser-Frazer Corp., Willow Run, Mich. (Through William Weintraub Co. New York).

SERIES of three one-hour salute programs have been exchanged between Royal Air Force Central Bands of Britain and U. S. Air Force Band for joint release in U. S. over Continental FM Network and in Britain over BBC.

NETWORK BOXSCORE

Number of commercials on the four nationwide networks, Aug. 31	228
Number of network commercials starting during September	35
Number of network commercials ending during September	7
Number of commercials on the four nationwide networks, Sept. 30	256

September Additions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Frank H. Lee Co.	Robt. Montgomery Speaking	ABC	Thurs. 10:10-10:25 p.m.	Grey
Greystone Press	Mrs. Fix It	ABC	Tues. & Thurs. 3-3:15 p.m.	Humphrey
Petri Wine Co.	Adventures of Sherlock Holmes	ABC	Wed. 8:30-8:55 p.m.	Y&R
Richfield Oil Corp. of N. Y.	Richfield Sports Reporter	ABC	Sat. 7:30-7:45 p.m.	M, H & J
Adam Hat Stores	Drew Pearson	ABC	Sun. 6-6:15 p.m.	Weintraub
Radio Offers Co.	Housewives Money-Maker	ABC	Thurs. 10:45-11 a.m.	Hoge
Bruner-Ritter	Chance of Lifetime	ABC	Sun. 9:30-10 p.m.	Raymond Spector
Serutan Inc.	Victor Lindlahr	ABC	Mon., Wed., Fri. 10:45-11 a.m. Sun. 11-11:15 a.m.	Durstine
Pillsbury Mills Inc.	House Party	ABC	Mon.-Fri. 12-12:25 p.m.	Leo Burnett
Smith Brothers	Stop the Music	ABC	Sun. 8:15-8:30 p.m.	SSC&B
Block Drug Co.	Burns & Allen	CBS	Wed. 10-10:30 p.m.	C & P
Liggett & Myers	Bing Crosby	CBS	Wed. 9:30-10 p.m.	N-E
M & M's Candies	Joe Di Maggio Show	CBS	Sat. 10-10:30 a.m.	Lynn Baker
Wildroot	Arthur Godfrey	CBS	Alternate, 10:15-10:30 a.m.	BBDO
Williamson Candy Co.	True Detective Stories	MBS	Sun. 5:30-6 p.m.	Moore & Wallace
Cudahy Packing Co.	Nick Carter	MBS	Sun. 6:30-7 p.m.	Grant
D L & W Coal Co.	The Shadow	MBS	Sun. 5-5:30 p.m. (East Coast)	R & R
Grove Labs	The Shadow	MBS	Sun. 5-5:30 p.m. (remainder)	Cohen
Doubleday & Co.	Sidney Walton News	MBS	Sun. 1-1:15 p.m.	Hoge
Natl. Biscuit Co.	Straight Arrow	MBS	Tues., Thurs. 5-5:30 p.m.	M-E
Wander Co.	Captain Midnight	MBS	5:30-6 p.m., Tues. & Thurs.	Blackett-Hill
Ralston-Purina Co.	Tom Mix	MBS	Mon., Wed., Fri. 5:30-6 p.m.	Gardner
Rhodes Phamacal	Gabriel Heatter	MBS	Tues. & Thurs. 7:30-7:45 p.m.	Larson & McMahon
Helbros Watches	Quick as a Flash	MBS	Sat. 7:30-7:55 p.m.	Dorland
Murine Co.	John B. Kennedy	MBS	Sat. 7:55-8 p.m.	BBDO
Doubleday & Co.	Doubleday Quiz	MBS	Mon.-Fri. 12:15-12:30 p.m.	Hoge
American Tobacco	Light Up Time	NBC	Mon.-Fri. 7-7:15 p.m.	BBDO
Blatz Brewing Co.	Duffy's Tavern	NBC	Thurs. 9:30-10 p.m.	CFC&C
Animal Foundations	Confidential Close-Ups	NBC	Sat. 5:45-6 p.m.	Comstock, Duffes
Brown & Williamson	People Are Funny	NBC	Sat. 9:30-10 a.m.	Seeds
Greystone Press	Mr. Fixit	NBC	Sun. 12-12:15 p.m.	Humphrey
Gruen Watch Co.	Hollywood Calling	NBC	Sun. 7-7:30 p.m.	Grey
John Morrell & Co.	Lassie	NBC	Sat. 11-11:15 a.m.	HH&M
Wildroot	Sam Spade	NBC	Sun. 8-8:30 p.m.	BBDO
Standard Oil Co. of Calif.	Standard School Broadcasts	NBC	Fri. 10-10:30 a.m.	BBDO

September Deletions

Carnation Co.	Contented Hour	NBC	Mon. 10-10:30 p.m.	Wasey
Gen. Electric Co.	Fred Waring	NBC	Thurs. 10:30-11 p.m.	BBDO
Bayuk Co.	Inside of Sports	MBS	Mon.-Fri. 7:45-8 p.m.	Ivey
Wildroot Co.	Sam Spade	CBS	Sun. 8-8:30 p.m.	BBDO
Assn. American Railroads	The Railroad Hour	ABC	Mon. 8-8:30 p.m.	B&B
Bristol-Myers	Break the Bank	ABC	Fri. 9-9:30 p.m.	DC&S
Eversharp Inc.	Stop the Music	ABC	Sun. 8:15-8:30 p.m. segment	Biow

FELMAN CASE

FCC Files Supporting Brief

SUPPORTING BRIEF has been filed by FCC to its motion for dismissal in the U. S. District Court for the Northeast District of Illinois, Eastern Div., of complaint filed by A. J. Felman against the FCC's new rules banning time-reservation pacts in station sales.

FCC claimed that Mr. Felman, one-time owner of WJOL Joliet, Ill., which he sold in 1937 for a consideration including reservation of free air time, had acted prematurely in filing complaint since he had failed to complete litigation before FCC. The Commission further pointed out that the U. S. Court of Appeals for the District of Columbia had supported FCC's stand in dismissing a similar appeal by Mr. Felman. This latter appeal had been directed against the FCC's revised proposed decision to grant renewal of license to WJOL on condition the station sever the time contract.

Radio Helps Cupid

WBAL Baltimore is proud of its help in obtaining a job for a young California girl, beset with problems, via a 90-second spot over Morgan Beatty's *News of the World* (NBC). Peggy Petersen, who fell in love with William J. Sansbury, a prisoner, while she was receptionist at San Quentin, Calif., drew her savings out of the bank and followed him to Baltimore where Maryland authorities wanted him on forgery charges. Her funds fast depleted because of lawyer's fees and living costs. Tom White, WBAL newscaster, carried a spot on the Beatty show telling the girl's story. A Baltimore rug dealer, whose uncle is a physician at San Quentin, hired her as secretary until her fiance is released and they can marry.

WSAP SWITCH

Proposed in FCC Decision

INITIAL decision to grant WSAP Portsmouth, Va., switch from 250 w on 1490 kc to 5 kw on 1350 kc, directional, was reported last week by FCC.

The Commission also announced proposed decisions to grant Coast Radio Broadcasting Corp. a new 5 kw daytime outlet on 1540 kc at Los Angeles and to deny new 10 kw daytimer on 1000 kc to Evangelist C. Thomas Patten at Oakland, Calif. FCC considered Mr. Patten personally unqualified.

The initial decision, written by FCC Hearing Examiner Fanney N. Litvin, found that the proposed WSAP regional operation would not cause objectionable interference to any existing station. The decision stated that the proposed night service would cover only 65% of the population within the Portsmouth-Norfolk-Newport News area, whereas the Commission's rules require 90% coverage, but held that this deviation should not preclude the grant. It was pointed out the area now receives limited service and the WSAP proposal would serve very substantial area and population both day and night.

Coast Radio was preferred by the Commission over two other applicants on grounds of greater ownership-operation integration. Proposed denials were issued to Huntington Broadcasting Co., Huntington Park, Calif., a part of the Los Angeles metropolitan area, and to San Gabriel Valley Broadcasting Co., Monrovia, Calif., both seeking the same assignment.

San Gabriel Ruled Out

The Commission ruled out San Gabriel Valley Broadcasting on ground it was financially unqualified in view of the death of one of its principal stockholders and capital contributors. Earlier the Commission had denied the petition of this firm to amend its application so as to show new stockholders and financial arrangements. FCC held such an amendment would constitute a new application and further delay the already drawn-out proceeding.

In denying the application of Mr. Patten, who was said to hold extensive hotel and real estate interests in the Oakland and Los Angeles areas, the Commission alleged that the applicant misrepresented civic interests and proposed program plans as well as details involving the Oakland Bible Institute and Academy of Christian Education. Mr. Patten is director and Mrs. Patten dean and director of both institutions.

The proposed decision stated that these "misrepresentations indicate an underlying propensity on the part of the applicant to embellish or manufacture facts whenever he might consider it to be to his advantage to do so" and that "even when an opportunity was presented to rectify or correct a misrepresentation, it was used as an attempt to further mislead the commission."

Ownership details of the 1450 kc applicants follow:

Coast Radio Broadcasting Corp., Los Angeles—Proposed grant, 1540 kc, 5 kw daytime. Principals: Hugh R. Murchison, investment banker, president 60%; Harry E. Straub, dentist, vice president-treasurer 5%; M. V. Moulton, engineer and director of Sunset Oil Co., secretary 5%; Thomas S. Bunn, attorney, director 10%; Ellen D. Welsh, 10%; and Elsie H. Jones, 10%.

Huntington Broadcasting Co., Huntington Park, Calif.—Proposed denial, 1540 kc, 1 kw daytime. Principals: Lloyd D. Mitchell, owner Mitchell Travel Service, president 5%; Leon Wyszatycki, owner-operator of WWOL Buffalo, N. Y., and former Polish block time programmer on WEXL Royal Oak, Mich., and WJBK Detroit, vice president 60%; George Edward Scott, jewelry firm employe, secretary-treasurer 5%. Seven others hold interests of 5% and less each.

San Gabriel Valley Broadcasting Co., Monrovia, Calif.—Proposed denial, 1540 kc, 5 kw daytime. Principals: Herbert Herzenberg, coordinator of traffic safety, Bureau of Accident Prevention, California Dept. of Motor Vehicles, president 27.78%; Alexander Lewis, parking lot business in Los Angeles, vice president 27.78%, and William J. Omer, now deceased, who had been in real estate business, secretary-treasurr 44.44%.

They Took The Air

RADIO coverage of Democratic Western States Conference was the heaviest of any such event ever held in the West, according to William Boyle Jr., chairman of the National Committee. Sixteen network programs carried the story of the conference to the nation and the West, with Vice President Alban W. Barkley and others taking part in broadcasts. The broadcasts began about ten days before the conference opened.

ENGINEERS MEET

AIEE Plans Symposium

ALLEN B. DuMONT Labs' engineers will conduct a six meeting symposium on oscillography starting Oct. 10 for the New York section of the American Institute of Electrical Engineers. All meetings will be from 7 to 9 p.m. and will be at Vail Hall, 540 Broad St., Newark, N. J.

Another six-lecture series, on "Recent Developments in Antenna Design," will be conducted by the AIEE jointly with the Institute of Radio Engineers, starting at 7 p.m., Oct. 18, at 33 W. 39th St. On Oct. 17, J. J. Farrell, engineer-in-charge, Transmitter Div., General Electric, will speak on "The Story of Electronics" before the AIEE's Hudson Valley Div. at Central Hudson Gas & Electric Co., Poughkeepsie, N. Y.

In Buffalo you can go places fast with WGR

---AND ITS HIGHER-THAN-EVER HOOPER RATINGS



EDGAR BERGEN • ARTHUR GODFREY • BOB HAWK • SUSPENSE
LUX RADIO THEATRE • MY FRIEND IRMA • BUDDY CLARK
LOWELL THOMAS • HALLMARK PLAYHOUSE • JACK SMITH • THE F.B.I.
DICK HAYMES • EDWARD R. MURROW • SING IT AGAIN • BEULAH
MR. & MRS. NORTH • THE GOLDBERGS
LUCILLE BALL • ABE BURROWS
MR. KEEN • CRIME PHOTOGRAPH
JOAN DAVIS • GROUCHO MA
MR. CHAMELEON • DR. CHRISTIAN
BING CROSBY • BURNS & ALLEN
EVE ARDEN • AMOS 'N' ANDY
JACK BENNY • INNER SANCTU
RED SKELTON • HELEN HAYES
HORACE HEIDT • MYSTERY THEA
PHILIP MARLOWE • GANG BUSTERS • DINAH SHORE • GENE AUTRY
HIT THE JACKPOT • WE, THE PEOPLE • VAUGHN MONROE • CONTENTED HOUR

NOW ON WGR CBS 550

FAMILY HOUR OF STARS

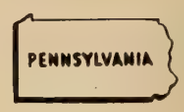
Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

WGR 550 Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.
National Representatives: Free & Peters, Inc.

How The Friendly Voic

Makes Listeners Loy

Nestled in the great Ohio River Valley  in the hills of West Virginia, WWVA sends its 50,000 watt beam  into the prosperous steel mill belt  of 

, into the coal mining areas  of 

and 

into the  tobacco and  cotton sections of 

, and in and around and about the  Blue Ridge Mountains of 

. (BMB says so.) That's a lot of territory 

and a lot of listeners!  In fact, 8,338,180 people live  and work  in the 230 counties of this 11-state area WWVA reaches. And they set their dials at 1170 because they like 

e of WWVA

l . . .

the homey local programs  **and the top-flight**  **shows that WWVA**  **sends their way. Proof? Last year—1948 —more than a half-million pieces of mail**  **came from WWVA listeners, and WWVA artists played to nearly one-half million people in personal**  **appearances!**

We're proud of WWVA, and we're equally proud of all Fort Industry stations because each, in its area, commands the same listener loyalty and responsiveness. Why? Because Fort Industry, since its inception 22 years ago, has reinvested over 73% of its profits in better facilities and service for the benefit of the people in the seven vital markets it serves.

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va.
WLOK, Lima, O. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla. • WJBK, Detroit, Mich.
WSPD-TV, Toledo, O. • WJBK-TV, Detroit, Mich. • WAGA-TV, Atlanta, Ga.
National Sales Headquarters: 527 Lexington Ave., New York 17, Eldorado 5-2455

Editorial

Freedom or Hokum?

FOR MANY months it has been an open secret in radio regulatory circles that something would pop on the so-called issue of "monopoly in public opinion". It erupted violently with the filing of an anti-trust suit by the Dept. of Justice against the *Lorain (Ohio) Journal*, and it was founded largely on alleged coercive practices against WEOL-AM-FM Elyria-Lorain.

The Department, of course, at this stage merely alleges conspiracy to monopolize the dissemination of news. The individual principals of the newspaper upon inquiry of this journal, denied the charges on all counts. The stations are maintaining silence.

If the *Lorain Journal* in fact has tried to acquire ownership of the stations and of a competitive Sunday newspaper by refusing to accept the business of companies which have used these other media then it has perpetrated an unfair trade practice of a most reprehensible nature. And the laws should be invoked.

It is usual in such proceedings to haul out the First Amendment and to haul up the freedom of speech pennant. For 18 years BROADCASTING has never failed to call its shots as it saw them whenever freedom of the media of expression has been impinged upon ever so lightly.

But it is another matter to attempt to monopolize by coercion. When the privilege of press freedom, or for that matter of radio freedom, is abused to the extent of introducing unfair trade practices, we think the issue transcends the guarantees of the First Amendment.

This case also may possibly encompass the refusal of some newspapers to publish the logs of their own stations while denying space to others.

For these reasons, we applaud the action of the Attorney General in the Lorain case which now is necessarily inquisitorial. If the newspaper is innocent of the charges, the courts will so decree. If the reverse is true, then those responsible should be enjoined forthwith.

Railroading the Railers

THOSE who are exposed to the spirited (and oft-times spiritual) declamations of competing media, know intimately the bleats that the American listener is a moron or, at best, an individual of lowly intellectual estate.

The favorite pastime is to berate the tuner-in as a lover of things for free, of mass production drama and of jazz. He is portrayed as a sad prospect who might inadvertently hear a commercial and then not understand it.

Let the space super-salesman take pause. Let him, for example, take the case of *The Railroad Hour*.

Railroad men are hard-bitten businessmen. They have faced a tough competitive battle in the transportation field. After careful study they decided to address the public by radio.

The results: The Monday evening program of operettas and musical comedies, according to the railroads' own scientific survey, is heard by "unusually intelligent people." It isn't an audience merely of lovers of better music. It comprises business and professional people, students, ministers, public officials, writers and perhaps even an occasional politician. The many railroad workers have pride in the program and an improved *esprit de corps* has resulted.

This is another saga in the success stories that belong to radio. If these multi-million listeners are of that specious species of 13-year olders the space salesmen sputter about, let them make the most of it. And then let them malign no more.

An Editorial

PROF. MITCHELL V. CHARNLEY, of the U. of Minnesota, comes forward (see OPEN Mike, page 14) with an eminently sensible suggestion. It is, that a station expressing its views over the air look for no startling descriptive phrase, but call those views simply: "Editorials." He points to the dignity which the word has attained through the efforts of thousands of zealous editors during the centuries since Gutenberg invented movable type.

It seems to us that there is a great deal to be said for Prof. Charnley's suggestion. Radio, we have long contended, is simply a swifter and more all-encompassing journalism. It is *audible journalism.* What better name then for spoken opinions than "editorials."

Prof. Charnley, you may advance to the head of the class.

NARBA Snarl (Mex.)

ON ANOTHER page in this issue appears a single-column advertisement of XERF, a Mexican border station. The ad proclaims that the clear channel station, licensed to operate with 150,000 w, drew more than one million letters from American listeners. It claims that the station blankets the U.S.A.

XERF doubtless is a good station technically. It occupies one of Mexico's eight 1-A (entirely clear) clear channels. Its authorized power is three times that allowed in the United States or Canada. Its transmitter is at Villa Acuna, just across the border from Del Rio, Tex., and it uses the latter location as its "mail address." The facilities essentially are those formerly assigned to the late and rather notorious Dr. John R. Brinkley, whose goat-gland rejuvenations and prescriptions by remote control were known wherever the signals of his XER were heard. Dr. Brinkley was thrown off the U. S. air and took refuge in Mexico. That was the onset of the big-time border radio rush.

Paradoxically, this XERF advertisement (one of a scheduled series) is placed as the quinquennial NARBA conference is off to a gloomy start in Montreal. Mexico is not represented. Chances for negotiation of an acceptable and effective treaty are regarded as dim because of Mexico's supposedly premeditated non-participation.

The "border station" problem is high on the Montreal agenda. The very essence of NARBA, since the first treaty was drawn in 1927, has been that facilities are allocated to serve the nationals of each signatory country, and not those across the borders. Mexico has winked at this precept from the start. It has all but welcomed renegade American broadcasters.

U. S. stations on our borders make no claims of coverage in our neighbor countries. Facilities are used to serve U. S. listeners.

The precise opposite is true in the case of Mexican border outlets. Mexican populations along the borders are not adequate to warrant clear channel or high power assignments. Mexican facilities should be so allocated as to serve Mexican residents. If that were done there would be no reason for Mexico's raucous yammering for more and better allocations.

The United States has dealt in good faith with Mexico and other Latin nations in keeping with our Good Neighbor policy. Mexico, it seems to us, is playing a "manana" hand by absenting itself from the Montreal Sessions, indicating lack of courage and fortitude to meet the border station and other important radio problems head-on. Without Mexico—or any other North American nation—there can be no radio Monroe Doctrine.

Our Respects To—



PAUL BURNHAM MOWREY

ALTHOUGH his grandfather put in the first street lighting in London, Paul Mowrey concedes that it had nothing to do with his early interest in lighting.

But the fact remains that this interest led him to high school and college theatricals, and these two sources of lighting experience provided Mr. Mowrey with the necessary springboard into television in the summer of 1939. Today he bears the title of ABC national director of television.

A native of Dayton, Ohio, Paul Burnham Mowrey was born February 25, 1915. One year later the family moved to Montclair, N. J., where he attended Montclair High School, graduating in 1935.

While in high school, Young Mowrey became aware of the extensive little theatre activity in the community and recognized the potentialities of a lighting busines. Buying a piece of equipment here and another there, he soon began to evolve a highly successful rental business. With profits he was able to enlarge his equipment availabilities. Soon he was lighting and maintaining five Board of Education stages in Montclair.

After graduation from high school he entered Ithaca College in Ithaca, N. Y. There he found an even greater potential for a lighting business, what with a number of colleges in the area that required equipment for dances and outdoor spectacles as well as for dramatic purposes. He also found customers among the community's businesses. By his junior year, the future TV executive employed 16 men.

With his B.S. degree gained by June 1939, and a successful lighting business, which he sold, all behind him, Paul Mowrey moved on to television.

Following graduation he immediately went to work for CBS in New York as a lighting consultant. But he modestly recalls that this first job taught him the difference between stage lighting and that of television. Having mastered the intricacies of studio lighting he next turned to remotes as assistant director of remote operations for W2XAX, CBS New York TV outlet.

While on that assignment he surveyed a number of television remote locations which might provide an origination point for programs. Before long Mr. Mowrey acquired an intimate knowledge of slightly more than 100 such locations. With this background plus numerous on-the-spot experiences, he was named manager of remotes.

In 1940, he went back into the studios, this

(Continued on page 46)

THE COLLEGIATE GAME OF THE WEEK



Bob Elson and "Red" Grange, America's most authoritative football broadcasting team, will air the "Game of the Week" each Saturday afternoon for the Nash Dealers of Chicago. Elson's accurate call of the play-by-play and Grange's technical analysis of the game and strategy, plus his wealth of football anecdotes add up to the most informative and colorful football broadcasts in the nation.

PURDUE AT NORTHWESTERN SEPT. 24

WISCONSIN AT ILLINOIS OCT. 1

NOTRE DAME AT PURDUE OCT. 8

TULANE AT NOTRE DAME OCT. 15

ILLINOIS AT PURDUE OCT. 22

MICHIGAN AT ILLINOIS OCT. 29

WISCONSIN AT NORTHWESTERN NOV. 5

NOTRE DAME AT N. CAROLINA NOV. 12

NORTHWESTERN AT ILLINOIS NOV. 19

SO. CALIFORNIA AT NOTRE DAME NOV. 26

ON

WJJD

CHICAGO

50,000 WATTS

A MARSHALL FIELD STATION REPRESENTED NATIONALLY BY AVERY-KNODEL

Management

FRANK SCHROEDER, regional sales manager of WMBD Peoria, Ill., becomes general manager of WDZ Decatur, Ill., **CHARLES C. CALEY,** president of WDZ Broadcasting Co., announces. Mr. Schroeder, graduate of U. of Wisconsin, was with WMBD sales department 13 years. WDZ, formerly in Tuscola, Ill., to be housed in new Decatur studios under construction.

ROY F. THOMPSON, owner and general manager of WRTA Altoona, Pa., nominated at primaries for six year term as school director on Republican ticket.

J. LEONARD REINSCH, managing director of Cox radio and television enterprises, returns to work after having undergone emergency operation for appendicitis [BROADCASTING, Sept. 26].

ROBERT E. KINTNER, vice president of ABC, serves as chairman of radio division for 1949 fund drive of Travelers Aid Society of New York.

LES JOHNSON, manager of WHBF and WHBF-FM Rock Island, Ill., named member of board of aeronautical advisors in Illinois Aeronautical Dept.

EVAN H. HUGHES, station manager of KVOL Lafayette, La., **TOMMY PEARS** and **SKEET CLARY,** members of station's staff, were masters of ceremonies in "Miss Lafayette" beauty contest.

Respects

(Continued from page 44)

time as floor manager. One year later he became assistant manager of the station's operations.

With the outbreak of war and the resultant cut in television activity Mr. Mowrey turned to AM radio, serving as a senior producer as well as a sound effects engineer.

But television was not forgotten during this period, for he also spent considerable time studying AM formats and their adaptability to TV. Among these were Arthur Godfrey and *Missus Goes A Shopping.* Having covered the production gamut he was shifted to sales in 1945 when named sales manager of WCBW New York, forerunner of WCBS-TV.

Next ABC beckoned and he joined them in October 1945 as manager of television. At that time, the network had no TV stations which it owned and Mr. Mowrey started to produce programs for ABC via WRGB (TV) Schenectady and WABD (TV) New York. During that period, ABC presented one or more shots of such programs as *Ladies Be Seated, Famous Jury Trials* and *Quiz Kids,* among others.

In 1946 Paul Mowrey was named director of television and during the summer of that year ABC expanded its programming to Philadelphia, where programs were aired via WPTZ (TV). By the close of that year ABC and Mr. Mowrey were also working on programs in Chicago over WBKB (TV). Thus the network and its director of television were producing programs in four cities with no owned stations.

Much know-how accrued to ABC during this period despite its lack of owned facilities, but only train and plane travel made it possible for its staff producers to get from program to program. And all knew this was only an interim measure.

The year 1948 will always be remembered by ABC executives and Paul Mowrey in particular. For in less than 60 days the network launched three of its own stations in New York, Chicago and Detroit. On Aug. 10 WJZ-TV New York bowed, followed by WENR-TV Chicago in September and WXYZ-TV Detroit in early October.

And 1949 offered no signs of slackening. ABC opened its fourth television station, KGO-TV San Francisco, during May and its fifth, KECA-TV Los Angeles, Sept. 17. With many a travel mile as well as a television mile behind him, Paul Mowrey has had a large hand in launching the network's five stations production-wise.

Zany Antics Occur

Getting stations on the air is obviously work but not devoid of laughs. Mr. Mowrey recalls a woman in San Francisco who insisted that ABC's channel "interfered" with her thought channel. Also in San Francisco, a frustrated mountain climber ascended the antenna tower and stretched out over the beacon until routed out by the police. In Chicago, Larry Adler's harmonica players were "recognized" as musicians and had to join the union the day the station went on the air.

During his ten years in and around television, Paul Mowrey has participated in some historic television events, including a telecast of the Metropolitan Opera, Midnight Mass from St. Patrick's Cathedral in New York, the Democratic and Republican national conventions from Philadelphia in 1948, and bringing New Orleans its first television via closed circuit with presentation of the 1948 Sugar Bowl game.

For these and other accomplishments in television, his efforts have not gone unrewarded. In 1947 as well as 1948, he was the recipient of awards from the American Television Society.

Nor have the many miles of travel gone unrewarded. Sent to Cincinnati on business in early 1945, Mr. Mowrey met Hazel Kerns, then assistant promotion manager of WCKY. On Oct. 13 of that year they were married and established their legal residence in Monclair, N. J.—a residence they have mostly been away from since August 1948 when Mr. Mowrey became busied with the production and programming side of launching the five new television stations. When time permits, Mr. Mowrey hobbies with motor-boats.



MARGARET TRUMAN talks about her scheduled appearance Dec. 20 as guest soloist on the *Carnegie Hall* program, ABC series. Grouped about her are (l to r) James A. Davidson, her concert manager; Charles A. Wagner, president, American Oil Co., sponsor of the series; and Robert Giles Swan, radio director, Joseph Katz Co., agency for American Oil. Miss Truman will make the professional singing appearance at Carnegie Hall in New York.

ADVERTISING MYTHS *Cone Addresses CFAC Session*

ADVERTISING—"More glamorous than any other modern business"—is the most misunderstood because of mouth-to-mouth fables, Fairfax Cone, chairman of the board of Foote, Cone & Belding, asserted at the opening session of the Chicago Federated Advertising Club's workshop in Chicago last Monday.

Addressing advertising workshop enrollees, Mr. Cone explained that misconceptions are largely responsible for more than 20% of college and university graduates without professional degrees preferring advertising as a career.

"Advertising is not simply a matter of bright ideas and pictures, as so many graduates believe, but is a part of the business of selling, and has many sides. It is mostly a business of very hard work," Mr. Cone emphasized. "The glamour in radio and television is all on the entertainment or theatrical, rather than the advertising, side. The advertising part of a radio or TV show is the two and one-half minutes of commercial time that has to pay off."

Although advertising starts with the advertiser, it centers—in product and service advertising—in the agency, he explained. The modern agency, Mr. Cone said, "is a fairly complex, highly organized operation where almost nothing is left to chance.

"Just as the best advertising that can be devised must always fail to sell and resell a poor product, so poor advertising helps very little in promotion of even an excellent one. Marketing and merchandising, therefore, no less than words and pictures, are part of the agency job," he observed.

Mr. Cone outlined agency structure, along with each departmental function. Although straight radio commercials are usually written by agency people, radio and TV entertainment "invariably is written and produced by outside, independent contractors." Show planning, with performer negotiations and actual production, is part of the agency obligation, he noted, and "the radio and TV department is usually one of the largest and busiest in any advertising company."

Mr. Cone suggested that would-be advertising personnel seeking jobs outside actual ad departments and agencies, look into media (selling, research, promotion, merchandise), production (art, radio, television, merchandising), or research (product, media, sales).

"The opportunities in advertising are many, varied and endlessly exciting. There is the thrill of new products, competition — and, television, coming up like thunder cross the sea," he concluded.

MERCY SERIES
Earns Tribute for Radio

TRIBUTE was paid to the radio industry last week by Howard Bonham, vice president for public relations, American Red Cross, "for its wholehearted support and cooperation in providing public service time" for ARC's transcribed *Errand of Mercy* series.

The program, carried on 439 stations, concluded its current 52-week run Sunday (Oct. 2), Mr. Bonham explained, but will be continued for another 26 weeks. *Errand of Mercy,* based on case histories and produced in Hollywood with well-known radio and screen personalities, is distributed without cost to stations by local ARC chapters.

Mr. Bonham stated the series is one of the most important information projects carried on by Red Cross. He said it is the purpose of Red Cross to provide through radio a year-round report of ARC's objectives and responsibilities and to show how these are fulfilled. Stations may obtain the series through any local Red Cross chapter, Mr. Bonham explained, and the series can be picked up at any point since each program is a separate story.

District 10

(Continued from page 27)

pers to promote salable goods; retailers work closely with newspaper salesmen in the preparation of ads; broadcasters rarely let the advertiser hear his commercial before it is broadcast.

Another query was based on availability queries from agencies that wind up as newspaper campaigns. Mr. Mitchell said the agency timebuyer is often asked to make a pitch for radio in an agency planning board meeting. He may be forced to use poor data obtained from the representative, who got it from the station, Mr. Mitchell said.

Asked about the statement of prospects that radio advertising is expensive, Mr. Mitchell said listenership should be compared with readership, not circulation. Another query on national advertising brought the suggestion that small stations learn to work closely with manufacturers' representatives, brokers, wholesalers and distributors in their markets.

Based on NAB's nationwide station cost survey, Mr. Doherty said, North Central stations rather consistently tend to have the highest average income per station. The average 250 w outlet in markets under 50,000 grossed about $95,000 on the average; in the 50,000-250,000 class these stations grossed $160,000; in areas over 250,000 they grossed about $260,000.

Regional outlets in small cities grossed about $165,000 compared to $340,000 in medium cities and $450,000 in metropolitan markets.

On the other hand, North Central stations had high operating costs, Mr. Doherty said, with payrolls amounting to 57-59% of the total. He said the break-even point has risen steadily, especially payrolls. Other items such as insurance and depreciation, plus extra service costs in competitive markets, have tended to decrease profit ratios.

Kolin Hager of SESAC said service to stations is being expanded in all categories, with FM and TV licenses still free. He said SESAC is progressing in the pop field.

Robert Burton, BMI vice president and counsel, said he felt the TV music rights problem is not too serious, since music is heard and not seen. He described BMI's progess. Al Marlin also spoke for BMI.

Dr. Kenneth H. Baker, acting president of BMB on loan from NAB, reviewed developments in the second study. Judge Miller described the streamlined NAB operation and reviewed the two-day discussion.

At a separate news conference Judge Miller predicted color television is at least five years away as a general service and said present receivers will not become obsolete as a result of color. He said he thought aural broadcasting will remain much as it is at present during the coming period of television development.

Des Moines Registration

John Alexander, KODY; Mahlon Aldridge, KFRU; Charles R. Bilyue, KCOW; Kenneth H. Baker, BMB; Harold Baker, KIOA; Ken Black, KICD; Lawrence B. Butler, KXIC; Robert J. Burton, BMI; Mark W. Bullock, KFNF; Sam H. Bennett, KMBC; Harry Burke, KFAB; Jim Borman, WMT; Sam A. Burk, KIRX; Clarence E. Breazeal, KCMO; Wendell B. Campbell, KMOX; H. P. Cate, KICD; Paul Clark, RCA; Wm. J. Croker, KDEC; W. H. Clark, KFSB.

Lyle DeMoss, WOW; R. P. Doherty, NAB; Robert Dillon, KRNT; J. J. Daly, KDMO; Jack DuMond, KXEL; Emory Dahlgard, KOLN; Fred Ebener, WOW; Jim Eells, Bruce Eells Assoc.; Paul Elliott, KRNT; R. W. Evans, KCMO; Harold Fulton, WHO; Chas. Freberg, WOC; J. Noland Franz, KMBC-KFRM; Eugene T. Flahery, KSCJ; Glenn G. Griswold, KFEQ; Kenneth Gfeller, WHO; Hugh M. Grauel, World Bcstg. System; K. S. Gordon, Dubuque.

H. F. Holm, KSO; H. R. Holmes, KAYL; Kolin Hager, SESAC; Austin A. Harrison, KSWM; Ray V. Hamilton, Blackburn-Hamilton; Bert Horswell, C. P. MacGregor; Gus Hagenah, Standard Radio; E. J. Hubek, KTRI; L. L. Hilliard, KOLT; Harold W. Higby, Boone Bcstg.; H. B. Hook, KGLO; Emmet Hassett Jr., KROS; Robert G. Irwin, KCOG; Chas. E. Jones, KICM; Frank P. Kendall, KBUR; Jack Kerrigan, WHO; G. Knudson, KICD; Karl Koerper, KMBC; John Langlois, Lang-Worth; Bert Lown, Assoc. Program Ser.; Maury Long, BROADCASTING; Lloyd Loers, KGLO.

J. I. McCord, KAYL; Howard McCrea, Radio TV Publicity Corp.; L. C. McKenney, KDMO; S. H. McGovern, KSO; Maurice B. Mitchell, BAB (NAB); Justin Miller, NAB; E. R. Morrison, KFAB; Paul E. Millen, KWCR; Kingsley H. Murphy, KSO; Charles Miller, KRNT; Al Marlin, BMI; I. Mattaway, Radio TV Publicity Corp.; W. J. Newens, KOIL; Paul G. Norris Jr., "Times-Republican"; Loren R. Nuss, KAYX; Bruff W. Olin Jr., WQUA; Em Owen, KXEL; Clifford E. Ogden, Capitol Records; Wm. H. Ostrom, Richard H. Ullman Fac.; Harry D. Peck, KFOR; Wm. B. Quarton, WMT; Bill Reilly, RCA; L. G. Rasmussen, KAYL.

Robert E. J. Snyder, KXIC; R. L. Stufflebam, KSTL; George X. Smith, KFOR; Art Schneider, NE Iowa Radio Corp.; John T. Schilling, WHB; Bud Sutter, KGLO; Tom Lewis Shumate, KSO; Ernie Sanders, WOC; Elizabeth Sammon, KSCJ; Bill Smith, KRNT; Ben B. Sanders, KICD; Harold Soderlund, KFAB; John. Schweidler, WHO; C. L. Thomas, KXOK; W. J. Teich, KROS; S. B. Tremble, KCMO; George J. Volger, KWPC; Lew Van Nostrand, WMT.

Ed Wegener, WOI; C. Earl Williams, KFNF; Bill Wallace, KIOA; Richard Weina, KBON; Wm. P. White, KSJB; W. W. Woods, WHO; G. Pearson Ward, KTTS; Edward A. Wheeler, WEAW (FM); Hedo Zackerle, KRNT.

NAB MEETINGS

Dists. 2, 3 Change Dates

TWO NAB district meetings—Districts 2 and 3—have been assigned new dates due to conflicts in hotel arrangements. District 3 (Pa., Md., Del.) will meet Oct. 26-27 at Skytop Lodge, Skytop, Pa., instead of Oct. 25-26.

The District 2 (N. Y., N. J.) meeting will be held Nov. 3-4 at the Berkeley-Carteret Hotel, Asbury Park, N. J., instead of Oct. 27-28. New registration and hotel reservation forms have been sent to stations in the two districts.

EMERSON RADIO & Phonograph Corp., New York, has declared regular quarterly dividend of 30¢ per share on the 800,000 shares of stock outstanding, payable on Oct. 15, 1949, to stockholders of record at close of business Oct. 5.

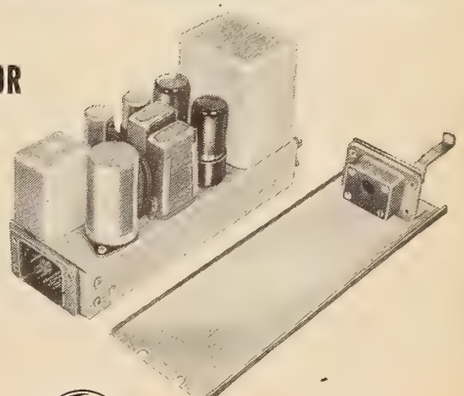


Check these advantages—

- ✓ Compact—requires minimum mounting space. Six pre-amplifiers or 4 program/monitor amplifiers mount in 7-inch rack space.
- ✓ Simple Maintenance—plug-in construction permits easy removal for servicing. Tubes and parts readily accessible.
- ✓ Electrical performance far exceeds FCC requirements for FM and TV.
- ✓ Plug and receptacles have gold-plated pins and sockets for noise-free contacts. Sturdy, long-lasting components.
- ✓ Convenient push-buttons on front chassis permit rapid tube checking.

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A single unit serves as either program or monitor amplifier. Eight watts output. Four of these amplifiers mount in shelf shown above.



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Electronics Park—Bldg. 1, Room 1
Syracuse, New York

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A Service of Broadcasting Newsweekly

TELECASTING

OCTOBER 3, 1949



At opening sessions (l to r) Comrs. Sterling, Webster, Walker; Chairman Coy; Comrs. Jones & Hennock.

* * * * * * * * * * * *

TV HEARING FIREWORKS

Criticisms Mark First Sessions

By RUFUS CRATER

(Also see page 23 and page 4)

FLARING TEMPERS and implicit accusations of industry stalling marked last week's opening sessions of the long-awaited FCC hearing to stake out the immediate future of color television.

Goaded principally by Comrs. Robert F. Jones and Frieda B. Hennock on their pleas for a cautious approach to color, industry spokesmen underwent more than three days of critical and often caustic questioning before the hearing's first color-system sponsor, RCA, reached the stand to unveil its case late Thursday and Friday.

RCA testimony revealed the company's own estimates of the costs of color sets and converters for its "completely compatible," all-electronic 6-mc system, including the possibility of a low-price receiver employing two colors instead of three. The new-set estimates ranged from around $400 for the two-color receiver to $1,000 for a deluxe projection set with a picture 15 by 20 inches.

Their own estimates on receiver and conversion costs for the respective systems of CBS and Color Television Inc. were expected to be produced later in the hearing. Earlier, over the protests of CBS, RMA had presented a table showing manufacturers' estimates that a 10-inch color-monochrome set on CBS standards would cost 20 to 155% more than a comparable present-day black-and-white receiver.

Meanwhile, as both RCA and CBS commenced extensive testing of their respective systems in Washington, a tentative time-table was worked out calling for side-by-side comparisons of these two systems and black-and-white television during the week of Nov. 14, with Allen B. DuMont, an advocate of delay on color, handling the black-and-white. Comparative transmissions via coaxial cable also will be made over a special loop between Washington and Baltimore. Indoor originations will be from NBC's WNBW Washington studios since RCA has no portable equipment available, while CBS and DuMont plan to compare color and black-and-white telecasting of a football game. Comparative transmissions of film may be made by DuMont and RCA in Washington, and DuMont and CBS in New York.

RCA, CBS Tests

While RCA and CBS were testing their respective techniques in Washington, Color Television Inc. was engaged in similar tests in San Francisco and plans were on foot for a demonstration to FCC there in late November. RCA meanwhile offered to demonstrate principles of the CTI system in Washington—saying, however, that it recommended against adoptions of either this or the CBS system.

The first week of the hearing also disclosed that FCC laboratory engineers, under E. W. Chapin, have converted standard black-and-white receivers to operate under the CBS system at costs (for parts) ranging from $4.61 to $12.01 each. Industry engineers were pressing for a demonstration of these along with the comparative showings by RCA, CBS, and DuMont.

DuMont meanwhile was awaiting FCC action on a petition asking that "the initial demonstrations of color systems be required to include comparable demonstrations of black-and-white commercial systems under conditions controlled by the Commission." The initial color demonstrations for the FCC record are slated for Thursday and Friday (Oct. 6-7) in the case of the CBS system and next Monday (Oct. 10) for RCA's.

The CBS system, requiring modification of existing sets to permit reception of color signals in black-and-white, was handed a setback early in the hearing when manufacturers, through RMA, went on record for adoption of a completely compatible system—one that requires no receiver modifications for reception in monochrome. Both RCA and CTI claim complete compatibility for their respective systems.

RMA's Reversal

The RMA stand, a reversal of its earlier endorsement of FCC's position permitting "relatively minor modifications," aroused prompt protest from CBS and was the subject of frequent probing from the Commission and FCC counsel.

The hearing dragged far behind advance forecasts as witnesses were kept on the stand for questioning of a duration and aggressiveness which no one apparently had anticipated. Observers thought it clear that the Commission, itself under intense Capitol Hill pressure on the color question, meant to build up as complete a record as possible.

At the end of three days three witnesses had been heard—some of them incompletely, although cross-examination by the participants won't begin until all direct testimony has been completed. FCC's original estimate of three weeks for the color phase of the hearing—which is only one part of the far-reaching UHF-VHF proceeding—seemed likely to prove only 50% accurate unless the pace is quickened sharply.

Most of the interrogation was handled by Comr. Jones, the Commission's most outspoken advocate of color, and Comr. Hennock. They hammered the witnesses persistently with demands for an explanation of manufacturers' advocacy of delay on color, for reasons why color shouldn't be authorized now, for an account of the industry's role in promoting color, and for reasons why it hasn't done more.

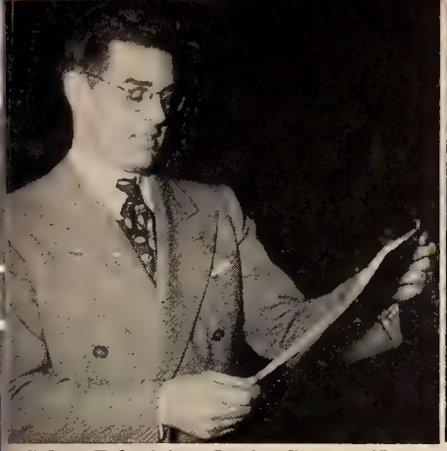
There were indications that FCC counsel, at any rate, are toying with the idea of maintaining the year-old VHF freeze until color is standardized. Assistant General Counsel Harry M. Plotkin wanted to know whether witnesses thought this would hasten the development of color. The witnesses did not.

Speed Freeze

One of them, Philco Vice President D. B. Smith, appearing for RMA, felt that color would be speeded by lifting the freeze. Then, he said, manufacturers would sell more sets and have more money to spend on color research. Another, RMA President R. C. Cosgrove, thought lifting the freeze might have no effect on color progress.

RMA, which felt that color is not yet ready, came out for creation of an industry committee comparable to the old National Television Systems Committee, to

(Continued on page 50)



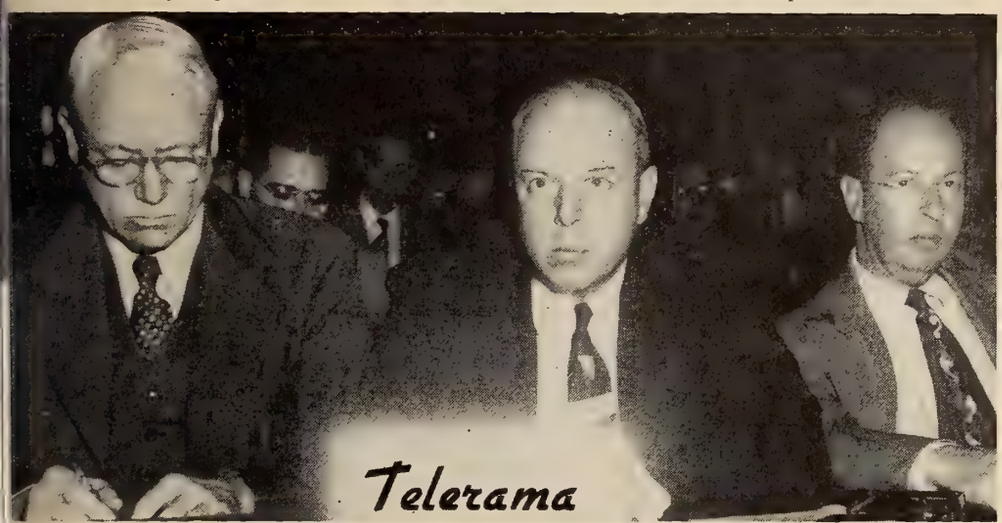
Color Television Inc.'s George E. Sleeper Jr., vice president and chief engineer.



CBS counsel included (l to r) Richard Salant, former Judge Samuel Rosenman and Ralph F. Colin.



RCA Lab's E. V. Engstrom (l), vice president in charge of research, C. B. Jolliffe, exec. vice pres.



Color Television Inc.'s counsel Carl I. Wheat (l) and Samuel B. Smith, with CTI Pres. Arthur Matthews (r).



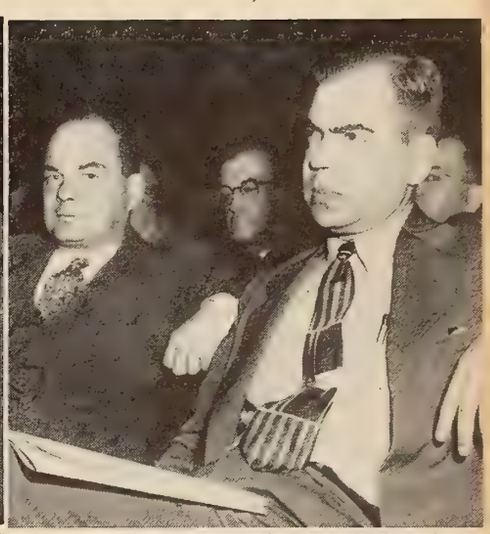
RMA Pres. R. C. Cosgrove (r) with E. K. Wheeler, RMA counsel.



RCA's Glen McDaniel, attorney (l), and former Sen. Burton K. Wheeler, RMA counsel.



DuMont's Thad H. Brown Jr. (l), attorney, and (l to r) Engineer Jesse Haines, Research Director T. T. Goldsmith Jr., and Richard Tingley, engineer in charge of color research.



Philco Vice President D. B. Smith (r) with Henry Weaver, Philco counsel.

FCC counsel included (l to r) Attorney Joseph Nelson; John McCoy, chief of TV legal section; General Counsel Benedict P. Cottone; Assistant General Counsel Harry M. Plotkin; TV Engineering Chief Curtis B. Plummer.



CBS' Peter Goldmark (l), Wm. B. Lodge, vice pres. chg. gen. engring.



TV Hearing

(Continued from page 48)

work up recommended standards—perhaps on a deadline basis, with the deadline to be set by the Commission.

The Joint Technical Advisory Committee, through President Donald Fink, wanted establishment of UHF-VHF allocations as "Step 1," with at least six months' public testing to precede the standardization of a color system if a "suitable" one is found to be available.

Manufacturers, said RMA President Cosgrove, want color "at the earliest practicable date consistent with the establishment of sound standards," but feel that adequate field and practical home tests have not been made to establish the soundness of standards. The association favors no particular system other than one that is wholly compatible with existing black-and-white standards, he declared.

RMA recommended immediate lifting of the VHF freeze and opening of the UHF band, arguing that these actions are necessary "before we can have a nation-wide television service."

RCA, through E. W. Engstrom, vice president in charge of research for RCA Labs, also recommended that FCC lift the freeze immediately and proceed with UHF allocations.

The company asked the Commission to specify compatibility as a requirement for color, to "encourage prompt and thorough color television field tests," and to "establish a time schedule for the industry to recommend standards to the FCC for color television broadcasting."



Manufacturers' Estimates On Availability Of Color Equipment

			SYSTEM CBS			SYSTEM Color Tele. Inc.			SYSTEM RCA		
			No. OF REPLIES	TIME RANGE (in months)	DISTRIBUTION	No. OF REPLIES	TIME RANGE (in months)	DISTRIBUTION	No. OF REPLIES	TIME RANGE (in months)	DISTRIBUTION
Receivers (Transmitting Equipment)	1.	Broadcast Transmitters	4	6/24		3	0/18		1	24/	
	2.	Antennas and Associated Equipment	4	0/18		3	0/18		1	18/	
	3.	Complete Studio Equipment	4	10/36		3	12/36		1	15/18	
	4.	Film Scanners and Associated Apparatus	4	8/36		3	10/36		1	15/18	
	5.	Remote Cameras and Associated Apparatus	4	8/36	Y	3	10/36	Y	1	15/18	
	6.	Radio Links between Studios and Transmitters	6	0/24	X	5	0/6	X	3	0/24	X
	7.	Radio Relay Links (Field Equipment to Transmitter)	6	0/24	X	5	0/6		3	0/24	X
	8.	Radio Relay Inter-City Networks (Non-common Carrier)	3	0/6		3	0/6		1	0/	
	9.	Adaptation of presently operating television transmission system to the above specified color system as regards Items 1 to 8 above	1	36/		1	36/		0		
Converters *	10. 10.1	New Receivers capable of receiving present black and white transmissions plus color transmissions in monochrome on 10.11 V.H.F.	8	3/22	X	4	0/30	X	1	0/	
		10.12 U.H.F.	7	6/28		5	6/30	X	3	6/8	
		10.13 Both V.H.F. and U.H.F.	8	6/28		5	6/30	X	3	6/9	
	10.2	New Receivers capable of receiving present black and white transmissions plus color transmissions in color on 10.21 V.H.F.	8	8/36		5	10/31		3	12/15	
		10.22 U.H.F.	8	8/42		5	10/37		3	12/15	
		10.23 Both V.H.F. and U.H.F.	8	8/45		5	10/37		3	12/15	
	10.3	New Receivers capable of receiving color transmissions in color only 10.31 V.H.F.	8	8/32		5	10/30		3	12/15	
		10.32 U.H.F.	8	8/40		5	10/36		3	12/15	
		10.33 Both V.H.F. and U.H.F.	8	8/44		5	10/36		3	12/15	
	11. 11.1	Converters for existing receivers to receive color transmissions in monochrome on 11.11 V.H.F.	7	4/18		4	0/30	X	0		
		11.12 U.H.F.	6	6/24		5	6/30	X	2	3/8	
		11.13 Both V.H.F. and U.H.F.	7	6/24		5	6/30	X	2	3/8	
	11.2	Converters for existing receivers to receive color transmissions in color on 11.21 V.H.F.	4	8/30		3	10/30	Y	2	12/15	
		11.22 U.H.F.	4	8/36		3	10/33	Y	2	12/15	
		11.23 Both V.H.F. and U.H.F.	4	8/36		3	10/33	Y	2	12/15	

* It is assumed that converters will not affect ability to receive transmissions on present standards.

THIS TABLE is based on one presented to FCC by RMA to show manufacturers' estimates of time needed to make equipment available for respective color TV systems. CBS protested vigorously that it's misleading, and RMA witnesses agreed with Comr. Jones that "review" would be desirable when systems have been demonstrated. "O" means immediately available. In "Distribution" column, no indication is given if estimates were distributed uniformly over the time range; where average estimate was below the mean of the range, it's shown by "X"; if average was higher than the mean, it's indicated by "Y". Data were compiled from questionnaires sent to 22 manufacturers.

RCA Plans

When Dr. Engstrom noted that RCA plans to make data on its color circuits available to the industry and that "other manufacturers may, if they desire, make sets and test them," Comr. Jones wanted to know how long this would take. Dr. Engstrom said bulletins would be issued periodically between "now and January." Comr. Jones suggested that photographs of each step in the circuit-operation be made and presented to FCC and the industry. Dr. Engstrom said he thought this could be done in a relatively short time.

Dr. Engstrom disclosed that network color programs under RCA's system would come off AT&T's present coaxial cable as monochrome. He pointed out that "for networking color television programs, the relay facility . . . must pass a frequency band 4 mc wide." The telephone company's present cable accommodates a bandwidth of about 2.8 mc, though AT&T says much greater bandwidths will be provided in the future.

On a 2.8-mc cable, Dr. Engstrom said, "programs from the RCA color system . . . will be available for rebroadcast in black-and-white." They also will "pass over existing 4-mc band radio relays and over new 4-mc band radio relays and coaxial cables and will be available for rebroadcast in color," he declared.

RCA, RMA, and JTAC all took exception to FCC's definition of "compatible" as permitting color systems which would require "relatively minor modifications" before existing sets could receive color in black-and-white. They contended that a system which requires modifications is "adaptable."

Compatibility, said Dr. Engstrom, is important to the present set owner and even more fundamental to the "economics of a color television broadcasting service." RMA took a similar position, contending that adoption of a non-compatible system would obsolete existing sets or require their modification, would undermine public confidence in the industry and the Commission, and would mean that "many of the stations now on the air will be forced out of business."

RMA President Cosgrove predicted three million sets in use by the end of the year, representing a public investment of $1 billion, and said it has been proven that "converters, adapters, etc. are not purchased by many receiver owners."

Dr. Engstrom told the Commission that adoption of a completely compatible system would aid in the transition from monochrome to color, permitting the broadcaster to change at will from one to the other with no resultant loss of audience.

RCA, he said, believes that with appropriate production design new color receivers can be made available at reasonable cost, practical to install and simple to operate. In support of this claim he released the following engineering estimates of probable market prices of new RCA color-system receivers, pointing out that specific designs and

FCC's Schedule Load

DESPITE concentration on the color television hearing, FCC is squeezing meetings into its schedule whenever possible in an effort to keep other Commission activities moving. One such session was held last Wednesday afternoon. Another is scheduled today, since this week's TV sessions don't start until Tuesday. The next meeting is scheduled for Oct. 19-20, after which the Commission hopes to return to its regular schedule of meetings every Wednesday.

final costs must await field tests and production engineering:

Deluxe projection receiver with picture 15 by 20 inches, $800 to $1000 (current black-and-white projection sets retail for $795, he said).

Medium-price receiver using the projection method or the direct-view method, $550 to $700 for the 7x9½-inch projection type and $650 to $800 for the 10-inch direct view model (current black-and-white 10-inch direct-view consolettes market for $250).

Low-price receiver employing two color cathode ray tubes, $400 to $550 (current black-and-white direct-view sets using 10-inch cathode ray tubes sell for $250).

Dr. Engstrom said existing monochrome sets may be converted to receive RCA color by any one of three methods: (1) A separate converter containing appropriate electronic gear and picture-tube viewing arrangement, giving a picture of 10-inch diameter; (2) a new projection unit to be substituted for the cathode ray tube in the black-and-white set; or (3) a converter which adds a second cathode ray tube to the black-and-white set, providing for viewing of the two-cathode-ray-tube combination. The latter, he said, may be built for 10-inch table models at a cost of $125 to $175 for the set owner, plus about $20 for installation.

Because color receivers would be simplified by a color picture reproducer of the single-tube type, Dr. Engstrom reported, RCA is continuing research in this field and during the demonstrations next Monday will show set-ups revealing principles which may be used. He also reported that RCA has started work on a field type color camera and associated equipment which is slated for field tests next spring. A mock-up of this camera will be on display at the demonstration, he said.

Cost Estimates

Manufacturers' estimates on the cost of converting existing sets to the CBS system, and of manufacturing new CBS-system sets, were accepted by the Commission over the protests of CBS, with the observation that they will be used "on a broad basis." They were gathered in a survey conducted by an RMA committee headed by Philco Vice President Smith. CBS contended recent information furnished by other manufacturers, who are working with CBS, indicated many of the estimated costs are "seriously overstated." Mr. Smith, however, pointed out that CBS authorities had a chance to suggest the names of additional manufacturers for inclusion in the survey.

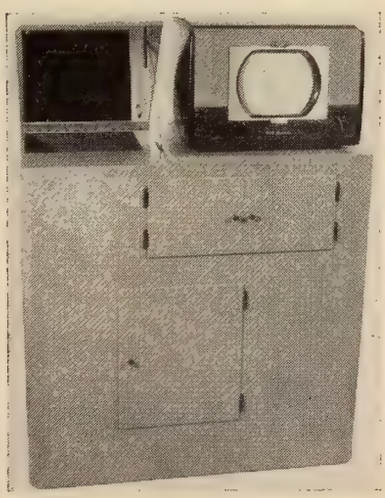
Individual manufacturer's estimates on the cost of converting a 10-inch set to receive CBS color in black-and-white ranged from $20 (Admiral) to $100 or $100-$125 (Stewart-Warner, Stromberg-Carlson, DuMont), with one company (Farnsworth) counting the cost of a new cabinet and setting total estimate at $241. Estimates for converting the set to CBS color ranged from $130 (Colonial) to $460 (General Electric), with four firms commenting merely "not practical" (Admiral, Hazeltine, Magnavox, Stromberg-Carlson). Three other companies gave estimates and also reported conversion to color "not practical" (Philco, DuMont, RCA). Cost of a new 10-inch color set, compared with a $250 present-day receiver, was estimated from 120% (Colonial) to 255% (General Electric).



THE much discussed CBS designed and constructed color converter, which, with a simple adapter built into the set, enables a black-and-white television set also to pick up the color broadcasts of the CBS sequential color TV system, is examined by a viewer. Converter is mounted on the front of the set. When viewer wants to see color television, he merely slides it in front of his screen. If he wants to see the broadcast in black-and-white, he slides the converter aside.

Mr. Smith explained that the survey produced figures on only the CBS system since it was felt that not enough data were available to permit estimates on those of RCA and CTI. One company, Admiral, put probable cost of a combination black-and-white and color receiver using RCA standards at "between $700 and $800."

Another committee, headed by Virgil M. Graham of Sylvania Electric Products, submitted a report of manufacturers' estimates on probable time needed to produce equipment for the CBS, RCA, and CTI systems, respectively (see table page 50). CBS protested this on grounds similar to its objections to the cost data.



HERE's a direct-view color converter for RCA's "completely compatible" color receiver, disclosed in the company's presentation to FCC during the hearings.

Thomas T. Goldsmith Jr., research director of DuMont, outlined 30 field test subjects compiled by an RMA committee under his direction. The committee, he said, felt these tests must precede standardization of color. They included tests to determine whether color television is more susceptible to co-channel interference than black-and-white; operation of sets (several hundred if practicable) by laymen in their own homes; conversion of a wide variety of sets; performance of color teletranscriptions, and overall performance of pickup equipment under operating conditions.

Under questioning Mr. Goldsmith said he felt it would take a year or two of field testing to insure safe standardization.

More Data Asked

After a heated exchange, the report was sent back to RMA for clarification and for additional information.

A fourth RMA study, undertaking to "grade" the various color systems, was presented at the outset of the hearing by JTAC President Fink, head of the RMA committee which conducted it. FCC Counsel Plotkin brought out that the study represents "ultimate performance" based on the assumption that necessary conversion equipment can be built for the various systems.

Comr. Jones chided Mr. Fink for

(Continued on page 54)

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HARRY WISMER

Commentator

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Milwaukee's Likes Surveyed

(Report 79)

AFTER almost two years of television, what do people in a single station market think about the medium? To get specific answers to this and other questions about television, WTMJ-TV, *The Milwaukee Journal* station, has just completed a survey among set owners in its coverage area. The detailed questionnaire was patterned after that used by the parent company in its annual *Consumer Analysis of Greater Milwaukee.*

With 32,830 video sets in use in the Milwaukee area on Sept. 1, the station set about finding out just how and why these sets are used. Questionnaires were mailed to 1,445 set owners, excluding commercial locations. Names were taken at random from lists of residential set owners in all parts of the station's coverage area.

Although the questionnaire was rather long and involved, and no reward was offered for answering and returning it, 527 replies were received—36.3% of the total mailing. Since no time limit was placed on returns, the station reports that the last 100 came in rather slowly. Actual compilation was made on 413 questionnaires. Spot checks of late returns indicated that their inclusion would not change the findings materially.

Material gathered included such information as the number of sets in use per day and the number of hours of use; average number of viewers per set; types of programs preferred and specific program preference; sponsor identification, and programs families would like to see.

Sunday night was the big television viewing time during the test week of Aug. 14-20 with 96.2% of the 32,830 sets in use (see Table I). Sunday night also led in the number of hours of use, with an average of 3.61 hours, and in the number of viewers per set, 4.85. Wednesday evening tied with Sunday for the number of hours of use. On that day there were 94.7% of the sets in use with an average of 3.88 viewers.

The great American game of baseball reflected its drawing power on Sunday afternoon during the test week. On that day a double-header game was telecast and 77.9% of the sets were in use—highest afternoon sets in use for the week. Sets were on for an average of 2.97 hours with 4.33 viewers per set—also a high for the week.

Although the number of viewers per set was fairly high on Saturday night, 4.30, it had fewer sets in use, 88.4%, than any other night. Hours of use on Saturday night also was at the bottom of the list, recording 3.43 hours for that night. Monday afternoon was the low spot in viewing with an average of 66.5% of the sets on for only 1.86 hours. There were three viewers per set, only slightly better than the low of 2.93 recorded on Wednesday afternoon.

Included among the questions was: "What type of television program does your family prefer?" Results were tabulated for men, women and children and 13 principal types of programs were listed. Respondents were asked to list their first, second and third choice.

Top honors among men televiewers went to sports, with 51.5% indicating it as first choice. In the second and third choice columns variety programs predominated. Runnerup to sports among men went to variety programs with 19.5%. Runner-up in the second choice column went to dramatic shows with 21.9% of the men. The same held true of third choice where 15.6% of the men indicated dramatic programs.

Dramatic programs are tops with the women, according to the survey, with 43.8% of the respondents indicating this as their favorite type of video entertainment. Second choice honors went to variety programs and drama led in the third choice column. In second place for women was the variety program with a following of 26.6%. Dramatic programs were runner-up in the second and third choice columns.

Children's programs were tops among the youngsters, with 42% indicating them as first choice. Second choice was the Western program type, with variety leading the third choice column. Second place among children went to Westerns for first and third choices and children's for second choice. The total of all choices for the 13 program types, by men, women and children, is shown in Table II.

Listing representative program names under seven classifications—dramatic, variety, women's, children's, quiz, sports, others—respondents were asked to give their first three preferences. Due to space limitations the questionnaire carried only what the station considered to be representative programs in each category.

The *Kraft Theatre* was first choice in dramatic programs among all respondents. Milton Berle led in all three divisions—men, women and children—as the favorite variety show. *What's New in the Kitchen—With Breta Griem* topped the women's programs with only women's replies being indicated. Women and children like *Kukla, Fran and Ollie* best of the children's programs, according to the survey, with the men voting for *Super Circus* as the top children's show. In the classification of quiz programs, *Stop the Music* was indicated as the favorite by all respondents. Men and women said football was their favorite type of sports telecast, while children cast their top vote for wrestling—indicating football, however, as second choice. *Crusade in Europe* was listed under "other programs" and led this classification in the favor of men and women. Children, however, gave the nod to *Wild West Theatre,* putting *Crusade in Europe* in second place.

Having determined preferences by classification, Milwaukee televiewers were next asked to list their three favorite programs. Given a free rein in their selection, men rated Milton Berle as their favorite TV show. Football and boxing were in second and third places with Fred Waring indicated as fourth choice. Women also selected Milton Berle as tops in television, rating *Kraft Theatre* in second place. Fred Waring placed third and Arthur Godfrey was fourth in the estimation of the women. Children indicated their preference for *Kukla, Fran and Ollie,* with *Wild West Theatre,* Milton Berle and *Howdy Doody* following in that order.

After indicating their preference in present video programs, Milwaukee viewers were then asked to state what programs not now on the air they would like to see. This question, of course, produced a multitude of varied replies, including those shown at left.

Another interesting aspect of the survey was a question on sponsor identification. Twelve representative popular programs were listed, both local and network, and respondents were asked to list as many sponsors of the programs as came to mind. Arthur Godfrey topped the list with 93% giving correct identification. Of the list given, a children's program had the lowest percentage of correct answers. The sponsor, however, still was identified by better than 50% of the respondents.

As to the size of tube, 74.6% of the respondents owned sets with a 10 inch picture. Replacement of the present set was contemplated by only 14% of the set owners with 85.3% of those wanting a larger picture.

Milwaukeeans Would Like To See . . . . .

- **Better motion pictures. This request seemed to top the list of likes with 13.4% of all replies stating in various ways a desire for modern full length class "A" feature pictures. Some viewers want more "old time movies," "educational picture," "more westerns," "cartoon pictures for children," etc.**
- **More spots. Generally more sports were requested by 4% of the respondents. Many individuals requested specific sports—many with limited interest to the general public.**
- **More and better dramatic programs. This type program was desired by 7% of those replying. The accent was placed on full length plays, preferably "live."**
- **Well known radio programs. From the replies, apparently the viewers fail to understand why sponsors do not automatically make all broadcast programs available on television.**
- **Former shows. Many respondents requested that programs dropped or on summer hiatus be returned.**
- **Vaudeville. The popular reception of this type entertainment is indicated by the requests for more variety shows and more comedy entertainment in general.**
- **Musical programs. Interest is increasing with requests ranging from popular name bands to symphony orchestras.**

* * *

TABLE I
USE OF TELEVISION SETS IN MILWAUKEE

	Sets in Use		Hours in Use		Viewers per set	
	Afternoon	Evening	Afternoon	Evening	Afternoon	Evening
Monday	66.5%	94.9%	1.86 hrs.	3.47 hrs.	3.00	3.80
Tuesday	68.5	93.3	1.87	3.53	2.99	3.96
Wednesday	68.2	94.7	1.87	3.61	2.93	3.88
Thursday	71.7	93.7	2.05	3.52	3.27	4.65
Friday	67.6	92.4	1.89	3.57	3.10	3.66
Saturday	76.6	88.4	2.26	3.43	4.08	4.30
Sunday	77.9	96.2	2.97	3.61	4.33	4.85

* * *

TABLE II
TELEVISION PREFERENCE BY TYPE OF PROGRAM
(Total of all choices)

Program Types	Men	Women	Children
1. Sports	79.5%	25.9%	25.1%
2. Variety	63.5	65.3	37.7
3. Dramatic	54.3	80.0	26.0
4. News	22.0	9.2	2.6
5. Mystery	20.9	23.4	11.3
6. Musical	18.1	30.3	12.9
7. Western	15.0	5.8	72.3
8. Travel	9.7	6.2	6.4
9. Amateur	8.5	17.6	20.8
10. Discussion	5.0	4.0	—
11. Quiz	4.7	11.7	6.9
12. Children's	1.1	2.5	68.0
13. Women's	—	19.1	—

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

In Maryland it's WMAR-TV for—

Wait a minute! Who reads this ad?

Our Commercial Manager says clients and agencies do.

Well then, let's remind them WMAR-TV in Baltimore is in the 6th richest market in the United States—that WMAR-TV had 63% more advertisers, 286% more commercial hours and 236% more commercial announcements in August 1949 than in August 1948—that on September 1, 1949 there were 76,059 television sets in Baltimore —a number which is exceeded only in five much larger cities.

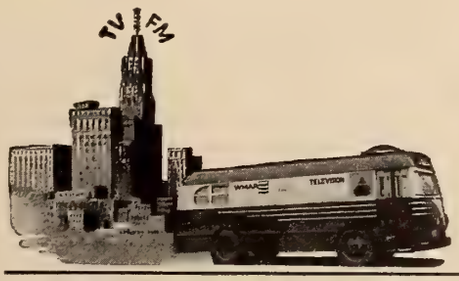
Our Program Director says program people do.

Then let's tell them about the Sports Parade —three hours of late sports results and variety entertainment every weekday starting at 3:00 P.M.—about the coverage of the "away" Colts football games—about the races from Pimlico and Laurel—about "Your Family Doctor," "Sunpapers Television News" and "A Year Ago Tonight," all screened in the tradition of service to the public.

Our Director of Radio says everybody interested in TV does.

They would like to know, we are sure, that a solid schedule of entertainment, sports and late news is available to them on WMAR-TV's Channel Two in Baltimore.

Oh yes, and before we leave we would like to finish that sentence we started above. In Maryland, it's WMAR-TV for top-flight programming and commercial impact.



Represented by

THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

TV Hearing

(Continued from page 51)

JTAC's failure to go farther with its comparisons of the various systems. He wanted to know how long FCC should wait before settling on a color system, eliciting Mr. Fink's reply that, if three or four systems showed promise, he felt the Commission should explore them.

Comr. George E. Sterling wondered whether color for the public wouldn't be two years away if FCC followed JTAC's recommendation. Mr. Fink said the answer would depend largely upon equipment availabilities, with which he was not familiar.

Mr. Cosgrove, under lengthy examination by the Commission, professed "no preference for any particular system." Manufacturers, he said, merely want standards that will assure service comparable to today's and at the same time permit "steady reduction" in costs and prices.

He said he would like to see a color set retail for $49.95. But he insisted that standardization and simplification should be attained. It would be unfortunate, he felt, if "a Christmas-tree assembly" of converters became necessary in television, or if the TV set itself should become "the incidental part."

With Mr. Cosgrove as with other witnesses, Miss Hennock kept pushing for views on how long FCC should wait before authorizing color. The RMA chief agreed with her than an "attempt" should be made to get industry agreement on color standards after the direct testimony has been completed.

Under questioning by Mr. Plotkin, Mr. Cosgrove said RMA's change of position on "compatibility"—that is, that "complete compatibility" should be achieved—was due in part to RCA's announcement that it had developed such a system. Mr. Smith contended the RMA reversal would have resulted even if RCA were not a member of RMA, or were a smaller manufacturer.

Mr. Cosgrove said manufacturers feel that an electronic color converter can be built as inexpensively as a mechanical one, and that a completely compatible system has the added advantage of permitting reception of color signals in black-and-white with no modification of the receiver.

The RMA head, executive vice president of Avco Mfg. Corp., reported that Crosley, a subsidiary of Avco, had done some work adapting Crosley sets to the CBS system. He estimated it could be done for about $15 more than the present price of the set.

Cosgrove Denies

Mr. Cosgrove denied the validity of Comr. Jones' conclusion that manufacturers would do nothing about color until FCC adopts standards. Similarly, Mr. Smith rejected Comr. Jones suggestion that the industry wants to set the color standards and will not cooperate with FCC if the Commission sticks to its definition of "compatibility" as embracing "relatively minor modifications" of existing sets for monochrome reception of color.

Questioning Mr. Smith in detail on his RMA committee's survey of availability of color equipment, Comr. Jones maintained there is no problem with respect to availability of transmitting equipment for the CBS system in the VHF, and that the time factor is the same for color and black-and-white in the UHF. Mr. Smith replied that there can be no color service until "all" equipment is available.

Comr. Jones suggested that the "time table" be reviewed. Mr. Smith agreed it would be well to do this after the various systems have been demonstrated.

A premature newspaper account of RMA's testimony provoked Comr. Jones to sarcastic comment. When Mr. Cosgrove claimed his other duties didn't leave him enough time to go into all engineering ramifications, Comr. Jones shot back: "But you're not too busy to put out a press release saying color is years away." Mr. Cosgrove protested that he had put no time limit on it. At another point Comr. Jones asked him whether he was "just a press release man" for RMA.

Former Senator Burton K. Wheeler, special counsel for RMA, broke into the questioning to accuse Comr. Jones of "trying to browbeat" the witness and of being "entirely unfair" by posing technical questions to a non-engineer. Comr. Jones countered that Mr. Cosgrove was presenting "information of which he has no personal knowledge" and that FCC apparently was supposed to find out who did the work.

"You're not an engineer yourself, yet you and the Commission make decisions based on engineering advice," Sen. Wheeler asserted.

"I never laid an egg," Comr. Jones retorted, "but I can make you a fine omelet."

"I'm not so sure of that," Mr. Wheeler replied, taking his seat.

All Commissioners are sitting for the hearing except Rosel H. Hyde, who is attending the NARBA conference in Canada. Chairman Wayne Coy announced, however, that Comr. Hyde plans to read the record and will participate in the Commission's decision.

The hearing will resume tomorrow (Tuesday). No session is planned today.



DONALD FINK, chairman of the Joint Technical Advisory Committee, testifies at FCC's television hearings which opened last week. Mr. Fink is editor of *Electronics* magazine.

Wilner On Loan

JOHN T. WILNER, engineer-in-charge of CBS TV transmitter development, will continue "on loan" with the network for another few weeks in order that he may assist CBS engineers at FCC color TV hearings which started last week. This was announced jointly by Frank Stanton, CBS president, and Cmdr. Tom A. Brooks, general manager of Hearst stations. Mr. Wilner was to have assumed his new duties as engineering director of WBAL and WBAL-TV, Hearst outlets in Baltimore, on Oct. 1 [BROADCASTING, Sept. 5]. A pioneer in the development of both color and ultra-high frequency equipment, he starts in the new post when FCC completes its hearings.

ROLLER DERBY TV

Blatz Signs for Segment

BLATZ BREWING Co., Milwaukee, through Kaster, Farrell, Chesley & Clifford Inc., New York, is sponsoring the Thursday 10:30 p.m. to conclusion segment of the ABC telecasts of the Roller Derby on an 11-station video network. The 52-week contract, on behalf of Blatz beer, became effective Sept. 29.

Chesebrough Mfg. Co., for Vaseline hair-tonic, is sponsoring the 10-10:30 p.m. segment of the telecasts through McCann-Erickson, New York, while Chevrolet Dealers Assn. is sponsoring the Monday night 10 p.m. to conclusion telecasts through Campbell-Ewald, New York.

Grid TV Network

NETWORK of 10 TV stations outside of Philadelphia will be used to carry the Penn-Cornell football game on Thanksgiving Day on behalf of the American Tobacco Co. Network includes WNBT-TV New York; WBZ-TV Boston; WBAL-TV Baltimore; WDEL-TV Wilmington, Del.; WGAL-TV Lancaster; WJAR-TV Providence, R.I.; WNHC-TV New Haven; WRGB (TV) Schenectady, N. Y.; WNBW (TV) Washington, and WTVR (TV) Richmond, Va. WPTZ (TV) Philadelphia will telecast the game for the Atlantic Refining Co., which also will sponsor a radio broadcast of the contest over an eastern network of 44 stations from Boston in the north to Richmond in the south.

HAND CONVERTER

For Color TV—CBS

A HAND color converter, which eventually may sell for as little as $5, was disclosed by CBS last week while the color TV hearing got into full swing before the FCC in Washington.

An invention of Dr. Peter C. Goldmark, director of CBS research and engineering development and who fathered the CBS color television system, the device when held to the eyes enables the viewer to see black-and-white TV in full color. The receiver must be "adapted" to receive the CBS color signal in monochrome, however.

The device is described as resembling a lady's hand mirror in shape although thicker and weighing about 8 oz. The hand converter is 4½ in. in diameter and contains 1½ in. lens, a small electric motor and tiny color disc of the three primary colors. The disc is synchronized with the color signal as broadcast.

NEW WORD

CBS Says 'Simulcolorcasting'

CBS CLAIMED a new word and a new achievement—"simulcolorcasting"—as it launched its series of color television tests in Washington last week. The word and the achievement stemmed from Columbia's color telecast of one of the network's AM shows, *Capitol Cloakroom,* which featured Sen. Margaret Chase Smith (R-Me.). The "simulcolorcast" came Wednesday night.

The first, Monday night, was a variety show featuring Ventriloquist Paul Winchell, CBS-TV star.

A color pickup of a local high school football team in action, hailed by CBS spokesmen as the first public demonstration of a sports event on color TV, was slated for Wednesday afternoon but was curtailed when rain shortened the team's practice period. Network spokesmen, reporting excellent reception, said the colorcasts showed the team in calisthenics and walking through formations, and a band on parade. CBS is using the transmitter of WOIC (TV) Washington.

RCA meanwhile is testing its own "completely compatible" color system via RCA-NBC's WNBW Washington but plans no demonstrations until after the official showing to FCC next Monday. An industry showing is slated the following day.

TV at Exposition

THE Scranton, Pa., *Times,* licensee of WQAN-AM-FM Scranton and commercial TV applicant, last week received permission from FCC to use its experimental video station KG2XAF to relay television network programs originating in New York and Philadelphia to the State Armory in Scranton for viewing by the public Oct. 3-17.

HOME TV RECEPTION

NTFC Studies Problem

POOR home reception of video spot commercials that show to advantage in screening rooms have agency film production people completely baffled, according to Robert Olds, television film production manager at BBDO, New York.

Speaking at the Thursday night dinner meeting of National Television Film Council, at New York's Brass Rail Restaurant, Mr. Olds urged the group and television station film experts to work with the Society of Motion Picture Engineers toward a solution of the problem.

Melvin L. Gold, incumbent president of the group, and director of advertising and publicity for National Screen Service Corp., was unanimously re-elected at the meeting, which closed the organization's second quarterly forum, all day discussions held at the Hotel Astor. Other officers elected on an unopposed slate were: William S. Roach, attorney, and member of the law firm of Weisman, Grant and Jaffee, vice president; Sally Perle, head of the Mesal Organization, secretary, and Ed Evans, film relations director, WPIX (TV) New York, treasurer.

Announcement of elections followed a report by the outgoing treasurer, Robert Paskow, film director at WATV (TV) Newark. Mr. Paskow revealed that there are 80 members in the year-old group, which has a bank balance of $389.96.

Newly-elected members of the group's board of directors are:

Jerry Albert, United World Films; Helen Buck, WCAU-TV Philadelphia; Jack Glenn, March of Time; William Holland, Hyperion Films Inc.; Andy Jaeger, DuMont Television Network; J. A. Maurer, J. A. Maurer Inc.; John Mitchell, United Artists Television; Henry Morely, Dynamic Films Inc.; Mr. Paskow; Irwin Shane, Televiser; Elaine Phillips, WSPD-TV Toledo. Miss Phillips replaced Burt Balaban of Paramount Television, who declined the appointment.

Pricing Films

Discussion of proper methods of pricing films for television occupied most of the morning session of the Council's second quarterly forum, held at the Astor Hotel, New York. Paul White of International Trans-Video, opened the discussion by describing his company's plan of considering New York as 100% for any film and basing charges for other cities in proportion to the size of the markets, Washington being 20% of the New York rate, Schenectady 18%, Chicago 40%, Philadelphia 27%, etc.

John Mitchell, sales manager of United Artists Television said that his company used as a base TV set circulation rather than market size, pointing out that selling circulation was the normal practice of all advertising media. Considerable discussion failing to produce an agreement, Mr. Mitchell appointed a committee of Mr. White, William Black of Official Television Inc. and William Holland of Hyperian Films to study the problem and make recommendations to a future meeting of NTFC.

Need for group standards in pricing films for TV use was stressed by many speakers. They reported on cut-rate practices of some companies which are offering old films in bulk lots at prices as low as 50 cents a minute—a price producers of new films cannot come close to matching. Andrew Jaeger of DuMont urged the film producers to adopt more effective selling and promotion procedures, pointing out that many station program buyers look on films only as fillers to be used when live programs are not available. This belief, although common, does not agree with TV program ratings, he said, which show that "good programs will get good audiences, regardless of whether they are live or on film."

Mr. Gold promised to present to the board of NTFC a suggestion that this organization act as a clearing house for information about films to TV stations.

Film Better Than Live

J. A. Maurer, president of J. A. Maurer Inc., manufacturer of 16mm film equipment, declared that the advent of color will "increase television's dependency on film." Pointing out that plenty of light is the clue to good color pickups, he said that with the improved projection equipment not being developed, films will be able to deliver better quality color signals than live programs, reversing the present situation with live shows having better quality than film programs. A silver sound track promised by film companies should solve the present difficulties of sound on color films, he said, promising that "sound quality will be ready before it is needed for color TV."

Noting that 75% of present stations have only 16 mm film projection equipment predicting that this percentage will mount as new stations come on the air, Mr. Maurer answered criticisms of the quality of 16 mm films by showing a print of a film of an RMA test pattern with the fine lines clearly distinguishable. He charged station sound engineers with cutting out the upper frequencies of film sound to eliminate noise on worn and dirty old films and then of "squeezing new films through the same wringer and making them sound almost as bad as the old ones."

Mr. Maurer urged stations to get the test films issued by the Society of Motion Picture Engineers and to use them at least once a week to check their reproducing equipment. At the request of Mr. Gold, he agreed to prepare a set of film standards which NTFC will distribute to all TV stations to help them get the best out of the films they broadcast.

Final session of the all-day meeting was a station forum chairmanned by Ed Evans, film relations director, WPIX (TV) New York. Mr. Evans reported that the first few words of TV film announcements are frequently lost and urged that 1 and ½ seconds of the film precede the sound on these spots. This will provide cue time for the director who must see the film coming up on an off-the-air monitor and switch it to the air, he explained. It would also be a good idea to follow the announcement with another 1 and ½ seconds of silent film to allow for the switch to the next program, he added.

ABC TRANSMITTER

N. Y. TV Move Sought

ABC filed an application Thursday with FCC for a construction permit covering the transfer of its new York television transmitter to Empire State Bldg., where it will share space on the world's tallest building with NBC-TV. ABC's present TV transmitter is atop Hotel Pierre, 5th Ave. and 61st St.

To provide improved service, ABC intends to install its transmitter in 3200 square feet on the Empire State Bldg's 85th floor and to erect a TV antenna encircling the building's apex. The antenna has been jointly designed by ABC engineering department and RCA, which will build it. The transfer is expected to be made without interrupting service.

GRID GAME

WKRC-TV There On Time

ADDING quick action to the progress of the coaxial cable, WKRC-TV Cincinnati reports a telecast milestone in bringing viewers in the area the first showing Sept. 25 of the professional football contest between the New York Giants and Pittsburgh Steelers. Game was shown over WKRC-TV at 1:55 p.m., Claude Roost of WKRC-TV publicity department said, hours before other stations in the area made their presentations.

WKRC-TV took the telecast from Dayton by the transmitter route. Game was sent to Dayton along the cable from New York after it had been relayed from the origination point at Forbes Field in Pittsburgh.

The Dayton transmittal was necessary, Mr. Roost explained, because the relay station in the Cincinnati area had not yet been completed. In order to capture the first pictures of the headline sports attraction, WKRC-TV's engineering crew had to pick up direct from Dayton TV stations.

STATION MANAGERS

A PROVEN PROMOTION FOR YOUR STATION!

IT COSTS YOU NOTHING!!

RADIO PICTURE ALBUM

CUSTOM TAILORED for YOUR Station

Here's why you should investigate:

Colorful albums distributed free to your listeners, satisfying the public demand for pictures of station, talent, personnel, and community.

Produces cash income for you two ways . . . (1) we buy time to publicize albums and means of obtaining them; (2) opens new commercial accounts for you.

Increases listenership . . . builds good community relations . . . album is excellent promotional piece for your salesmen and national representatives.

We do the complete production . . . editing, printing, distributing, etc., at no cost to you. Our field editor lays out the album on location. Winter and spring schedules are being arranged now. Act TODAY for personal interview or information!

WRITE or WIRE . . . AIR ADS, INC. 101 Chester Ct. PEORIA, ILL.

RADIO-TV SHOW

To Attract Half-Million

ALMOST half a million persons are expected to attend the second annual National Television and Electrical Living Show which opened at Chicago's Coliseum Saturday under sponsorship of the city's Electric Assn. This anticipated attendance is about double that of last year, 220,000.

The 10-day show, previewed for exhibitors and newsmen Friday evening, is highlighted by a revue starring Eddie Cantor and by General Electric's "House of Magic."

Major radio, television and appliance manufacturers and distributors are showing their products in the main hall. Although the total number exceeds last year's by 20, almost 100% of radio and TV manufacturers are represented, according to Arthur Holland, owner of Malcolm-Howard Agency and show manager. More than 80% of the appliance industry is represented, he said.



VIDEO version of CBS' *The People's Platform* will be sponsored by Household Finance Corp. on CBS-TV network starting Oct. 7. Participants at contract-signing are (l to r): George J. Arkedis, CBS western TV sales manager; Newell T. Schwin, Household Finance advertising director, and James G. Cominos, vice president and general manager of LeValley Inc., Chicago, Household agency.

THEATRE VIDEO

RCA Previews Special Show

SHOW said by RCA to be the first programmed specifically for theatre TV was previewed by RCA in Chicago Wednesday at the Stevens Hotel for Theatre Equipment and Supply Mfrs. Assn. and Theatre Equipment Dealers Assn. conventioneers.

Program, a boxing match between Harry "Kid" Matthews and Joe Smith, was the first professional sporting event ever staged in a TV studio, RCA reports. Closed Circuit transmission to the hotel originated at NBC Chicago's video studios in the Merchandise Mart.

RCA termed the event "a sample of (1) the type of live entertainment than can now be shown instantaneously for theatre audiences, and (2) image quality that can be achieved on a theatre-size screen." More than 2,000 motion picture exhibitors and equipment manufacturers and dealers witnessed the match on a 20-by-15-foot projected screen.

Demonstration was the first midwest showing of commercial TV equipment manufactured by RCA for instantaneous theatre TV. This equipment will be installed commercially for the first time early next year at the Fox Theatre, Brooklyn, N. Y. Device is a cylindrical projector 30 inches in diameter and 30 inches long, which can be suspended from the ceiling or mounted in front of a theatre balcony. Unit contains a seven-inch projection kinescope or TV picture tube, and operates at 80 kilovolts. The optical system—a correcting lens and 20-inch saucer-shape mirror—picks up, enlarges and projects the kinescope image to the screen.

TV SPOT IMPACT

Advertest Issues First Report

TO SUPPLY a basis for evaluating the impact of television spots, Advertest Research, New Brunswick, N. J., has released its first volume of *TV Spot Ratings.* The report is based on a test week of Sept. 5-11 and covers the New York area only. Similar information will be compiled monthly by the firm.

On the basis of the Advertest report, Bulova spots created the greatest impact on the New York viewing public during the week. Spots for Hi-V were rated second and Pall Mall placed third. During the week Bulova ran 78 spots on New York area stations; Hi-V backed 20, and Pall Mall sponsored 13 spots.

To determine the impact of a spot, respondents were asked if they had seen the spot the previous day; if they recalled the station; whether they remembered the time, and whether they could describe the content, format or composition of the spot. Point values were assigned to these questions as follows: One-half point for recall, one-quarter point for station, one-quarter point for time and one point for content. Each time such information was given by a respondent the spot mentioned was credited with that number of points. The sample for each day's report is 200 respondents who had viewed television the previous day. Saturday and Sunday are combined with only respondents who viewed both days being interviewed. The Advertest report is based on 1,200 interviews for the week.

Bulova, which placed the largest number of spots during the test week, led in points scored for five of the seven days. From 10 to 12 spots were used daily on four to five stations.

Second place point scorer, Hi-V, used only one station for its campaign, WATV (TV) Newark. From two to four spots were run daily throughout the seven days.

Pall Mall, another seven day a week advertiser, placed from one to four spots a day, using one spot daily on each of its scheduled stations.

Although these three top rated sponsors placed a large amount of business, quantity should not be taken as the criteria for a successful television campaign, the report indicates. Benrus, for example, which placed 29 spots during the week, second only to Bulova, averaged eighth according to the Advertest impact evaluation. From two to six spots ran daily, using one to three stations.

Lucky Strike, which placed the fourth largest number of spots, 17, was fourth in the survey. The account used one to four spots daily, placing one on each of the scheduled stations.

Sun Oil Buys

SUN OIL Co. will sponsor the four Big Nine football games to be carried by WAAM (TV) Baltimore this season, Armand Grant, commerical manager, has announced. Agency is Hewitt Ogilvey. Games contracted for are Pittsburgh-Northwestern, Wisconsin-Ohio State, Illinois-Michigan and Wisconsin-Northwestern. Sun Oil account was handled by Turk Righter of Harrington, Righter & Parsons, WAAM national representative.

ERIE TV RELAY

Lamb Replies to Newspaper

EDWARD LAMB, president of WICU (TV) Erie, Pa., last week urged the *Buffalo Evening News* (WBEN-TV) "to adopt an attitude of neighborliness and cooperation" during the period AT&T's coaxial service to Buffalo and Rochester TV stations can be blocked by the Erie station. Programs going to Buffalo and Rochester via the cable, must be relayed through the Erie station which can either accept or reject the shows as it sees fit.

Mr. Lamb replied to a feature story in the Sept. 23 *Evening News* which spoke critically of the situation and inferred an appeal might be taken to the FCC. He addressed his letter to the newspaper's editor. WICU (TV) is anxious to obtain more cable facilities, he said, as well as reversal facilities so more programs can be received from other stations and its own features fed to the cable.

First of all, however, WICU (TV) must exercise its best judgment in serving the Erie and tri-state area, Mr. Lamb said, even if its decisions are not pleasing to other stations along the cable.

'LIFE OF RILEY'

NBC, Pabst Preview TV Film

NBC and the Pabst Brewing Co., Milwaukee, previewed the first TV film in the new *Life of Riley* series in Chicago last Wednesday at a luncheon-showing. The show's video debut tomorrow (Tuesday) from 8 to 8:30 p.m. CST on 21 NBC stations along the cable marks the first time in entertainment history that a program appears simultaneously in radio, TV and movies, the network claims. Contract was signed for 39 weeks and calls for telecasts also on 16 non-interconnected stations.

Series is produced by Irving Brecher, who introduced the story to movies and radio, on the Hollywood lot of Filmtone Studios. The new production firm films TV programs exclusively. Luncheon guests were greeted by I. E. Showerman, NBC Central Div. vice president. They included Chicago-area Pabst distributors, Pabst and NBC executives and press representatives.

Meredith to WOR-TV

ROY MEREDITH, formerly with WCAU-TV Philadelphia, has been appointed director of sports productions of WOR-TV New York. At WCAU-TV he was production manager and television cinematographer. He joined the Philadelphia station after service in the camera department of the Fifth Army Air Force Combat Film Detachment. Before the war he was a television producer at NBC. He will be camera director in charge of all sports events telecast by WOR-TV.

TV SET SALES

RMA Reports August High

OUTPUT of television receivers reached a new high in August, a five-work-week month, following the summer slack period. Member companies of Radio Mfrs. Assn. reported production of 185,706 sets during the period, with total industry output estimated at more than 200,000 TV sets.

Pickup in production anticipates a brisk fall and winter trade, according to RMA. Previous high was 182,361 TV sets last March, also a five-week month.

FM-AM and FM-only production rose sharply in August, as did production of television receivers with FM audio reception facilities. In all, RMA companies turned out 64,179 FM-AM and FM-only sets, with another 38,790 TV receivers carrying FM tuners. This brings the FM total for the month to 103,969 sets. AM-only production also rose in August.

The weekly average TV set output in August was 87% above the July rate.

Month-by-month tabulation of RMA set production this year:

* * *

	TV	FM-AM and FM	AM Only	All Sets
January	121,238	147,733	561,900	830,871
February	118,938	98,969	498,631	716,538
March (five weeks)	182,361	71,216	607,570	861,147
April	166,536	37,563	468,906	673,005
May	163,262	28,388	449,128	640,778
June (five weeks)	160,736	40,512	471,342	672,590
July	79,531	23,843	318,104	421,478
August (five weeks)	185,706	64,179	559,076	808,961
TOTAL	1,178,308	512,403	3,934,657	5,625,368

ELECTRONICS MEET

TV Panel Dominates Monday

MORE THAN one third of 1,700 technicians attending the fifth National Electronics Conference in Chicago last week bypassed other Monday afternoon sessions to attend the television panel. Although video developments cropped up in various discussions during the three-day conference (Sept. 26-28), the Monday afternoon session concerned TV entirely.

C. E. Torsch of General Electric Co.'s receiver division, who read the first technical paper, claimed "the public's demand for larger, brighter TV pictures at decreased receiver cost will soon be supplied." He attributed this to development of a high voltage transformer, with new tubes and circuits, "which increase set reliability and at the same time reduce price of the receiver."

Other speakers during the television session included: R. B. James, R. E. Johnson and R. R. Handel, RCA; Myron F. Melvin; P. R. Malloy & Co.; D. Mackey and E. J. Sass, RCA; Dr. Kurt Schlesinger, Motorola; Marvin Camras, Armour Research Foundation of Illinios Institute of Technology. The conference is sponsored annually by the Illinois Institute of Technology, Northwestern U., U. of Illinois, National Organizations of the American Institute of Engineers and Institute of Radio Engineers. The U. of Wisconsin participates also.

Schick TV Spots

SCHICK INC., Stamford, Conn., has launched a spot campaign to promote its Schick Electric Shavers on 37 TV stations in 15 markets. One-minute and 20-second spots are being used. The spots feature the new theme "Your new Schick Electric Shaver Must Outshave Blade Razors or Your Money Back." The TV schedule is in addition to an AM campaign. BBDO, New York, is the agency.

4A'S-SAG MEET

Negotiations Start in N. Y.

MEETINGS began Thursday in New York to attempt to unsnarl the differences between the 4A's Television Authority founders and Screen Actors Guild in the effort to set up one big talent union for television.

Ronald Regan, president of SAG, headed a delegation of the West Coast union at the meetings scheduled to take place through much of the weekend in New York.

At issue is whether the 4A's Television Authority would have any authority over films for TV or whether SAG would retain such authority. SAG contends it should have control over TV-film actors while the 4A's claim video is a new industry and jurisdiction of talent within it should not be split.

The 4A's negotiators hoped to bring the SAG representatives into the 4A's Television Authority completely, or, failing that, to work out an agreement between the Authority and SAG. Should neither be the case, a battle between the two loomed as a possibility.

SEEMAN EXPANDS

To Largest Campaign

SEEMAN BROTHERS, New York (Air-Wick), has scheduled the biggest advertising campaign in its history, climaxing the sixth consecutive and most successful year of sales increase.

The advertiser will use television for the first time on Oct. 10, when it begins sponsorship of a ten-minute segment on Dorothy Doan's *Vanity Fair* show on CBS-TV. Air-Wick will continue its sponsorship of Don Gardiner's *Monday Morning Headlines* on ABC, Sunday at 6:15 p.m., and *Allen Jackson and the News* on CBS Saturday, 11 a.m. William H. Weintraub & Co., New York, is the agency for Air-Wick.

REACTION TO TV ADS

Starch Firm Issues Report for August

LUCKY STRIKE, Bulova, Chesterfield, DuMont TV receivers and Admiral refrigerator video commercials were best remembered and best liked among people checked by the Starch Report on Television Commercials for August. The B. V. D. spot, while out of the top ten of those observed, was the favorite among those people who had seen it, the report said.

The report, containing results of interviews conducted in New York, Chicago, Philadelphia and Boston TV homes, scored as follows on the question, "Have you seen this commercial?":

Lucky Strike 92%, Bulova Watch 88%, Chesterfield 85%, DuMont Television 81%, Admiral refrigerator 79%, Philco radio 79%, Camels 69%, Auto-Lite spark plugs 66%, Gulfpride Motor Oil 64%, Kaiser-Traveler 62%.

Asked about their reactions to the commercials in degrees ranging from very favorable to very unfavorable, the leaders on the favorable side were:

B. V. D. underwear 84%, Ajax cleanser 81%, Lucky Strike 75%, Colgate 70%, Kool cigarettes 69%, Oldsmobile 69%, Bulova watches 67%, Peter Pan peanut butter 67%, Chesterfield 63%, Admiral refrigerator 59%.

A new viewer trick, reported by Daniel Starch & Staff, interviewer, is the tuning out of the sound portion of commercials for the duration of objectionable advertising. Most disliked is the commercial that runs over into or obscures the action on sports telecasts, the firm reported.

VIDEODEX

To Issue Network Reports

FIRST monthly network summary Videodex report will be issued by Jay & Graham Research, Chicago, Nov. 1, and will cover 10 new major metropolitan areas along coaxial cable between Chicago and New York. Reports are now issued monthly for Chicago, New York and Los Angeles. The new cities, still unannounced, all will have populations of a quarter-million upwards, with possibly two exceptions. Portions of the new rating service will be available to non-subscribers.

Videodex ratings are compiled at Chicago headquarters from diaries placed in at least 1% of the TV homes in each area. Results are refined by coincidental telephone checks among non-panel members. New offices are located at 64 E. Jackson Blvd.



DuMONT PLANT

World's Largest TV Set Factory Opens

ALLEN B. DuMONT, president, Allen B. DuMont Labs, and Gov. Alfred E. Driscoll of New Jersey, last Monday pulled the cords unveiling the plaque that formally dedicated the new DuMont TV receiver plant at East Paterson, N. J.

Described as the world's largest video set factory, the plant contains 480,000 square feet of floor space under a single roof and, at full capacity operation, can turn out a completed set every 22 seconds. Present output is somewhat less than that, but will be stepped up in October and November to enable DuMont distributors and dealers to meet the anticipated pre-Christmas demand, Dr. DuMont said.

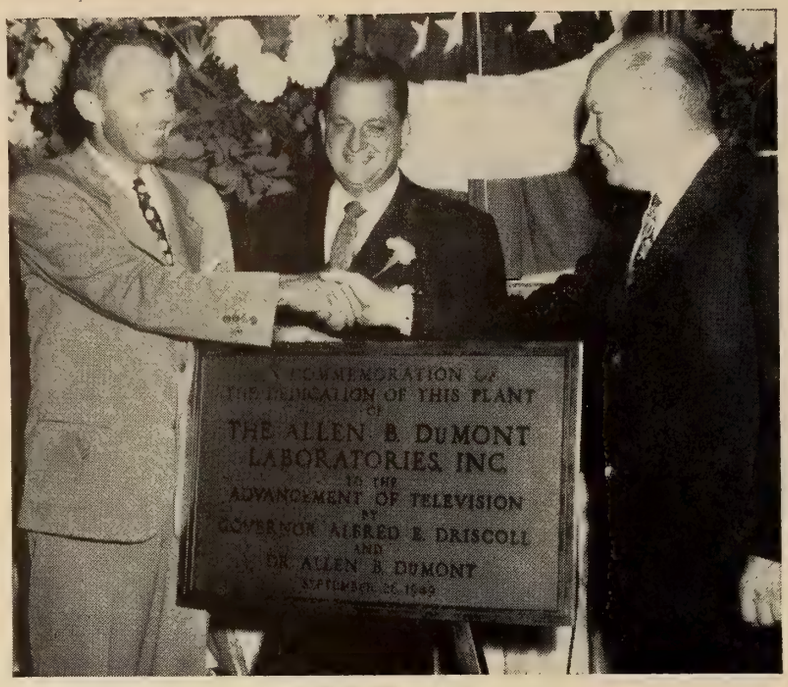
In his formal address of dedication, Dr. DuMont traced the history of television since the first proposal of a video system 69 years ago in 1880. Noting the color hearing currently in progress in Washington, Dr. DuMont remarked that the idea of color television also is quite old, dating back to 1927. However, he continued: "We have thoroughly investigated the several proposals for color now before the FCC and believe it will be many years before we will have a system of color television which will compare in quality, reliability and cost to our present black-and-white system.

Cites Need

"One of the big problems still facing the television industry is the need for additional television transmitters so people in areas not now being served may have service," Dr. DuMont stated. "It is also important that additional stations be constructed in certain areas now getting service but from only a few stations. We believe that in so far as possible a minimum of four stations should be available in each area to provide a choice of programs for the listener and to prevent a monopoly in the network business."

Gov. Driscoll called the new DuMont plant an achievement worthy of the scientific tradition of New Jersey begun by Thomas A. Edison. He continued: "The career that Dr. DuMont has carved for himself here in New Jersey is being applauded all over the country. . . . We are proud of Dr. DuMont and his achievements. He has been tireless in his scientific experimentation and firm in his faith in the future of the television industry. This plant is proof, indeed, of the unlimited horizon created by his scientific genius."

The dedication ceremonies, with DuMont Vice President Leonard Cramer as master of ceremonies, were telecast over the DuMont TV Network, as was the preceding documentary hour-long program, *The DuMont Story*, which took the television audience on a tour of the new plant. Ironically, WABD (TV) New York, key station of the network, was unable to carry the program because of commitments to broadcast the crucial American League game between the New York Yankees and the Boston Red Sox. In a generous exhibition of the neighborly spirit, WOR-TV New York, brought the DuMont dedication 90-minute telecast to viewers in the New York area.



ATTENDING dedication ceremonies of new DuMont television assembly plant at East Paterson, N. J., last Monday, are (l to r) New Jersey Governor Alfred E. Driscoll; Leonard F. Cramer, DuMont vice president, and Dr. Allen B. DuMont, president of Allen B. DuMont Laboratories Inc.

Meanwhile, the guests present at the plant were taken on a tour by motorized train of more than a mile along the factory's production lines, following the route taken by the various components of the DuMont Telecasts until the final tests have been finished and the instruments are placed in their cartons, ready for shipment to the company's distributors and dealers. Statistics garnered en route include:

The plant and its 58-acre site formerly belonged to the Wright Aeronautical Corp. DuMont purchased it last December from War Assets Administration for $1,350,000 and since then has spent more than $750,000 to convert it to TV assembly operations.

The plant itself contains 391,000 square feet of factory space, 87,600 square feet of office space. To make it the most efficient video set production plant possible, the conversion was planned completely by DuMont personnel. Paul Eshleman, assistant to the vice president, had charge of the planning; Bruce DuMont, general superintendent, supervised all construction work.

To maintain a continuous flow of materials, sub-assemblies and assemblies from department to department, the company has installed 2,285 feet of overhead conveyors, 4,680 feet of gravity conveyors, 335 feet of power driven roller conveyors and 1,390 feet of belt conveyor. This reduces material handling to a minimum, with need to lift heavy parts practically eliminated.

Cold cathode lights are placed behind the assembly line workers in such a way that no shadows are cast on the working area. Air and power lines are located overhead, putting air tools and soldering irons within easy reach of the workers, yet not in their way when not being used.

Lab Facilities

In addition to the actual production lines, the new plant contains a number of laboratories for the development and testing of the receivers. These include: Humidity and heat chamber, where models of all sets are operated under extreme conditions of heat, humidity and overload; shielded room, with two separate insulated copper barriers, permitting tests for minor flaws of performance by blocking out all interference; central signal distribution room, an electronically shielded room where the 16 different signals required to test DuMont Telesets originate; life test laboratory, where sample sets picked from that day's production run are given very strict inspection and then placed on "life test" runs of from 24 to 100 hours.

To cover this vast set-up for the home audience, James V. Caddigan, program director of the DuMont Network, utilized ten cameras in *The DuMont Story*, which he produced. "This was the largest number ever assembled by a single organization," he said. Followed by these cameras, Dennis James, Kathi Norris and George F. Putnam, interviewed workers and executives and described each step of the manufacturing process for the audience at home. The hour-long documentary was directed by Frank Brunetta, production head of the network. Charles Speere wrote the script. Curt Lambert supervised the technical end; Jack Rayel had charge of master control; Bob Simpson served as assistant to Mr. Brunetta and Ben Fox coordinated plans for the program, which required more than 60 persons to produce and transmit.

VHF EQUIPMENT

DuMont To Repurchase Units

PLANS to repurchase DuMont VHF transmitters from video broadcasters and CP holders who "may be required to change operations from the VHF band to the UHF band," were announced last week by the Television Transmitter Div. of Allen B. DuMont Labs Inc.

Outlined in individual letters to purchasers of complete DuMont video and audio transmitters, the plan provides for the rebuying of DuMont VHF transmitters at an amount equal to the total depreciated value of the unit at the time of repurchase. The value applied as a credit against the purchase of a DuMont UHF transmitter, is computed on a straight-line, semi-annual basis adhering as completely as possible to established procedures in determining depreciation, the company said.

DuMont further explained that established broadcasters and CP holders who have purchased DuMont transmitters "can be assured of little or no loss in transmitter investment in the transition from VHF to UHF, if such change is required."

E. H. Taylor Jr., manager of the DuMont division, said in part: "We have great faith in our proposal. It is our belief that our proposal is mandatory to assure a nation-wide competitive television broadcast service in the public interest. We possess also, a great respect for those who have purchased our equipment. . . . For this reason, we submit our plan as our contribution to ease the burden imposed upon you under our proposal to the FCC."

CITY COLLEGE of New York has added courses in animation of cartoons for motion pictures and TV, and 12-week course in writing of radio scripts to its curriculum this fall.

Film Report

IDEAL NOVELTY and Toy Co., New York, has purchased series of one-minute film spots on WCBS-TV New York, through **Atlantic Advertising Co.**, same city. Spots, immediately following World Series games, mark start of company's campaign to be launched over CBS and NBC stations in New York, Boston, Philadelphia and Washington. Campaign is expected to hit nationwide scale by year's end. Items being featured are **Toni Doll, Baby Coos** family and **Blue Willow** dishes. . . . Following success of first 13 TV film half-hours of *Lone Ranger*, **General Mills** has exercised option for last 39 episodes of property controlled by **Trendle Enterprises**, Detroit.

Hollywood Toy Television Corp., Chicago, has found answer to variety in TV commercials, which heretofore has been lacking because of prohibitive cost of today's spot commercials, according to **Henry G. Saperstein**, head of firm. Problem is solved by new TV animation projector. Projector, highly precisioned, professional adaptation of firm's popular fast-selling toy animation projector, runs one-minute animated show on only two and one-half inches of film. More astounding, Mr. Saperstein said, is low price, $350 to $400, for one-minute spot. Normal type movie camera photographs action on screen of specialized unit so that sound track can be added to new film and complete reel run on any film projector (35 or 16mm) in TV station. Mr. Saperstein points out that total production time of one week for these low cost spots enables agency to keep up with current copy themes at all times. Production facilities located in Hollywood include many top cartoonists and animators. New York sales office will open shortly. Further information is available from Henry G. Saperstein, Hollywood Toy Television Corp., 1225 S. Talman Avenue, Chicago.

Stromberg-Carlson, planning national television spot campaign with films to be produced by **Five Star Productions**, Hollywood. . . . **Roberts & Carr Productions**, formerly Cincinnati, has opened offices in New York City at 216 East 49th St. Firm is headed by **Bob Roberts**, radio producer and director in midwest and south, and **Paula Carr**, former New York radio actress. . . . **United World Films Inc.**, New York, producing six one-minute video films for **Lux** (Lever Bros.) through **J. Walter Thompson Co.**, New York. Spots being made at **Universal-International** studios, to be used on NBC-TV show, *The Clock*.

Product identification, through animation, and gaining attention of youngsters, comprise principal themes of new one-minute and 20-second video cartoons animated and finished by **Animated Video Cartoons**, Washington. Spots produced by **M. Belmont Ver Standig Advertising** of Washington for Baltimore client, **Green Spring Dairy**. Spots scheduled to be telecast in October.

Telefilm Inc., Hollywood, producing for *Ice Follies* three ten-minute and three five-minute television film shorts and same number of one-minute spots. Made from actual scenes of current show, films will be used for advance promotion nationally. Agency: **Smith, Bull & McCreery Advertising**, Hollywood. Same company also preparing one one-minute and one 20-second live action spot for **Awful Fresh MacFarlane**, Los Angeles (candymaker). Spots for local distribution. Agency: **Dan B. Miner Co.**, same city.

Student life on campus of **U. of Miami** will be filmed this semester for release in 1950. Picture will be available for nontheatrical and television use. Twenty-minute documentary motion picture will be photographed on 16 mm color film by faculty and student production unit under general supervision of **Sydney W. Head**, chairman of Radio and Television Dept. **Prof. Grant Shepard** of that department, who also teaches new course in film-making for television use, will direct unit. Film will be strictly factual presenting undergraduate recreational activities unique to south Florida. Purpose will be to give well-rounded portrayal of standard as well as unusual aspects of institution to high school students considering college education.

ASCAP–TV

Agree on Oct. 15 Deadline

THE American Society of Composers, Authors and Publishers (ASCAP) Thursday jointly agreed with the television industry to extend until Oct. 15 the period for determination of compensation to be paid ASCAP by television stations.

During recent weeks the industry and the society reached agreement on a blanket type of contract, retroactive to Jan. 1, 1949. The object of this latest time extension is to work out a definitive per-program agreement.

As a condition to this additional 15-day extension by ASCAP, whose members have not received any compensation thus far for use of their works on television, it was agreed that all television stations would immediately wire ASCAP at 30 Rockefeller Plaza, New York, their agreement to this extension, with the understanding that the terms of any settlement negotiated before Oct. 15 would be retroactive to Jan. 1.



LOOKING to a big future for KBTV (TV) Dallas, Jack I. Potter (l), president of the station and son of Tom Potter, owner; and J. Curtis Sanford, vice president, confer on operational procedure. Jack Potter, a captain in the Air Transport Command during the war, is now an oil man as is his father. Mr. Sanford, a Texas industrialist, is founder of the Cotton Bowl, Dallas sports stadium. Vice President Alben W. Barkley formally opened KBTV (TV) at ceremonies Sept. 17 [BROADCASTING, **Sept. 26**].

War Crimes on TV

THE OFFICIAL film of the Nurenberg trials was released on Saturday (Oct. 1), the third anniversary of the sentencing of the top German war criminals. WMAL-TV Washington ran the hour and 17 minute film Saturday at 10 p.m. This reportedly was the first view of the film over television and its first public showing. The film consists of official records and captured German films.

WTVN(TV) START

Lamb Station Bows Sept. 30

WTVN (TV) Columbus, O., was started officially Friday with its first regular commercial programming. Guests at the station's opening included Ohio Gov. Frank J. Lausche, Bishop Michael J. Ready and Mayor James H. Rhodes.

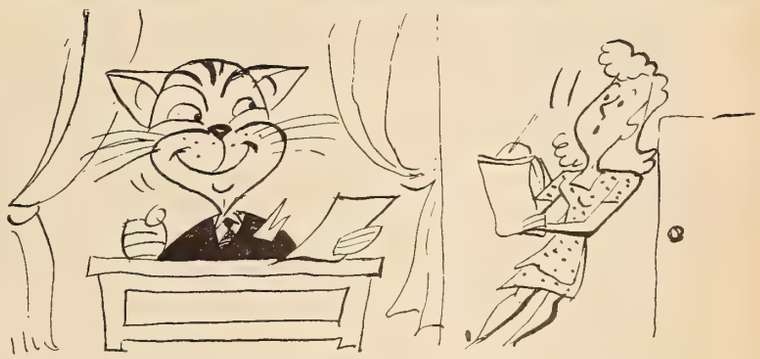
WTVN is an Edward Lamb station and licensed to Picture Waves Inc. It is affiliated with ABC and DuMont. John Rossiter, formerly commercial manager of Mr. Lamb's aural station in Erie, Pa. (WICU), has been named general manager of the TV outlet. Colin Male is program director and Herbert Stewart assistant commercial manager.

Before WTVN's debut, Mr. Lamb said the station will program a schedule of more than 60 hours a week and will be on the air from 6 p.m. seven days a week.

Studio, transmitters and antenna, are all located on the 37th and 48th floors of the Leveque-Lincoln Bldg., Columbus. WTVN's antenna is more than 630 feet above street level, Mr. Lamb said.

WJAR-TV To CBS

WJAR-TV Providence has signed to become the 50th CBS-TV affiliate, effective immediately. The Rhode Island station, assigned to Channel 11, is owned and operated by the Outlet Co., with John J. Boyle as station manager. It is also an NBC-TV affiliate.



BOOMERANG!

I'm sorry I ever heard of KXOK. My life is miserable. You see, I bragged to the boss about our program's low-cost-per-Hooper point on KXOK, like you suggested, and he just grinned like a Cheshire and said: "That proves what you can do when you really try. Now go into all our markets and get as good a buy as you did on KXOK." You and I know that's tough to do . . . but how can I convince the Boss?

On-The-Spot

Dear On-The-Spot:

Your Boss situation is going to be much worse. Wait till he finds out KXOK's high Hooper position during March, 1949. When KXOK's rates are balanced with its share of audience, the combination is terrific. You and I know the base hourly rate on Station "A" is 57% higher than KXOK's, and Station "B" has a base rate 32% higher . . . yet they delivered only 15% and 2.4% more audience during March. Better not mention KXOK's powerful signal at 630 on the dial, reaches 115 counties in six states, daytime, in mid-America.

KXOK, St. Louis
630 on the dial

Basic ABC | 5,000 Watts | A "John Blair" station

SMPE MEET

TV Featured on Agenda

SOCIETY of Motion Picture Engineers, holding its 66th semi-annual convention, Oct. 10-14 at the Hollywood Roosevelt Hotel, will visit the TV transmitters atop Mount Wilson on Oct. 13. A joint meeting with the Society of Television Engineers is scheduled for that evening at Carnegie Assembly Hall of Mount Wilson Observatory.

Dr. Vladimir K. Zworykin, vice president and technical consultant of the RCA Labs, will address the joint session on recent developments in TV pickup cameras. Frederick C. Wolcott of Gilfillan Bros. will speak on "The Uniqueness of Television in the Los Angeles Area."

Television also will be featured at the SMPE session the following morning (Oct. 14) when the Society's Theatre Television Committee will make its report. In addition, session will include papers on "Perception of Television Random Noise" by Pierre Mertz, Bell Telephone Labs; "Theatre Television Transmission and Projection System by the Eidophor Method" by E. Labin, Federal Telecommunications Labs, and "A Rooter for Video Signals" by B. M. Oliver, also Bell Labs.

LETTER of commendation from Los Angeles Sheriff's Office received by KLAC-TV that city for its public service program, *Wanted Persons.*



YEAR in and year out KECK is tops in West Texas. The Conlan Surveys prove it!

Covering KECK operating periods:

KECK 35.1
Station A 28.3
Station B 28.4

KECK's MV/M 0.5 reaches one-quarter million people throughout the rich Permian Basin.

WHY not find out more about the station MOST people listen to MOST in West Texas.

KECK,
Odessa, Texas



TV CAMERA picks up broadcast of part of WDAF-TV Kansas City's pre-television show Sept. 13 at the Municipal Auditorium. WHB Kansas City covered highlights of show, including interviews with WDAF-TV executives. WDAF-TV, opening officially Oct. 16 [BROADCASTING, Sept. 26], telecast WHB's broadcast for benefit of spectators. Facing camera are (l to r): Kenneth Gillespie, Stromberg-Carlson distributor and chairman of Distributors' Committee at the exhibition; Joe Flaherty, chief engineer, and Bill Bates, program director of WDAF-TV; Dick Smith, WHB special events chief.

LIVE TV SPOTS

WTTG (TV) Effects New Policy

IN an effort to assure advertisers the choice of intimate "live" announcements, WTTG (TV) Washington, DuMont outlet, will offer sponsors studio facilities for live spots during weekdays at published rate with no additional charges, Walter Compton, general manager of the station, has announced.

The change becomes effective Oct. 3. Mr. Compton pointed out that WWTG originations of live spots in two participation shows in the past indicate the advantages of these to the advertiser. The live spot permits the advertiser to change video and audio copy as often as desired and expensive film production can be avoided, Mr. Compton said. WTTG expects advertisers to absorb talent costs, however, and where extensive rehearsals are necessary, to provide a token fee. Mr. Compton added that the new policy is not intended to discount the effectiveness to many advertisers of film and slide commercials.

New Video Firm

MILTON H. BLACKSTONE, former television head of Robert Feldman Inc. and East Coast Casting Inc., both New York, has formed TV Attractions to produce programs and commercials. New staff members of TV Attractions are Gene Starbecker, former director of WAVE-TV Louisville and WFBM - TV Indianapolis, and James P. McGuire, former contact representative for Van Car Productions and West Hooker Telefeatures Inc., both New York.

THREE new 19-inch video receivers have been added to DuMont Labs line. They are: "Mansfield" 35 tubes; "Westwood" 30 tubes, and "Fairfield" 30 tubes.

Politics TV-Wise

NEW YORK'S Republican-Fusion Party, through J. Walter Thompson Co., has signed a contract with WNBT (TV) New York for what is believed to be the first purchase of a series of video shows as a campaign medium for a political candidate. Six 15-minute programs titled *Campaign Issues* will feature Oren Root, the party's candidate for Borough President of Manhattan. The series starts today (Monday), 6:45-7 p.m., and is to continue weekly through Nov. 7.

CATHODE TUBES

Mark Increase in Sales

MARKED increase in sales of TV receiver cathode ray tubes occurred during the second quarter of 1948, according to Radio Mfrs. Assn. Second quarter sales totaled 775,054 picture tubes valued at $23,123,698 compared to 686,620 tubes valued at $21,971,869 in the first quarter of 1949.

RMA reported that 730,148 of the second quarter supply went to equipment manufacturers and 42,-299 to users and distributors for renewal purposes. Sales to government groups totaled 30 tubes, with 4,577 going into export trade.

Sales of all types of cathode ray tubes, including oscillographs and camera pickup tubes, in the second quarter totaled 790,931 units valued at $24,260,041. Sales of picture tubes for the first six months of 1948 totaled 1,463,392 units valued at $45,081,038.

ALLOCATIONS to dealers and distributors of DuMont television receivers have been imposed because, despite increased production, demand still exceeds supply, according to announcement of Allen B. DuMont Labs. Inc.

'TV TIPS'

RMA-TBA Films Previewed

SERIES of 22 RMA-TBA sponsored 20-second and one-minute films titled "TV Tips" will shortly be sent to all television stations on the air and to others as they begin operation. Films will be supplied without charge but with the urging of both associations that the films be broadcast as often as is possible.

Pictures are designed to educate the viewing public in proper tuning and viewing procedures so that they may get the best technical reception, affording the maximum audience for the telecasters and advertisers and saving the serviceman many needless trips.

Films, utilizing both live and cartoon sequences, were previewed Sept. 22 at the Hotel Astor, New York. Robert C. Sprague, president, Sprague Electric Co., and chairman of the RMA Town Meeting Committee, introduced the series. Speaking for J. R. Poppele, TBA president, who was in Washington that day, Will Baltin, TBA secretary-treasurer, said that TBA was urging stations to give the series the widest use as "we broadcasters feel that fully 50% of the success of a television show is its proper reception on a TV set."

Films were created by Spectrolux Television Corp., New York, with research and production handled by Howard Browning, Philadelphia public relations consultant to the RMA subcommittee in charge of the project. Committee comprised A. T. Alexander, chairman; H. A. Ehle and L. A. Goodwin Jr., with Walter Moran of ABC representing TBA as an ex-officio member.

AUG. TV-HOOPER

First to 'Fireball Fun'

BUICK-sponsored program, *Fireball Fun for All,* on NBC-TV led the first five network Teleratings for August, according to the TV-Network Hooperatings report released last Monday (Sept. 26) by C. E. Hooper Inc., New York.

HOOPER 'FIRST FIVE' NETWORK TELERATINGS FOR AUGUST

1. Fireball Fun for All (33 NBC-TV cities)	42.9
2. Stop the Music 8-9 p.m. (11 ABC-TV cities)	35.0
3. Arthur Godfrey and His Friends (33 CBS-TV cities)	28.5
4. Original Amateur Hour (16 DuMont TV cities)	27.4
5. Kraft Theatre (15 NBC-TV cities)	26.2

WCBS-TV Boost

NEW antenna system atop the Chrysler Bldg. was placed in operation last week-end by WCBS-TV New York. The new four-layer, 16-element dipole system gives the station the maximum radiated power permissible under FCC regulations, representing better than a three-fold increase over the old signal. It was designed and built for the station by the consulting engineering firm of Andrew Alford, New York.

WCHS SALE

$650,000 Price Reported

SALE of WCHS Charleston, W. Va., by John A. Kennedy and associates for $650,000 to the Lewis C. Tierney family interests was reported in an application tendered last week for FCC approval. WCHS, CBS affiliate, operates on 580 kc with 5 kw.

Charleston Broadcasting Co., WCHS licensee, told the Commission that the principal stockholders have moved to San Diego and are unable to devote full time and attention to the affairs of the station. Mr. Kennedy is president and owner of 1,150 of total 2,670 shares in WCHS. His wife owns 1,335 shares. Charleston Broadcasting in latter 1947 purchased 51% interest in the San Diego *Journal*, and the Kennedys now reside there.

Purchaser of WCHS is the Tierney Co., Bluefield, W. Va., firm representing the coal mining interests of the Tierney family. Lewis C. Tierney, president and 19.4% owner, one time was operator of WBTH Williamson, W. Va. Laurence E. Tierney Jr. is secretary and 19.2% owner and his wife, Nora C. Tierney, is treasurer and 8.9% owner. An interest of 23.126% is held in trust for other members of the Tierney family who are not of age. Albert S. Kemper Jr., who also had been with the WBTH operation, is vice president.

Howard L. Chernoff, managing director of the West Virginia Network of which Mr. Kennedy also is president, is vice president and managing director of WCHS. His wife, Melva G. Chernoff, owns 50 shares in the station. Jesse A. Block, a director, holds remaining 135 shares.

When Charleston Broadcasting acquired control of the San Diego *Journal*, from Clinton D. McKinnon who retained a minority interest and continued as publisher, it also purchased affiliated KSDJ San Diego and received FCC consent. However, this part of the deal was never consummated and KSDJ was later sold to Charles E. Salik [BROADCASTING, Oct. 25, 1948].

WGN 24 HOURS

Chicago Outlet Increases

WGN, *Chicago Tribune* station, extended its operating schedule last Tuesday (Sept. 27) from 19 to 24 hours daily. Increased time of five hours features a hillbilly disc show from 1 to 6 a.m. CST, Tuesday through Sunday.

Erving Victor, who left KMOX St. Louis where he originated the *All Night Frolic*, is emcee on the WGN show, which follows the same format. Music is supplemented with hourly newscasts and weather reports. Station has operated on a 19-hour schedule since the war, when it broadcast for 24.

WGN has also contracted with the new Mail Order Network to offer the network's pre-approved items, Frank Schreiber, manager of the 50 kw station, reports.

WCAR

FCC Would Deny Detroit Move And Power Increase

PROPOSED decision was reported by FCC Thursday to deny request of WCAR Pontiac, Mich., to move to Detroit and increase power on 1130 kc from 1 kw daytime to 50 kw day, 10 kw night, directional fulltime.

Greater need for WCAR's "meritorious service" at Pontiac, as the city's sole outlet, was cited by FCC in proposing to rule against adding a sixth fulltime station at Detroit. The Commission also proposed to deny the competing bid of UAW-CIO Broadcasting Corp. of Michigan for a new AM station at Detroit on 1130 kc with 5 kw day, 2.5 kw night, directional fulltime. FCC held the latter's technical evidence was incomplete.

The proposed decision, sustaining the recommended ruling of Hearing Examiner James D. Cunningham as regarding the WCAR request, was passed by a 3-to-2 vote of the Commission. Comrs. Robert F. Jones and George E. Sterling dissented from the majority opinion on the WCAR action, voting to grant the requested switch. Chairman Wayne Coy and Comr. Rosel H. Hyde did not participate in the decision.

*

The hearing examiner and all of the participating Commissioners found that the "affirmative showing" made by UAW-CIO Broadcasting Corp. "is fatally defective, in that it does not establish the technical qualifications of the applicant."

The decision indicated that at the hearing UAW-CIO Broadcasting testified it had obtained an option on a transmitter site which would be used in lieu of that specified in the application. FCC said the site given in the application and "contemplated in the issues, is not and apparently has never been available to the applicant" for the proposed station. The Commission further stated that no request to amend the application to show the change had been made and that the hearing examiner acted properly in sustaining objections to any change being made during the hearing.

The FCC majority found that although Pontiac is within the Detroit metropolitan district, the two cities are 15 miles apart and Pontiac, with population of 66,000, "must be classed as a large and thriving city with numerous and varied community and business interests which are not shown to be identified in any way with those of Detroit."

The majority said that for "approximately 10 years" WCAR has "supplied the city and its environs with a valuable public service . . . there is a definite public need for a continuation of this service, and any deprivation or diminution thereof, as the result of moving the station in the manner contemplated herein, would be contrary to the best interests of the Pontiac area, and, indeed, contrary to the public interest."

Denies Auxiliary Plan

The decision also concluded that WCAR's plan to prevent any curtailment of local service through the use of an auxiliary studio in Pontiac would not be possible to carry out.

The dissenting Commissioners stated they believed "that in proceedings such as this where an extensive area is proposed to be served which includes communities of substantial size comprising integral parts of the same metropolitan district and where the operation proposed would provide service to the cities involved and to all or substantially all of the metropolitan district, with adequate provisions being made for local programming of the several communities therein, no distinction can be made as between the communities."

WDXB DISPUTE

Forces Station Off Air

A STRIKE by its engineers, members of the local IBEW unit, prevented WDXB Chattanooga from going on the air at sign-on time, 7 a.m., Sept. 25. Strikers protested the firing of two engineers, Albert Geia and Gene Lewis. Taylor Blair, WDOD Chattanooga control engineer and business agent of Local 662 IBEW, which set up picket lines at the station's studio and transmitter, said the walkout also involved management's refusal to sign a contract.

However, Joe V. Williams, Chattanooga attorney and owner of WDXB Broadcasting Co., charged the union with "feather-bedding" tactics in violation of the Taft-Hartley Law. Both Messrs. Williams and Blair indicated their willingness to resume negotiations. Engineers were still out at weekend, Mr. Williams reported.

An NLRB election held at the station Sept. 16 had directed the management to negotiate with the local union as bargaining agent for the engineers. Mr. Blair said the two WDXB engineers had been dismissed Sept. 14 and told the action was part of an economy measure to reduce staffing. He also declared that two announcers had been dismissed the previous week for the same reason but that he understood AFRA would file charges against WDXB because of the dismissal.

Both sides agreed the dispute dated back to the establishment of the 250 w station in July 1948 when the number of engineers and their duties at WDXB were under negotiation.

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DAVEN



It is now possible to minimize the chance for human error in program control work. The Daven Company has once again pioneered in the field of audio communications controls, and developed a foolproof Miniature Switch. This type*, SW-1000, is a notably compact, low voltage, low current control. It is a cam operated single pole double throw switch, with an OFF position in the center. An outstanding feature of the SW-1000 is that it may be obtained on standard Daven attenuators without increasing the overall dimensions.

This switch may be used to:

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PAY RAISES

FCC Members In Line For $15,000

LONG-PENDING legislation to raise salaries of FCC Commissioners above the present $10,000 won Congressional approval last Thursday in a compromise agreement which stirred lengthy and partisan discussion before the Senate finally passed the executive pay bill. The proposal still must go to conference but it is understood that no significant changes will be made.

Commissioners of FCC, FTC and other agencies won't get the $16,000 originally provided in the House-passed version or urged by the Senate Post Office & Civil Service Committee. They will have to settle for $15,000—which represents a 50% boost—where they might have lost even that. For FCC Commissioners it represents their first increase in over 22 years—since the Federal Radio Commission was first set up in 1927.

Prodded on by President Truman's message earlier in the week, calling for immediate passage of the measure (HR 1689), the Senate proceeded slowly through a maze of amendments which threatened to wreck chance of passage at this session. As an alternative to recommital to committee and as a method of reconciling differences over relative increases for executive personnel, a coalition of 30 Senators, led by Sen. Edwin C. Johnson (D-Col.), pushed through a substitute amendment which scaled down salaries to $15,000.

Thus, FCC Commissioners will receive the same amount proposed in the McFarland-FCC reorganizational bill, now before the House Interstate & Foreign Commerce Committee, which reportedly has incurred frank opposition. With respect to the original HR 1689, there would be one other important change, however—FCC Chairman Wayne Coy, or any successor, will not be eligible for a proposed $18,000 which would have rested at the President's discretion.

Increase to Allen

The legislation also provides a sizable increase for the Assistant Secretary of State for Public Affairs (now George Allen), charged with overall supervision of State Dept.'s Voice of America broadcasts. He would receive $15,000 instead of the present $10,330. FTC Commissioners also will draw $15,000 salaries.

Sen. Johnson pointed out that the executive bill, as reported out by Sen. Russell Long (D-La.), would mean FCC and other Commissioners would be paid higher salaries than those received by Congress—$16,000 as compared to $15,000—and felt that "to a great many of us, it would be very offensive to have the top officials of a creature of Congress receive more pay than that received by the members of the body which created it . . ." The Johnson amendment imposed an overall ceiling of 50% on raises.

Due for action this week is a classification measure (S 2379) which Congress and the President made plain must go hand in hand with the executive bill. Under that proposal the top grade under civil service carries a $15,000 ceiling for which FCC's general counsel, chief engineer and chief accountant conceivably could be eligible in the normal progression of pay grades. They might, in effect, realize increases over 45%, again equalizing their salaries with those of Commissioners [BROADCASTING, Sept. 19]. A similar bill (HR 5931) was passed by the House last week. Observers feel a fight is in prosepct in the Senate for less than the $15,000 ceiling.

Sen. Ernest McFarland (D-Ariz.), one of the sponsors of the Johnson amendment, told colleagues that one of the difficulties of the classification bill is that "already some . . . personnel are receiving more pay than many of the top officials" of government, presumably including federal agencies like FCC. He warned against increasing one and not the other, and noted objections to some features of the civil service bill.

President Truman pointed out that "15 top executives of a single private corporation . . . are paid more than the aggregate salary now paid" to 250 federal officers including heads of FCC, FTC, and others.

COMMUNICATIONS

Book Surveys Fields

MASS COMMUNICATIONS. Edited by Wilbur Schramm. Urbana-Champaign: U. of Illinois Press. 552 pp. $4.50.

PRESENTING an over-all survey of the mass communication fields is this volume compiled from readings used in the U. of Illinois Institute of Communications Research. Book was prepared at the request of students, teachers and research men who have urged the institute to supplement its first book, *Communications in Modern Society* (U. of I. Press, 1948).

Edited by Wilbur Schramm, director of the institute, the book gives an integrated introduction to mass communications for persons who would like to study them through the windows of the social sciences. It has been designed to meet part of the need for such an introduction.

Mass Communications, by bringing together anthropologists, psychologists, sociologists, political scientists, economists and media men, has attempted "to combine diversity of approach with unity of target." Book was published last week.

Among the 36 contributors to the book are Paul F. Lazarsfeld, director Bureau of Applied Social Research, Columbia U.; Kenneth Baker, director of research, NAB, and H. M. Beville Jr., NBC director of research.



CONTEST directors, Harold E. Fellows (l), general manager of WEEI Boston, and Bob Bousquet, advertising manager for Lux Div. of Lever Bros., exchange congratulations at WEEI's luncheon where newsmen from the four Boston dailies selected 16 15-year-old beauties out of 179 local entries. Contest nationally marks 15-years of *Lux Radio Theatre* broadcasts over CBS (WEEI in Boston). One of the 16 girls will represent the Hub City in the national contest opening Oct. 18.

KCUL OPENS

Now on 24-Hour Schedule

KCUL Fort Worth went on the air Sept. 21, with 5 kw on 1540 kc. It announced a 24-hour-a-day schedule.

Ads promoting the opening of the station used the slogan "the station of distinction." KCUL (which spells "Luck" backwards) brings to seven the number of AM stations in Fort Worth-Dallas area.

Bruce Chambers is KCUL's president and general manager, and the station is licensed to East-West Broadcasting Co.

Forum to NBC

SERIES, *American Forum of the Air*, which left MBS a fortnight ago after several years, will begin on NBC, both AM and television, Oct. 30. The program will be simulcast Sunday, 4:30-5 p.m. from Washington.

WSLI

JACKSON MISSISSIPPI

5000 WATTS

Day and Night

930 K.C.

American Broadcasting Co.

WEED & COMPANY

NATIONAL REPRESENTATIVES

Technical



SOUND APPARATUS Co., Stirling, N. J., announces production of new calibrated pre-amplifier, Model PR, especially designed to extend sensitivity of company's line of graphic recorders to 30 microvolts. Descriptive literature sent upon request.

CURTIS L. PIERCE and ARTHUR ELKINS transferred to TV engineering staff from AM crew at NBC's Central Div. EDWARD HOLM replaces Mr. Pierce as field engineer.

WALTER V. LESTER, NBC Chicago AM studio engineer, is father of a boy, Steven Earl.

WEBSTER ELECTRIC Co., Racine, Wis., produces two new professional models of Ekotape magnetic tape recorders, designed to meet requirements of radio engineers. Model 105 is single unit containing both record and playback amplifiers besides tape recorder mechanism. Model 107 is in two units, one of which contains recording mechanism, other containing amplifier chassis. Both are portable and also may be secured for permanent rack installation.

LOU CRAIG, WNBQ (TV) Chicago transmitter engineer, and Doris Ann Hartung announce their forthcoming marriage Oct. 8 in Chicago.

Moves Transmitter

IN ORDER to move its FM transmitting equipment to the new transmitter site on San Bruno Mountain, KNBC-FM San Francisco went off the air last Monday (Sept. 26) for 16 days. The move, however, did not affect regular operations of the NBC outlet's AM transmitter. New installation will have an effective radiated power of 45 kw in contrast to former output of 3 kw. Operating on Channel 259 (99.7 mc), KNBC-FM will resume broadcasting on Wednesday, Oct. 12.

COMPREHENSIVE advertising and promotion campaign on RCA Victor 45-rpm records, planned to complement similar campaign already underway on 45-rpm instruments, announced by RCA Victor, Camden, N. J.

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Copyright-Piracy
INSURANCE
For the wise Broadcaster
OUR UNIQUE EXCESS POLICY
provides adequate protection.
Surprisingly inexpensive
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For details & quotations write

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Kansas City, Missouri

WHOM SESSIONS
Meets Agency, Newsmen

WHOM New York has inaugurated a series of monthly meetings of agency and news people to discuss various points of the foreign language broadcasting operations.

At the first meeting late last month, guests were introduced to the new general manager, Generoso Pope Jr., and were shown the station's new and impressive modern offices and studios.

U. S. Agency Data

A NEW editorial feature summarizing all important rulings, decisions, and orders by 43 government bureaus and agencies, including the FCC and FTC, is now published daily by the New York *Journal of Commerce*. The feature is called "Business Rulings by Federal Agencies" and is written in non-technical, digest style. The business paper reviews in the articles tax rulings, import-export controls, labor decisions and other vital Washington data.

FUND-RAISER
Grand Rapids Goes 'All Out'

FOUR MAJOR stations in Grand Rapids, Mich. — WFUR WOOD WJEF WLAV—did themselves proud last month when they threw their collective time and talent, and an aggregate of 200 years talent experience, behind the National Foundation for Infantile Paralysis. Because of the unlimited cooperation, the fund was some $3,000 richer after seven hours of broadcasting.

Fund-raiser was the suggestion of WFUR, 1 kw independent, which enlisted the help of clients and personalities comprising most of Grand Rapids' radio industry. Special scripts and broadcast schedules were written, and production sheets were set up to help coordinate the activities of the seven-hour program. To make it official, Mayor Stanley H. Davis, in a radio speech, proclaimed the occasion Radio Day—and the parade of stars for polio victims was underway at 10 a.m.

Joining in were sportscasters, disc jockeys, foreign language broadcasters, gospel artists and others from WFUR WOOD WJEF and WLAV. Hundreds of requests and pledges rolled in and the moneys pyramided. Later a special plea by Gov. G. Mennen Williams, praising radio's efforts and extending further encouragement, set off another round of pledges. His message was aired by special telephone-recording. By 5 p.m. radio personnel were weak and weary but the Foundation was $3,000 to the good.

SALVATION Army, San Francisco, preparing half-hour transcribed Christmas program for second consecutive year.



THE SKY IS THE LIMIT



TRIBUNE TOWER — CHICAGO

COMPLETE erection of 12 tons of supporting steel and FM-TV antennas—140 feet above penthouse roof and 500 feet above street level.

ERECTION OF FM AND TV ANTENNAS AND TOWERS

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TWO first prizes for excellence in the field of religious radio are awarded the Episcopal Diocese of Central New York by co-donors U. of Chicago Religious Radio Workshop and the Protestant Radio Commission. Participating in presentation are (l to r): Rev. Charles Schmitz of the Protestant Commission; Col. H. C. Wilder, NBC representative; Raymond Cantter, CBS representative; Rt. Rev. Malcolm E. Peabody, Bishop of Central New York; Rev. William Robbins, chairman of the diocesan department of promotion.

'VOICE' FUNDS

Increased by Senate Group

STATE DEPT's revitalized campaign to win the "hot" propaganda war of words between Voice of America and Radio Moscow has drawn the unstinted support of the Senate Appropriations Committee which voted fortnight ago an extra $10,475,000. The measure (HR 6008), providing supplemental funds for the current fiscal year, was passed by the Senate and sent to a conference committee.

The bill allots $11,500,000 for international information and educational activities—$330,000 under the budget estimate but the full amount passed by the House. It sets aside the $10,475,000 exclusively for purchase, construction and improvement of building and facilities, and the purchase and installation of necessary equipment for Voice of America broadcasts, including land acquired overseas. Part of the whole sum also is allowed for retroactive salary increases.

The Senate committee did not call on State Dept. Voice officials to testify during subcommittee hearings, but earlier prominent U. S. radio and press officials had attested before a similar House committee to the urgency of the funds increase [BROADCASTING, Aug. 22]. They cited need for funds to counteract Soviet jamming of Voice broadcasts, the necessities of psychological warfare "in the event of world emergency," and the information and propaganda aspects of the cold war in general.

UNESCO MEET

U. S. Urges More Radio

NEED for expansion of mass communications plans, particularly in radio, directed toward a sharper appreciation of human rights, was reaffirmed again by the U. S. National Commission for UNESCO at the Paris conference fortnight ago, State Dept. reported.

The delegation, headed by George V. Allen, assistant Secretary of State for Public Affairs, also reported to the conference, that the U. S. has signed the UNESCO audio-visual convention. The proposed pact is designed to remove duties and various restrictions on educational materials, and now goes to the U. S. Senate for ratification. It places the U. S. squarely on record as favoring a more comprehensive agreement which would include publications as well.

The Commission also had urged that all major projects of UNESCO, including the radio field, be greatly stressed and that UNESCO seek to increase activities of national commissions so as to augur for a mass movement in all countries.

Secretary Allen described the task of developing international understanding as difficult but not impossible, and emphasized that UNESCO's first responsibility is "to tear down those barriers to communications, so people can know each other directly. . . ." If radio broadcasts could carry the assurance of peace throughout the world people everywhere would "raise a great shout of simultaneous joy," he added.

WVOM Boston has purchased entire library of now defunct WORL Boston. Library contained more than 6,000 records.

IRE EXPANDS

Forms Quality Control Unit

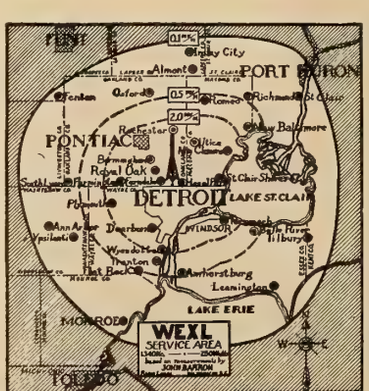
FORMATION of a professional group on Quality Control in the field of radio, communication, television, electronics and allied subjects has been announced by the Institute of Radio Engineers. At the same time, the IRE's Administrative Committee, which held its initial meeting last month in New York, elected a new slate of officers.

Elected chairman of the committee is R. F. Rollman, Quality Control Section of Allen B. DuMont Labs.; vice chairman, B. Hecht, manager of Quality Control Section of International Resistance Co., Philadelphia; secretary-treasurer, Dr. Victor Wouk, chief engineer of Beta Electric Corp., New York. The committee will sponsor a full session at the radio fall meeting at Syracuse, N. Y., on Oct. 31, Nov. 1-2 when three papers will be presented.

Boston Engineers Meet

EIGHTY to 100 engineers and technicians from stations in Maine, New Hampshire, Massachusetts and Rhode Island attended the first meeting of the Boston Broadcast Engineers group of IRE in Boston Sept. 15. Highlight of the session was a paper concerning the new measurement requirements of the FCC, presented by Prof. Hobart Newell of Worcester Polytechnic Institute. Next tentative meeting date is Nov. 10.

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WEXL
1340 KC 250 Watts

WEXL-FM
104.3 MC. 18,000 Watts
Royal Oak, Michigan
PRIMARY COVERAGE

900,860 Radio Homes—
More than half the total Radio Homes in Michigan, with a retail buying power (1948) of over $3½ billion.

OPERATING 24 HOURS DAILY

Member N.A.B.—M.A.B.

MASON CASE

Trial Set for Oct. 24

TRIAL of Sam Smithwick, former deputy sheriff, for the murder of W. H. (Bill) Mason of KBKI Alice, Tex., has been set for Oct. 24 in district court at Belton. The case was ordered transferred from the south Texas town of Alice because of high feeling in the area.

A special Jim Wells County grand jury, which indicted Mr. Smithwick [BROADCASTING, Sept. 19], was discharged Sept. 23 after 10 days' investigation into voting in last year's U. S. Senate primary, when Sen. Lyndon Johnson defeated former Gov. Coke Stevenson by the close margin of 87 votes in a 1,000,000-vote primary. The Senator's wife, Claudia Johnson, is president of KTBC Austin. The grand jury returned no indictment in the latter case.

Announcer Recruits

THE National Academy of Broadcasting, Washington, graduated 24 students Sept. 23. Three of the announcer graduates already had accepted professional positions before receiving diplomas—Robert Evans with WSSB Durham, N. C.; Charles Farkas with WAZF Yazoo, Miss., and Harry S. Baum, WHIW Rutland, Vt. Commencement speaker was J. N. (Bill) Bailey, radio and newspaper consultant of Washington and Baltimore, who stressed high standards in programming. Mr. Bailey was executive director of the FM Assn. from 1947 to 1949.

Defense Series

ABOUT 300 stations currently are airing *Defense Report*, weekly news script presented by the Dept. of Defense, according to Charles E. Dillon, chief of the radio-television branch and producer of the series. Scripts summarize news about the armed forces in an informal and authoritative presentation and is available for placement by public information officers of all services. Response from stations indicates that circulation will be doubled shortly, Mr. Dillon said. Series was inaugurated Aug. 1.

Programs

FIFTEEN-MINUTE, five-a-week news broadcast by Jerry Taylor on WRIB Providence, R. I., has used up to 5,000 words of copy for one program. Show specializes in local news and utilizes tape recordings as special feature. Over 60% of local news beats have been scooped by show over local papers, station reports. Program, *Newport Radio Express*, reportedly was among the first shows in Rhode Island to use editorials on local scene.

Salute to Civic Service

SERIES to be aired five times weekly for 15-minute period on KCBS San Francisco will salute different service organization each week. Called *Oroweat Salute to Civic Service*, shows are presented in cooperation with San Francisco Community Chest. Format is discussion of work of social service in Bay Area. Groups working with problem children, the blind, crippled, aged, mentally disturbed, or underprivileged will be honored.

Music for Youngsters

MUSICAL program aired on WTAG Worcester, Mass., features serious music for children in age group of five-to-ten years. Hour-long show, *Make Friends With Music*, seeks to help children understand music by talking about it in simple terms. To aid in this, 8½ by 11-inch musical diary can be obtained from WTAG. Diary devotes full page to each program with program notes and spaces for children to write in titles and composers of selections played. Additional pages, to be obtained in spring, may be inserted into loose-leaf binder by children.

Delayed Broadcasts

SATURDAY evening delayed broadcasts of Northwestern U. and Evanston Township High football games will be aired over WEAW (FM) Evanston, Ill. Tape recordings will be unedited and contain all color associated with games. WEAW feels that its convenience will make it a popular feature in Chicago.

Constitution Reading

ATTEMPTING to promote better understanding of the Constitution, KGFJ Hollywood has started new policy of opening one of its regular newscasts with reading of a section of an article of Constitution. Reading started with preamble and will proceed through entire Constitution including all amendments, in consequent newscasts.

Sub Succeeds

WHEN Brooke Johns, regular announcer for *Morning in Maryland* disc show on WBCC Bethesda, Md., was called away suddenly, his 17-year-old daughter, Joanne, took over show. Lack of experience nothwithstanding, she interviewed representatives of Junior Chamber of Commerce, spun discs and chatted so well that station has offered her show of her own.

'NORONIC' TALE

Radio-TV Covers Disaster

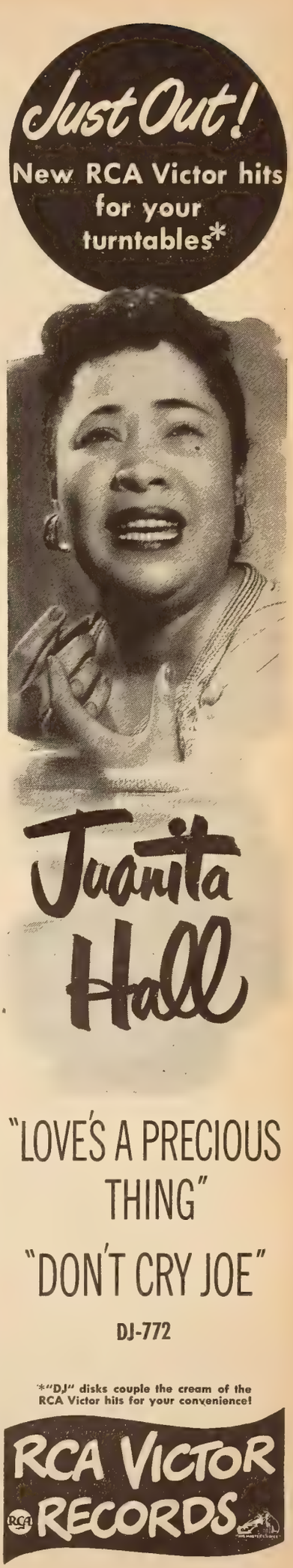
RADIO and TV stations jumped into action Saturday, Sept. 17, the day of the *Noronic* disaster in Toronto harbor. Tale of charred victims and the burning ship was relayed to listeners and viewers in record time. First stations reporting activities included CHUM Toronto; WCUO (FM) WJMO WGAR WEWS (TV), all Cleveland; WFMJ (FM) Youngstown, Ohio, and WCOP Boston.

CHUM recorded interviews with survivors, supplying the recordings to NBC for national broadcast and also newsreel film for NBC-TV use. Station's staff aided in task of bringing together families separated by fire. Rolly Ford, station manager, reports coverage was hailed for its public service and news job. WFMJ (FM) flew Robert Makall, program director, to the scene for tape recordings of witness accounts by Youngstown survivors.

FM coverage also was supplied by WCUO, whose manager, Ralph Wallace, was in Toronto to broadcast a union convention. WCUO fed WGAR for exclusive AM coverage and also aided WEWS' television coverage. The latter sent Cameraman Mel Horace to film newsreel shots of the ruined ship. These were shown in Cleveland Saturday evening. A second cameraman and engineer flew to Toronto for followups on victim identification and interviews with investigators. These films were telecast Monday and Tuesday.

Heads-up coverage from as far away as Boston was reported. Alan Barnett, friend of WCOP Newsman Bornie Kamonsko, who was in Toronto that week-end, phoned station and offered on-the-spot description. WCOP accepted, recorded the details by telephone recorder and thus had an exclusive on-the-air that same night.





Allied Arts



GEORGE DIETRICH, former eastern sales manager of Radiotime Inc., publisher of trade service listing program schedules and time availabilities, named general manager of corporation. He will headquarter in company's Chicago office and will be in charge of sales, distribution and production of publication. He previously was member of Talon Inc. sales staff.

PROCKTER RADIO PRODUCTIONS Inc. announces removal of offices to 221 West 57th St., New York. Phone: JUdson 6-4360.

WARWICK & LEGLER Inc., New York, signs two-year agreement for National Nielsen Radio Index Class "A" Service, including New York TV reports.

KILLINGSWORTH TV PRODUCTIONS Inc., New York, moves to new quarters at 150 West 49th St., and expands its staff. New personnel includes **JOHN T. MATTHEWS,** formerly with Visual Science and Research, sales manager, and **IRVING G. GORDON,** attorney. Firm has completed package situation-comedy musical featuring Landt Trio, which it is offering for telecast.

CONTRACT renewals and extensions for World Broadcasting System, New York, transcribed library service, signed last week by five Georgia stations: WALB Albany, WMVG Milledgeville, WGAA Cedartown, WRLD West Point and WTOC Savannah.

HAL TATE, owner of Hal Tate Radio Productions, Chicago, is father of a girl, Marilyn Jean.

TEXAS JIM LEWIS, Decca recording artist, signs with Broadcasting Corp. of America's Western Network to do his western show 5:30-6 p.m., Mon., Thurs. and Fri. on KPRO Riverside; KREO Indio; KROP Brawley; KYOR Blythe; KPOR San Bernardino, all California.

Equipment

EDWARD T. O'TOOLE, newspaper and radio freelancer in New York and New England, appointed assistant general manager of the Vidcraft Television Corp., New York, television set manufacturer.

RADIO INVENTIONS Inc., New York, research and development organization currently concentrating on facsimile equipment, changes its name to Hogan Laboratories Inc. Company headed by **JOHN V. L. HOGAN,** pioneer radio inventor, former owner of WQXR New York.

LEONARD C. TRUESDELL appointed sales manager for household radio and television for Zenith Radio Corp., Chicago.

DON BELDING
Gives Up ANA-AAAA Chair

REPLACING Don Belding, Foote, Cone & Belding, Los Angeles, executive committee chairman, Faustin J. Solon, vice president of Owens-Illinois Glass Co., Toledo, last week was elected chairman of the Joint ANA-AAAA Committee on improvement of public understanding of our economic system. Mr. Belding relinquished his chairmanship to act as president of Freedoms Foundation Inc.

Henry C. Flower Jr., vice president and director of J. Walter Thompson Co., New York, was elected vice-chairman of the joint committee, succeeding H. M. Shackelford, vice president in charge of sales promotion and advertising, Johns-Manville Corp., New York.

Canada Radio Week

PLANS are nearing completion for National Radio Week in Canada, Oct. 29-Nov. 5. Participating are Canadian Assn. of Broadcasters, Canadian Broadcasting Corp., Canadian Assn. of Radio and Appliance Dealers, and Radio Mfrs. Assn. of Canada.

NIELSEN
Issues 'Extra Week' Ratings

NIELSEN ratings will be issued henceforth on programs during four weeks of the month rather than two, it was announced last week by A. C. Nielsen, president of the Chicago market research firm.

Subscribers to Nielsen's Radio Index, who have been getting red-covered reports for all network shows two weeks each month, will now receive the blue-covered "extra-week ratings," covering all evening and week-end programs for the other two weeks "for a small optional surcharge." Daytime multi-weekly ratings for the extra weeks will be available on special order, Mr. Nielsen said.

The doubled service is an outgrowth of subscriber demand, Mr. Nielsen reported, and is expected to make possible "sounder decisions, by availability of twice as much information; earlier decision regarding success of a program, and appraisal of guest stars and other special features almost irrespective of the date of broadcast."

Mr. Nielsen pointed out that extra-week ratings, similar to all other features of the National Nielsen Radio Index Service, are determined from a national sample of radio homes, with ratings expressed in number of homes reached as well as in percentages.

National Nielsen-Ratings Top Programs

(TOTAL U. S. INCL. SMALL-TOWN, FARM AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)

EXTRA-WEEK
AUGUST 14-20

Current Rank	Previous Rank	Program	NIELSEN-RATING† — Current Ratings — Homes (000)	Homes %	Points Change
		EVENING, ONCE-A-WEEK			
1	4	Crime Photographer	5,578	14.2	+5.0
2	1	Mr. Keen	4,792	12.2	+2.5
3	2	This Is Your F.B.I.	4,282	10.9	+1.4
4	21	Dr. Christian	4,085	10.4	+3.9
5	12	Gene Autry Show	4,046	10.3	+2.4
6	13	The Fat Man	4,007	10.2	+2.4
7	5	Mr. District Attorney	4,007	10.2	+1.1
8	6	Our Miss Brooks	3,889	9.9	+1.1
9	9	Big Story	3,810	9.7	+1.8
10	11	Henry Morgan Show	3,771	9.6	+1.7
11	3	Adventures of Sam Spade	3,732	9.5	+0.1
12	23	Mr. Chameleon	3,732	9.5	+2.0
13	19	A Life in Your Hands	3,692	9.4	+2.6
14	20	Mr. & Mrs. North	3,653	9.3	+2.6
15	8	Mystery Theatre	3,653	9.3	+1.3
16	17	First Nighter	3,614	9.2	+2.2
17	18	Curtain Time	3,378	8.6	+1.7
18	26	Big Town	3,221	8.2	+2.2
19	30	Vaughn Monroe	3,221	8.2	+2.5
20	7	Corliss Archer	3,142	8.0	—0.7
		EVENING, MULTI-WEEKLY			
1	2	Lone Ranger	2,710	6.9	+0.7
2	1	Counter-Spy	2,593	6.6	+0.2
3	3	News of the World	1,453	3.7	—0.6
		DAY, SATURDAY			
1	2	Stars over Hollywood	3,653	9.3	+0.6
2	3	Armstrong Theatre	3,535	9.0	+1.5
3	1	Grand Central Station	3,339	8.5	—0.3
		DAY, SUNDAY			
1	1	Martin Kane, Private Eye	2,553	6.5	+0.2
2	2	House of Mystery	2,514	6.4	+0.1
3	9	Solitair Time	1,100	2.8	+1.8

Copyright 1949, A. C. Nielsen Co.

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 39,281,000—the 1949 estimate of Total United States Radio Homes.
(†) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

RADIO GUILD
Asks 15% Pay Raise at CBS

DEMANDS for a 15% or $7.50 wage increase, whichever is larger, have been presented CBS by Radio Guild, United Office and Professional Workers, CIO, in negotiations for a new contract to replace the present agreement expiring Nov. 30.

Also among the demands are: Two weeks notice of layoff or dismissal; more severance pay; no layoffs unless work is actually curtailed; company-wide seniority to take precedence over job classification seniority. Represented by the Radio Guild are 600 employes in New York, most of them white collar workers.

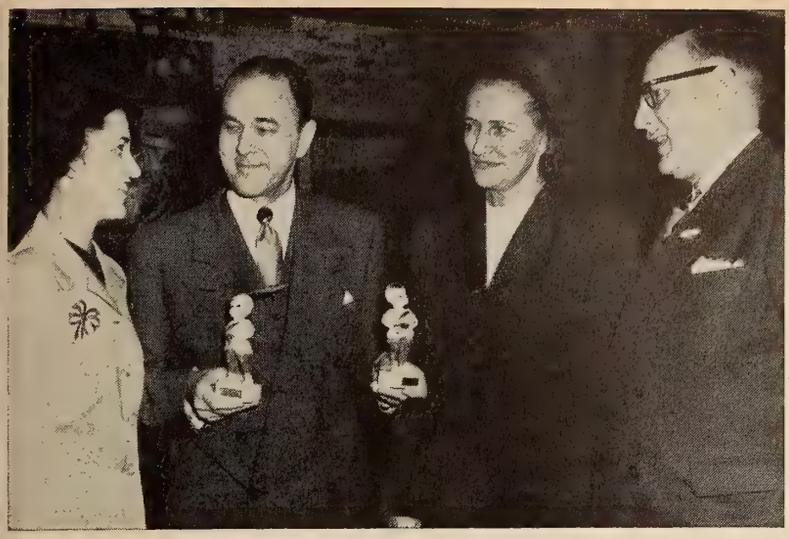
You don't need a slide rule to find
THE ECONOMY BUY IN NORFOLK!
Get the facts from BROADCASTING MARKETBOOK (page 194)
Consult SALES MANAGEMENT's "Survey of Buying Power", May 1949, about
VIRGINIA'S NO. 1 MARKET
POPULATION.....567,400
and remember . . .
"We Solve Advertising Problems"



B. Walter Huffington, General Manager — Ask Ra-Tel!

Announcing:
Christmas Wreathes The World
- 25 one shot half hours.
- Low cost, one man production.
- Exclusive rights.

For **FREE** Sample Script and complete details contact:
Radio Script Services
218 N. Duke Street
Lancaster, Penna.



OSCAR awards which will be presented to radio and television stations contributing most to the Chicago Community Fund campaign this month are introduced at a Fund luncheon by Henry Haupt (2nd from l), vice president of BBDO's Chicago office and chairman of the Fund's public relations committee. With him are (l to r): Betty Ross, assistant director of public affairs and education at NBC's Central Div.; Frances Dixon, program booking supervisor, WENR, and Burr Lee, WENR production manager. The Chicago goal is more than $8 million.

LOBBYING PROBE

Committee Blocks Plans

CONGRESSIONAL plans to launch a far-reaching probe of lobbying in this session struck a roadblock last week when the House Administration Committee temporarily turned thumbs down on proposed funds for an investigation which could encompass activities of the radio industry, FCC, FTC and other independent agencies.

The committee heard an appeal from Rep. Frank Buchanan (D-Pa.), author of legislation (H Res 298), for $50,000 to conduct the probe under a proposed seven-man Select Committee, to be chosen by House Speaker Sam Rayburn (D-Tex.). Authorities said the action was not final and the committee simply decided "not to report out" the resolution at this time. They indicated, however, little likelihood funds would be approved this session with adjournment drawing near.

The House decided to push its investigation last July following its passage of a measure to compose a Joint Senate-House group. The concurrent resolution (H Con Res 62) is on the Senate calendar. Senate and House legislators had disagreed on the number of members for the joint unit [BROADCASTING, Aug. 1]. Meanwhile Speaker Rayburn reportedly has been awaiting Senate action before naming select committee personnel.

All proposals would authorize and direct a study and probe of lobbying activities designed to "influence, encourage, promote, or retard legislation," including those of federal agencies. Radio stations and networks with Washington representatives also would fall under the scrutiny of legislators.

Charles Mencher

CHARLES MENCHER, 49, senior clerk at the New York office of FCC, died at his Brooklyn home Sept. 26 from a heart ailment. He had been a clerk with FCC for 29 years. His wife, Mrs. Grace Mencher, and twin daughters, Audrey and Bernice, 17, survive.

FAMILY

WIBW has been a farm station for almost a quarter-century. We sell Kansas and adjoining states because we've served them well. We're one of the family.

WIBW The Voice of Kansas in TOPEKA

Commercial

B. GEORGE BARBER Jr., formerly promotion manager for WCOS Columbia, S. C., and commercial manager of WKIX and WNOK same city, and most recently general manager of WJAY Mullins, S. C., becomes commercial manager of WFTC Kinston, N. C.

HERBERT S. BENNELL joins sales staff of WCFL Chicago. He formerly worked at Chicago *Sun-Times* as advertising service manager, for *Philadelphia Enquirer* in Chicago and *Nowadays*, newspaper supplement.

DAVE GOLDEN, former director of publicity and promotion of WPAT Paterson, N. J., joins WTTT Coral Gables, Fla., as sales manager.

DUMONT Television Network opens Chicago sales office at 135 S. LaSalle St., headed by **GIL BERRY**, former sales manager of ABC's Central Div. He will represent all DuMont o & o stations—WABD (TV) New York WDTV (TV) Pittsburgh and WTTG (TV) Washington.

LEON P. GORMAN, former sales and promotion manager for WPOR Portland, Me., appointed to similar position at WABI Bangor, Me.

E. N. BEARD Jr., new to radio, joins sales staff of WCOG Greensboro, N. C.

BILL SHAW, former promotion director and time salesman of WLAC Nashville, Tenn., joins sales staff of KCRG KCRK (FM) Cedar Rapids, Iowa.

W. J. WILLIS, formerly with Public Relations Publications of Columbus, Ohio, joins sales staff of WKY-TV Oklahoma City.

HENRY Z. UNGAR resigns from sales staff of WMPS Memphis, Tenn., to become vice president in charge of sales for National Products Co., Memphis.

ARMAND TERL, formerly commercial manager of WSID Baltimore, appointed account executive for WFBR same city.

WILLIAM N. DAVIDSON, account executive in ABC station relations department, resigns to join Free & Peters Inc., New York, station representative, as account executive.

BEN B. BAYLOR Jr., assistant general manager and director of sales for WMAL-AM-TV Washington, has left for Chicago, Detroit and Pittsburgh where he will consult with sales departments of ABC and agency officials.

GEORGE R. TURPIN resigns as commercial representative of WANS Anderson, S. C. He plans to re-enter promotional field, selling and producing regional sales campaigns through new organization, George R. Turpin & Assoc., Fort Worth, Tex.

DON PONTIUS, for past three years on Chicago sales staff of Weed & Co., station representative, appointed manager of Chicago office of Robert Meeker Assoc. Inc., station representative. Veteran of 20 years in midwestern radio, he served on sales staffs of WGN Chicago and MBS Chicago, before entering service during World War II. Upon return to civilian life, he became timebuyer for Hill Blackett Agency before joining Weed & Co.

KNAK Salt Lake City and **KTBI Tacoma, Wash.**, appoint **Independent Metropolitan Sales**, New York, as national representative. **KATL Houston, Tex.**, appoints same representative, effective Oct. 15.

KSMA Santa Maria, Calif. appoints **Lee O'Connell**, Los Angeles, as national advertising representative.

Cecil C. Fogarty

CECIL CLEMENT FOGARTY, 72, president of C. C. Fogarty Agency, Chicago, died Sept. 21 after an illness of three years. Funeral services were conducted Sept. 24 at Memorial Park Cemetery, Evanston, Ill. Mr. Fogarty was a partner in Matteson, Fogarty, Jordan, which was organized in Chicago in 1919. In July 1945 he established his own firm, with himself as president and a son, John G., as partner. Also surviving is a daughter, Elizabeth G. Fencl.

Acme in Sound Reproduction

The NEW LANG-WORTH Transcription

LANG-WORTH FEATURE PROGRAMS, Inc.

113 W. 57th STREET NEW YORK 19, N. Y.

Network Calibre Programs at Local Station Cost

KPIK TRANSFER

Carries Out FCC Approval

COMPLETE reorganization of KPIK San Luis Obispo, Calif., was announced by the station last week with the effecting of transfer to new owners as approved by FCC [BROADCASTING, Aug. 22]. Call also has been switched to KMNS.

New licensee, Pacific Broadcasting Co., acquired the station from San Luis Obispo Broadcasting Co. for $20,000. Pacific Broadcasting is owned equally by Marc H. Spinelli, former director for WRGB (TV) Schenectady and supervisor of the radio-television department at Woodbury College, Los Angeles, who becomes general manager of KMNS; Mary Di Priter, 25%; Richard R. and Stanley Primanti, Pittsburgh restaurateurs. Sellers were S. H. Frowein, Aram S. Rejebian and Emma Widman. KMNS is assigned 250 w on 1340 kc.

Harriette Dunbar, former women's program director at WWNY Watertown, N. Y., and continuity manager at WWVA Wheeling, W. Va., has been named assistant to Mr. Spinelli. Mrs. Esther Wright, only member of the former KPIK staff retained, becomes station manager of KMNS. Announcers are Ken Erhardt, Stan Coleman and Paul McElroy. Chief engineer is Rod Meyers. Ed Wyman has been named commercial representative. Ed Caywood is chief accountant.

Programming emphasis will be on local public service and sports, the station announced, with Deke Thresh, local Ford dealer, having purchased all broadcasts of the home and away football games of California State Polytechnic College.

Don Lee Programs

DON LEE Broadcasting System reports it has 52.8% of the 36 regionally-rated sponsored shows for the second successive month. Ward Ingrim, vice president in charge of sales, disclosed to BROADCASTING that Don Lee has 19 programs among those rated on the four coast networks, more than the combined three other networks.



A. B. SPARBOE (in foreground), head of the flour milling division of Pillsbury Mills Inc., answers a question from a stockholder during the question-and-answer session of the *Stockholders' Meeting of the Air* broadcast over CBS outlet, WCCO Minneapolis, last month. At the second mike is Philip W. Pillsbury, president of Pillsbury Mills. Half-hour broadcast incorporated highlights of the annual stockholders' meeting of Pillsbury Mills, 80-year-old Minneapolis firm. Sig Mickelson, director of public affairs for WCCO, producer of the show, is in the background.

KRAM LAS VEGAS

In New Home, Joins MBS

KRAM Las Vegas started broadcasting yesterday (Oct. 2) from its new studios at the Hotel Flamingo [BROADCASTING, Aug. 29], Ed Jansen, president of Desert Broadcasters and co-owner of the station, reports. At the same time, KRAM joined MBS.

Open house was held at the studios for people of Clark County 4-6 p.m. to inspect the new facilities. The hotel allotted glassed-in quarters facing the Flamingo patio for main studios and additional space for offices. Administrative staff will utilize space on the main floor and mezzanine. KRAM, formerly daytime only, decided on the shift in quarters following the FCC's decision to allow it 24 hours a day programming. Station reports the Flamingo management plans to originate network shows via KRAM.

KWK Tours

KWK St. Louis' Globe-Democrat Tower studios have played host to nearly 15,000 visitors since conducted tours of the building were started 14 weeks ago. The newspaper ran a center color-gravure of different studios and personnel who greet an average of 1,000 sightseers a week. Shown in the spread are newscasters, disc jockeys, engineers, etc., as well as studios, control and reception rooms. Tours will continue as long as there is demand, according to Ray E. Dady, KWK vice president and station director.

IOWA NEWSMEN

Elect McCuen President

IOWA RADIO NEWS Assn. elected a new slate of officers at its fall meeting at Des Moines which was attended by 50 delegates. Charles McCuen, KRNT Des Moines newscaster, is IRNA's new president, succeeding Charles Hilton, KGLO Mason City.

Also named were Robert Redeen, WOC Davenport, vice president; Prof. Arthur Barnes, U. of Iowa School of Journalism, secretary-treasurer; Art Smith, WNAX Yankton-Sioux City, and Ken Kew, KGLO Mason City, board members. Speakers included George Yates, chief photographer of the *Des Moines Register & Tribune*, who explained the news cameraman's tie-in with TV; W. Earl Hall, *Mason City Globe-Gazette* managing editor, giving a newspaperman's look at radio news, and Iowa Gov. William E. Beardsley, who praised radio newsmen for keeping the public informed.

THORNBURGH

Splits WCAU-AM, TV Sales

SALES STAFF of WCAU-AM & TV Philadelphia has been divided into separate units for AM and television, Donald W. Thornburgh, new president and general manager of WCAU Inc, has announced. Mr. Thornburgh made the announcement during a recent luncheon at Philadelphia's Ritz-Carlton Hotel, his formal introduction to local newsmen.

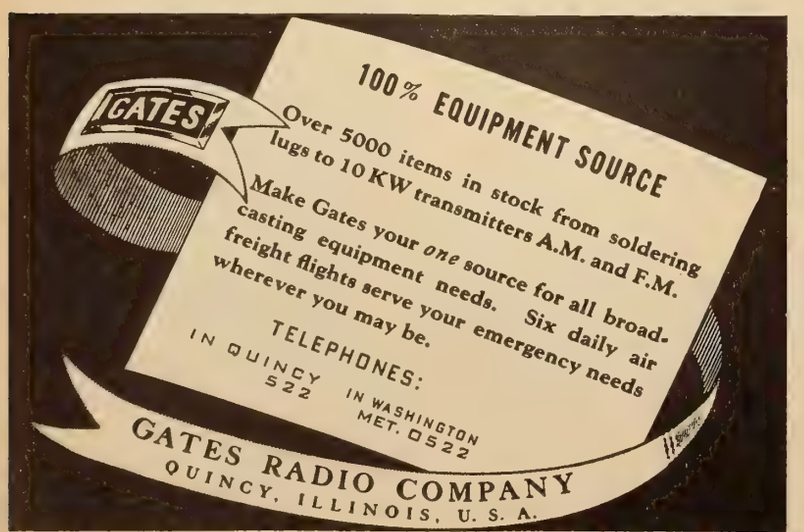
Where before there were a sales manager and three salesmen for both radio and TV, Mr. Thornburgh now has four salesmen on AM and five on TV, with a sales service man on each side. Alex Rosenman, vice president in charge of sales, is in charge of both units. Mr. Thornburgh, aiming to achieve one of the largest advertising jobs ever done by the station, feels the new alignment will offer better service promotion-wise.

Successor to Dr. Leon Levy, who retired as president, Mr. Thornburgh, former vice president in charge of the CBS Western Div., evinced high satisfaction with the general TV situation.

"I am much more optimistic about the break-even point of television than I was six months ago," he said. "Television has come along infinitely faster than expected. The networks are providing more programs for stations to sell. Mr. Rosenman tells me that we will have only four station-break announcements available after Oct. 1 for the period from 6 to 10 p.m. All TV is suffering from rates that are too low. They will have to be increased on all stations in the near future and I hope CBS will follow NBC in this. TV should arrive at the break-even point next year."

WBS Adds Five

WORLD BROADCASTING SYSTEM has announced the signing of new contracts for use of its transcribed library service with five stations and renewal and extension of contracts with five others. The new outlets contracting with WBS are WHIZ Zanesville, Ohio; WCEN Mt. Pleasant, Mich.; WOHI East Liverpool, Ohio; WHDL Olean, N. Y. and WCHV Charlottesville, Va. Those renewing and extending contracts are WBIZ Eau Claire, Wis.; WZIP Covington, Ky.; WSWN Belle Glade, Fla.; WJMZ Florence, S. C. and KSWM Joplin, Mo.



RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Televisfon technicians to the Broadcasting Industry.

Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

WILLIAM E. LANE, former assistant stage manager and later film director for WWJ-TV Detroit, becomes publicity manager for station replacing **RICHARD S. SPENCER Jr.,** who has joined sales staff of WWJ.

SHIRLEY LANSING, former copywriter at ABC, joins promotion department of WOR New York as staff writer.

ROBERT IVES joins WCAU Philadelphia promotion department to handle research and sales promotion presentations. He was formerly with Sindlinger & Co., audience measurement firm, same city.

ROBERT PURCELL, director of public relations at KTTV (TV) Los Angeles, named for role in forthcoming Columbia Pictures release, *Mark of the Gorilla.*

Promotion



Broadcast Tickets

BUFF-COLORED card distributed by WBOW Terre Haute, Ind., calls attention to football broadcasts by Bob Ferguson sponsored by Downtown Chevrolet, that city. Back of card has dates and times of games, while front, besides featuring above information, has stub end reading, "Section—Living Room at Home: Row—In Front of Your Radio: Seat—Favorite Chair. Season Ticket." Card comes in envelope marked, "Here are your football broadcast tickets from Bob Ferguson."

Statistics Mailing

FOLDER featuring detailed map of coverage of KSUM Fairmont, Minn., has been issued by station, giving summary of Conlan Radio Report and statistics of station's primary area. Cover contends: "Most Powerful . . . Most Popular fulltime voice of Southwestern Minnesota . . . Northwestern Iowa . . . KSUM." Back of folder has Class A and B rate card information.

Like Digging a Well

PROMOTION sheet from O'Brien & Dorrance Inc., New York, shows picture of well and points out that promotional activities require same kind of "know-how" as well-digging. Advertisers must know where and how to dig for best results. Folder concludes, "Little job, big job—we're available."

Football Promotion

ON mailpiece showing West Point Cadets in formation at Philadelphia Municipal Stadium during Army-Navy football game, WPEN Philadelphia remarks: "Do You Know . . . How to score a direct increase in sales in the Philadelphia market? Place your advertising schedule on WPEN—the station that sold $11,500 worth of television sets in just one three-hour program."

Pictured Folder

LIBERALLY illustrated folder distributed to trade proclaims, "CBS and Smart local programming give WKBN [Youngstown, Ohio] Hoopers like these. . . ." List of high Hooperatings for 13 programs follow. Inside of folder has listing of comparative local and national Hooperatings for 53 shows and statement pointing out that of these 53 shows, "52 had a WKBN rating that was better than national average. . . ." Thirty-five of them had station ratings of double and four tripled national average. Station's share of local audience is illustrated, with index on back of folder.

Female Radio Commentators

COLUMN in Washington *Daily News* by Tom Donnelly fortnight ago recommended that women radio commentators and directors of women's shows be asphyxiated. Ruth Crane, director of *Modern Woman* show on WMAL Washington, challenged offending columnist to conduct her show one morning. Resulting show was uneventful except for exchange of olive branch between Miss Crane and columnist.

WPAY Pretty Girl

GIFTS to be awarded local winner of *Lux Radio Theatre* contest to determine prettiest 15-year-old girl were exhibited in bank window in Portsmouth, Ohio. Prizes were displayed against backdrop poster with pictures of CBS talent and large card with call letters of WPAY WPAY-FM, CBS outlet in Portsmouth. Six finalists in contests appeared on *1400 Club* show on WPAY.

Front Row Center

SMALL folded card with pictures of Cass Franklin and Monica Moore, dance duo on DuMont TV Friday nights, has been sent to prospective viewers. Back of card has names of other DuMont talent. Card is accompanied by paper reading, "Presently Appearing—Front Row Center—DuMont Television . . . Friday Nights At Eight . . . 10th Consecutive Week."

Direct Mail Awards

BEST direct mail advertising campaign of any U. S. station last year was voted for WMAQ (NBC) Chicago for second consecutive year at annual convention of Direct Mail Advertising Assn. in Chicago. "Best of Industry" award was presented to Harold Smith, WMAQ promotion manager. NBC earned first place in network class, and its station KNBC San Francisco, won honorable mention in stations category. David Lasley, NBC Central Div. promotional and advertising manager, talked on "Use of Direct Mail in AM and TV Promotion" before delegates.

Logs for Patients

BULK mailings of WTOP Washington's program logs go to large hospitals in Washington area. Eight-page schedules are distributed to hospital patients. Hospital officials have expressed patients' appreciation for service and made requests for larger numbers, station reports.

Lights On

"NO MORE groping in the dark when you hire WIBW to do your Kansas Selling," says gimmick-minded Ben Ludy, general manager of Topeka station in sending luminescent plastic electric light pull cord to trade. Reply card is attached for those desiring details of audience and availabilities.

Promotion With Product

LARGE neon-lighted clock hung in window of WHBC Canton, Ohio, studio at Stark County Centennial Fair formed part of station's promotion for Pepsi-Cola. Announcements of time over station's P.A. system were accompanied by plugs for Pepsi-Cola. Special 30-second musical spot for local bottler was provided by company containing references to fair. Cartons of Pepsi-Cola were awarded to contestants on station's giveaway shows.

South African Mailing

CLEVERLY-illustrated folders serve to carry message of listener pull of Lourenco Marques Radio, Johannesburg, South Africa. One folder shows drawing of small girl writing "2+2=5" on blackboard. Caption reads, "But these are the facts. . . ." Inside, child is shown in front of board where she has written "2+2=4" many times. She is sticking out her tongue toward page giving station information.

Butler Cooperation

TO KEEP youngsters in Butler, Pa., happy, when they were kept home from school an extra few weeks because of polio in the county, WBUT and WISR cooperated to present their facilities to the city's Recreation Board for a series of children programs. Called *Radio Playground,* the experimental show consisted of four daily programs simultaneously carried by the stations but alternated as to origination points. When the program originated at WBUT, WISR picked up the broadcast on its FM receiver and rebroadcast over its AM facility.



READ by more agency-advertiser executives than any other radio or TV journal

Only BROADCASTING brings together the week in radio and TV. Spot news—largely unduplicated elsewhere—new business, agency-advertiser personnel changes, program, promotion ideas, talent news and costs . . . all easily read and quickly grasped.

ADVERTISERS read BROADCASTING—to know everything that will make their radio-TV advertising more productive, more economical.

ADVERTISING AGENCIES read BROADCASTING—to do a better, more complete job for their clients.

STATIONS, NETWORKS, SERVICES read BROADCASTING—to learn quickly and reliably what is happening, week by week, in their business.

If YOUR business concerns radio-television you need BROADCASTING-TELECASTING — the only authentic reporter of every significant development in the field of mass radio communications.

$7.00 includes 52 weekly issues and the 1950 Yearbook.

Name

Street

City Zone State

I enclose _____ Please Bill Me ☐

BROADCASTING • TELECASTING NATIONAL PRESS BLDG. WASHINGTON 4, D. C.

WBAL means business in Baltimore

News

PAUL BOEHM, formerly of WSSV Petersburg, Va., rejoins WGPA-AM-FM Bethlehem, Pa., as sports director and play-by-play announcer. He handled play-by-play football and basketball for WGPA last season.

ED FAREY, for past three years production manager of CJOB Winnipeg, Man., becomes night news editor of CKNW New Westminster, B. C.

AMOS KIRBY, farm editor for WCAU Philadelphia, received first achievement award from Reading Fair, Reading, Pa., for service to farmers of Middle Atlantic area.

SPENCER ALLEN, director of news at WGN-TV Chicago, will discuss video's role in hospital and medical public education at 33rd annual session of Clinical Congress of American College of Surgeons at Chicago's Stevens Hotel, Oct. 19.

RICHARD HARKNESS, NBC Washington news analyst, and Mrs. Harkness have left for five week visit to Europe.

THOMAS J. PAGE, agricultural director of WNBC New York, cited by American Forestry Assn. for one of its six conservation awards for 1949.

BILL ELLIOTT, formerly sportscaster and disc m.c. for KERO Bakersfield, Calif., joins KAFY same city.

HERBERT WILE joins WCAU Philadelphia news staff as copy runner and production assistant on station's TV news program.

AL BOND resigns as farm editor of KIRO Seattle to return to Agricultural Extension Service at Washintgon State College in Pullman, Wash. He will serve as extension radio specialist, developing "Farm and Home" programs for use by stations around state, and as liaison man for college office agents and radio stations.

WALTER GRISHAM of NBC Central Div. news staff, and Rosemarie Murray have announced their marriage.

RCA Victor's automatic 45-rpm record player attachment (Model 9JY) is on sale throughout country repriced at $12.95 from original listing of $24.95.



Architect's view of the new WIS studio-office building.

NEW WIS HOME

Set To Open in Mid-November

WIS-AM-FM Columbia, S. C., will be housed in a new studio-office building next month. Building is unique in that its exterior preserves the tradition of Southern architecture while its interior emphasizes the new and modern.

Official opening is tentatively scheduled for the middle of November but moving operations from the present studio location in the wing of the Jefferson Bldg. start in about two weeks, according to Steve Libby, manager of WIS promotion-publicity. New location is at the southwest corner of Gervais and Bull Sts., two blocks from the state capitol building.

The two-story building is constructed in hand-made Colonial brick, its Southern flavor highmarked with beautiful white columns at the main entrance. The interior is modernistic and Mr. Libby says it is one of the most modern and complete broadcasting plants in the nation. Control room equipment was specially constructed for the station by Collins Radio Co., Cedar Rapids, Iowa, and is said to be "the ultimate in fine control room facilities."

Plans for accommodating TV in the structure have not been made. But Mr. Libby comments: "This will doubtless come sometime in the not too distant future." WIS is owned and operated by Surety Life Insurance Co. and has been on the air since July 10, 1930. WIS has been an NBC affiliate since 1932. Station is 5 kw and operates day and night on 560 mc. G. Richard (Dick) Shafto is general manager of WIS-AM-FM.

NETWORK WRITERS

To Have Security Clause

STAFF writers at ABC, CBS and NBC will have a union security clause for the first time in the agreement the networks and Radio Writers Guild are negotiating for the coming year, it was learned after a meeting Wednesday morning between the networks and the RWG.

The security clause, however, will be conditioned on the union's being certified as bargaining agent in proceedings now before the NLRB.

The networks turned down demands by the union for the right to arbitrate all layoffs and for a revision of their policy on television rights. On the latter point, the networks own television scripts that staffers write on their own time. The RWG wanted to revise the contract to permit staff men to free lance on their own time.

The two sides will meet again Thursday.

NEW NOVEL

Penned by 'Portia' Writer

MIRROR, MIRROR ON THE WALL. By Mona Kent. New York: Rinehart & Co. Inc. 307 pp. $3.00.

MONA KENT, $52,000-a-year writer of the popular daytime serial *Portia Faces Life*, now displays another facet of her writing talents with this new novel published last month.

The novel concerns a woman who not only wrote "cliff-hangers," but on the surface lived by their precepts. And in her story, Miss Kent reveals to the average reader both the serious workers and the phonies in the radio serial field.

Cowgirls On Parade

PROMOTING radio in a big way in the biggest state of the Union, Long stations in Texas are centering a contest on the popularity of Charlie Walker, singing cowboy, with competition among 300 young women in 20 south Texas towns. Contestants compete for the title of "Cowgirl Sweetheart of the Half Circle W for 1949." Mr. Walker has a half hour show *Half Circle W Roundup* originating at Long's KIOX Bay City. Winner is selected at every city visited by Cowboy Walker and a film troupe who are making "Cowgirl Sweethearts on Parade," 30-minute feature starring Mr. Walker and his radio show. The film, which is recording the entire contest, also will feature Lion Club activities in the Bay City Rice Festival where contest winners will be announced Oct. 7-8, and will promote Long advertisers. Contest is broadcast over KIOX, KVIC Victoria, KSAM Huntsville and KTLW Texas City.

Sponsor ABC Football

THE ABC *Game of the Week*, featuring play-by-plays of leading college gridiron clashes, again will be sponsored Saturday afternoons by the U. S. Army and U. S. Air Force Recruiting Service, starting Oct. 1. Gardner Advertising Co., New York, placed the contract for the games, which will be aired 1:45 p.m. to conclusion.

Thomas' Injuries

LOWELL THOMAS, CBS radio commentator, reported to have broken a leg when thrown by a horse in the Himalaya Mountains near Lhasa, Tibet [BROADCASTING, Sept. 26], suffered merely a bruised thigh and wrenched leg, it was learned last week. The newsman was treated by a British military surgeon and was expected last Wednesday to depart soon on a 16-day litter journey out of Tibet.

TONY LANE's Airlane Trio cut its 161st Lang-Worth transcription series last week.

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Production

PAT MURPHY, formerly of ABC Chicago production staff, joins NBC's Central Div. program staff as production-director. He replaces **MELVIN WAMBOLDT,** recently transferred to NBC New York. Mr. Murphy was a radio actor in Chicago for several years before the war.

TED POLLACK appointed chief copywriter for WLAN Lancaster, Pa. He formerly was on faculty of National Academy of Broadcasting in Washington and was also chief copywriter at WEED Rocky Mount, N. C.

JACK GUINAN, veteran of 13 years experience as staff and sports announcer at WGBI Scranton, Pa., WCAU Philadelphia, WGR Buffalo and WJTN Jamestown, N. Y., joins WSCR Scranton as production manager.

JOHN MAGNUS, former announcer at WICC Bridgeport and WRNB New Britain, both Conn., joins WWRL Woodside, L. I.

KEN MUDGETT, formerly of WSYB Rutland, Vt., joins announcing and continuity staff of WTWN St. Johnsbury, Vt.

SAMUEL BRUCE PETTEWAY, announcer-engineer for WJAY Mullins, S. C., Oct. 5 becomes program director for WFTC Kinston, N. C.

BOB QUINN, formerly program director of WKBZ Muskegon, Mich., joins announcing staff of KCRG KCRK (FM) Cedar Rapids, Iowa.

TED McKAY, former program director and announcer for Midwest Network and WCSI (FM) Columbus, Ind., becomes staff announcer and disc jockey for WKNA-AM-FM Charleston, W. Va.

EDWARD L. McMAHON, recent graduate of Catholic U.'s dramatic institute, joins WCAU-TV Philadelphia program department.

LOUIS LEWYN, former movie film producer, joins KLAC-TV Los Angeles as production supervisor.

RICHARD GOTTLIEB joins research staff of NBC *This Is Your Life.*

MARION SEXTON, former Mary Lee Taylor alternate, and director of women's activities for WOL Washington, appointed director of women's activities for WTAD Quincy, Ill.

GLEN JAMIESON, formerly of CKMO Vancouver, joins announcing staff of CKOV Kelowna, B. C.

BOB GRANT joins announcing staff at WBBM Chicago after working at WOAK (FM) and WXRT (FM), both Chicago.

HOWARD E. MACKEY, formerly announcer with WELL Battle Creek, Mich., and more recently with WKRS Waukegan, Ill., joins announcing staff of KHMO Hannibal, Mo.

BERNARD HERRMANN, permanent conductor of CBS Symphony, re-signed for three year term in his present post. He will sail for England at conclusion of the CBS symphony's 1949 Sunday concert series Oct. 9, to conduct six concerts of BBC symphony in London in series of broadcasts featuring American music.

TOM MOORE. who resigned recently as m.c. of ABC's *Ladies Be Seated,* is featured in new *Ladies Fair,* on Mutual from Chicago, five times weekly, 1:30-2 p.m.

DICK LIESENDAHL, director of remotes at WBKB (TV) Chicago for three years, joins WGN-TV Chicago as a director on remote crew.

RED BLANCHARD, former disc jockey for KPRO Riverside, Calif., becomes program director for station.

PATRICK H. CRAFTON, former program director for WEWS-TV Cleveland and later chief producer for KRON-TV San Francisco, appointed program director of KRON-TV.

CHARLES BAXTER, announcer for WTOL Toledo, Ohio, and Ann Haney have announced their marriage.

DAVID E. BIGLEY, program director of WJOI Florence, Ala., appointed Lauderdale county commander of American Cancer Society.

H. M. BEVILLE JR., NBC research director, will speak on "The True Dimensions of the Radio and Television Audience" Oct. 26 at eighth annual luncheon of Pulse Inc., to be held at Biltmore Hotel, New Work.

BONNIE PRITCHETT, actress and receptionist at WGN Chicago, and John McGowan have announced their marriage.

HARVEY OLSON, program manager of WDRC Hartford, Conn., is author of article on treatment of tuberculosis appearing in Hartford *Courant.*

BILL LEONARD of *This Is New York* show on WCBS New York, is the father of a boy, Nicholas Dacre.

DICK NEEDING, announcer at WWRL Woodside, L. I., and Lillian Saunders have announced their marriage. Mr. Needing plans to resign from WWRL to rejoin announcing staff of WKNY Kingston, Ky.

BILL HART, WCAU Philadelphia staff announcer and conductor of WCAU-TV's *On Chestnut Street* show, is the father of a boy, William, 3d.

IRA MARION, ABC script writer, is the father of a boy, Kenneth Philip.

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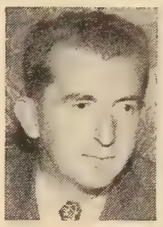
ABC EXPANDS
West Coast Operations

EMPHASIZING the importance of Hollywood in ABC operations, two new appointments have been announced by Robert E. Kintner, network executive vice president.

Richard A. Moore has been named assistant general manager and director of television operations and Ernest Felix assistant treasurer of the Western Div. Both report to Frank Samuels, western vice president.

In making the appointments, Mr. Kintner said, "The West Coast, because of business and industry as well as program talent, is of major importance to ABC, and, therefore, demands increased executive personnel."

Mr. Moore joined the network as an attorney after separation from the Army where he served



Mr. Moore



Mr. Felix

in the rank of captain in military intelligence. He has been active in television as budget officer and administrative assistant since April of this year. For several months he has been assisting in the establishment of KGO-TV San Francisco and KECA-TV Hollywood.

Mr. Felix entered radio in 1928 as auditor of KFRC San Francisco. In 1937 he became auditor and personnel manager of the combined KFI-KECA station operations in Los Angeles. Next he joined ABC western division in August 1944 as auditor.

NBS Report

NATIONAL BUREAU of Standards has published a summary of its 1948 activities in electronics, radio propagation and other fields in a 272-page illustrated booklet now available at the U. S. Government Printing Office. Activities were covered by 14 divisions comprising nearly 100 sections within the bureau. Annual report contains 39 half-tone illustrations and costs 25¢ a copy.



CITIZENSHIP award goes to Victor C. Diehm (r), general manager of WAZL Hazleton, Pa., for outstanding civic work and promotion of the city of Hazleton. Award was first to be made by the Hazleton American Legion Post. With Mr. Diehm is another award recipient, Mrs. Frank Correale, for donating a portable iron lung to the city.

MASON APPOINTMENT
Awaits Senate Approval

PRESIDENT TRUMAN's reappointment of Lowell B. Mason as commissioner on Federal Trade Commission for a full seven-year tenure was received by the Senate last Monday and referred to the Senate Interstate & Foreign Commerce Committee.

Spokesmen said the committee had set no date for a hearing but observers felt that opposition to Mr. Mason's reappointment was nominal. Mr. Mason's term expired Sept. 25. Under FTC's rules a commissioner may serve beyond expiration of his term. Comr. Mason also has been serving as acting chairman of the Commission. John Carson, FTC's newest member, took the oath of office last Wednesday from Supreme Court Justice Hugo L. Black [BROADCASTING, Sept. 26].

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ACTIONS OF THE FCC

SEPTEMBER 23 to SEPTEMBER 30

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur.-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis.-visual** | **unl.-unlimited hours**
STA-special temporary authorization | **CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

September 23 Applications . . .

ACCEPTED FOR FILING

AM—1450 kc

WJMR New Orleans—CP change from 990 kc 250 w D to 1450 kc 250 w unl. AMENDED to change name from Supreme Bcstg. System Inc.

AM—590 kc

KUGN Eugene, Ore.—CP change from 1400 kc 250 w unl. to 590 kc 1 kw unl. DA-N.

AM—980 kc

WFHG Bristol, Va.—CP change from 860 kc 1 kw D to 980 kc 1 kw unl. DA-N.

License Renewal

Following stations filed applications for license renewal: WNOP Newport, Ky.; WLAW Lawrence, Mass.; KVNJ Fargo, N. D.; KSEO Durant, Okla.; WSVS Crewe, Va.; WPIC-FM Sharon, Pa.

FM—98.9 mc

WKBZ-FM Muskegon, Mich.—CP change from 106.5 mc to 98.9 mc.

Modification of CP

WROV-FM Roanoke, Va.—Mod. CP new FM station for extension of completion date.

License for CP

KING-TV Seattle, Wash.—License to cover CP new commercial TV station, Channel 5 (76-82 mc), ERP vis. 18.52 kw, aur. 9.61 kw.

APPLICATION DISMISSED

WVLK Versailles, Ky. — Bluegrass Bcstg. Co. Inc. DISMISSED request for transfer of control from N. E. Berry et al to Scripps-Howard Radio Inc.

WKAX Birmingham, Ala.—Courier Bcstg. Service Inc. DISMISSED request for assignment of license from Courier Bcstg. Service Inc. to Standard Bcstg. Co. Inc.

September 26 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KWBB Wichita, Kan.—Mod. CP new AM station for extension of completion date.

WOI-TV Ames, Iowa—Mod. CP new TV station change ERP from vis. 13 kw, aur. 10.4 kw to vis. 15.7 kw, aur. 7.85 kw.

Following TV stations asked mod. CPs for extension of completion deadlines to dates shown: KRON-TV San Francisco, to 1-3-50; WNBQ Chicago, to 1-20-50; WTVN Columbus, Ohio, to 11-15-49; WLAV-TV Grand Rapids, Mich., to 1-15-50; WJAC-TV Johnstown, Pa., to 1-30-50.

APPLICATION DISMISSED

Radio Fitchburg Inc., Fitchburg, Mass.—DISMISSED Sept. 22 application for CP new AM station 1280 kc 1 kw unl. DA.

September 27 Decisions . . .

BY THE SECRETARY

KXGI Fort Madison, Iowa—Granted voluntary assignment of license from A. Orrie Carson to Carson Radio Inc.

WHOS Decatur, Ala.—Granted involuntary assignment of license to Claudia E. Kinney, adminstratrix of estate of H. H. Kinney, deceased, and D. T. Kinney, d/b as North Alabama Bcstg. Co.

KUTA Salt Lake City—Granted license install old main trans. for aux.

WTXL West Springfield, Mass.—Granted license for new standard station 1490 kc 250 w unl.

KBRS Springdale, Ark.—Same for 1340 kc 250 w unl.

KICD Spencer, Iowa—Granted license install new trans.

WKBS Oyster Bay, N. Y.—Granted license change studio location.

WBET Brockton, Mass.—Granted license increase power etc.

Lacy-Potter Television Bcstg. Co., Area Dallas, Tex.—Granted voluntary assignment of CP for KA-3991 to Tom Potter d/b as Potter Television Bcstg. Co.

WOHS Shelby, N. C.—Granted CP install new trans.

Bamberger Bcstg. Service Inc., Area New York—Granted CP and license for new exp. TV station KA-4226.

Mt. Pleasant Bcstg. Co., Mt. Pleasant, Tex.—Granted CP for new remote pickup KA-4227.

KWCR Cedar Rapids, Iowa—Granted mod. CP make changes in ground system and overall height of ant.

WTJH East Point, Ga.—Granted mod. CP for approval of ant., trans. and studio locations and change type trans.

WSLN Fort Lauderdale, Fla.—Granted mod. CP for approval of ant. and trans. location.

KMJ-FM Fresno, Calif. — Granted mod. CP for extension of completion date to 10-10-49.

KTXC Big Spring, Tex.—Granted license new standard station 1400 kc 100 w unl.

WNLK Norwalk, Conn.—Granted license change hours etc.

WANS Anderson, S. C.—Granted license new standard station 1280 kc 1 kw D.

KOFO Ottawa, Kan.—Granted mod. CP make changes in trans. and change studio location.

WHO Des Moines—Granted mod. CP install new vertical ant. mount FM ant. on top AM tower and change trans. location, to install new trans. and make changes in vertical ant.

KTED Laguna Beach, Calif.—Granted mod. CP for extension of completion date to 1-14-50.

KSDO San Diego, Calif.—Granted mod. CP for extension of completion date to 1-15-50.

KWTX Waco, Tex.—Granted involuntary transfer of control of 250 shares common stock from Beauford H. Jester, deceased, to Mable B. Jester, executrix of estate.

WCBA Corning, N. Y.—Granted license new standard station and specify studio location; 1350 kc 1 kw D.

(Continued on page 74)

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FCC Actions

(Continued from page 72)

Decisions Cont.:

WOLS Florence, S. C.—Granted license install. new trans. make change in vertical ant. change trans. location and mount FM ant. on AM tower.

WINX Washington, D. C.—Granted license install new main trans. and two synch. amps. to be operated with main trans.

Banks Independent Bcstg. Co., Garden City, Va.—Granted license new developmental station KG2XCK.

Gulf Coast Bcstg. Co., Area Corpus Christi, Tex.—Granted license for new remote pickup KA-3834.

American Colonial Bcstg. Corp., Arecibo, P. R.—Granted license new remote pickup WWA-221.

KMAN Manhattan, Kan.—Granted mod. CP for approval of ant. and trans. location and specify studio location.

WLAA Columbus, Ga.—Granted mod. CP change trans. location.

KWAT Watertown, S. D.—Granted mod. CP change type trans.

KPET Lamesa, Tex.—Granted mod. license change main studio location.

WJCD Seymour, Ind.—Granted mod. CP for extension of completion date to 10-18-49.

American Colonial Bcstg. Corp., Area Arecibo, P. R.—Granted mod. CP relay WKVN for extension of completion date to 12-15-49.

WFHG Bristol, Va.—Granted assignment of license from Bristol Bcstg. Co. to Bristol Bcstg. Co. Inc.

WLRD Miami Beach, Fla.—Granted license new FM station Chan. 230 (93.9 mc) 13 kw, 172 ft.

American Bcstg. Co. Inc., Area Los Angeles—Granted license new exp. TV relay KA-4180.

Auburn Pub. Co., Auburn, N. Y.—Granted license for new STL KEA-59.

Unity Bcstg. Corp. of Tenn., Chattanooga—Same for KIA-96.

White Rose Bcstg. Co., York Pa.—Same for K6A-99.

WGWR Asheboro, N. C.—Granted CP

Booklet Gives New Information on Food Outlets in Midwest

Agencies with food accounts and manufacturers of grocery-store-sold products will be interested in some new figures on the Midwestern market, just released by radio station WLS, Chicago. These figures appear in a new sales presentation for WLS Feature Foods, the 15-year-old women's participation program conducted by Martha Crane and Helen Joyce.

Included are population and food store sales by wholesale areas, the division of trade between chains and independents; the number of chain units and who they are.

The booklet also shows what it takes to make a grocer stock and push a product, explains the continuing merchandising calls on 1250 grocers; regular reports on Feature Foods advertised products as compared with competitors' and how advertisers use the reports.

Everyone with a product sold in Midwestern grocery stores should see this booklet. Just write WLS . . . or ask your John Blair man.

WLS
Chicago 7
Represented by John Blair & Company

FCC Corrections

ON REPORT of Sept. 22 re issuance of CP for WNOE New Orleans, assignment should be for 1060 kc 50 kw D, 5 kw N, DA-N unl.

mount FM ant. on top of AM tower.

Baptist General Convention of Texas, Dallas—Granted new STL K6A-97.

Following were granted mod. CPs for extension of completion dates as shown: KOB-TV Albuquerque to 1-1-50; WLAA Columbus, Ga., to 12-1-49; WMIT Charlotte, N. C., to 4-14-50; WTCN-FM Minneapolis, to 4-5-50; KFVS-FM Cape Girardeau, Mo., to 3-25-50; WHFM Rochester, N. Y., to 11-1-49; WGBS-FM Miami, Fla., to 4-12-50; KBMA Beaumont, Tex., to 2-15-50 on cond. construction be completed or interim operation provided by that date.

KVON Napa, Calif.—Granted assignment of license from partnership to newly formed corporation, Napa Bcstg. Co.; outstanding capital stock, except for 2 sh. of common, will be issued to assignor partners in same proportion as actual investment in partnership. No monetary consideration.

WRSW Warsaw, Ind.—Granted license new FM station Chan. 297, (107.3 mc) 36 kw, 230 ft.

KGLO-FM Mason City, Iowa—Granted license new FM station Chan. 266 (101.1 mc) 16 kw, 230 ft.

WDET-FM Detroit—Granted license new FM station Chan. 270 (101.9 mc) 52 kw 320 ft.

Pacific Video Pioneers, Area Signal Hill, Calif.—Granted CP KM2XAZ for change of power to vis. 200 w, aur. 100 w and change trans.

National Bcstg. Co. Inc., Washington, D. C.—Granted CP new exp. TV station K62XCL.

KLMX Clayton, N. M.—Granted mod. CP for approval of ant. and trans. location.

WKNE Keene, N. H.—Granted mod. CP for extension of completion date to 3-19-50.

WPAW Pawtucket, R. I. — Granted mod. CP for extension of completion date to 12-30-49.

ACTIONS ON MOTIONS

(By Commissioner Webster)

Allen B. DuMont Labs Inc., American Telephone and Telegraph Co. et al—Upon motion, Commission extended to Oct. 17 time for filing exceptions to proposed report in matter of charges and regulations for television transmission services and facilities.

WGBS Miami, Fla.—Granted petition to dismiss without prejudice its application.

El Camino Bcstg. Co., San Fernando, Calif.—Same.

FCC General Counsel—Granted petition for extension of time to Nov. 21 in which to file exceptions to initial decision in matter of Shelby Bcstg. Co., Center, Tex.

Suburban Bcstg. Corp., New Rochelle, N. Y.—Granted petition to dismiss application.

FCC General Counsel—Granted petition for extension of time to Oct. 3 in which to file exceptions to initial decision in re application of WMEX Boston.

FCC General Counsel—Granted petition for extension of time to Oct. 4 in which to file reply and opposition to exceptions to initial decision in re application of WRTV New Orleans.

(By Examiner Blume)

Charles Wilbur Lamar Jr., et al, Morgan City, La.—Continued consolidated hearing from Oct. 3 to Oct. 4 in New Orleans.

Supreme Bcstg. Co. Inc., New Orleans—Granted petition for leave to amend application to specify new and revised program data.

(By Examiner Cunningham)

FCC General Counsel—Granted petition for continuance of hearing from Sept. 26 to Nov. 28 at Albuquerque, in matter of petition of John J. Dempsey v. Albuquerque Bcstg. Co. (KOB).

(By Examiner Litvin)

Chet L. Gonce (Assignee), Station KXXL (Assignor) Reno, Nev.—Granted petition of assignee-applicant to accept late filing of petitioner's written appearance re application for assignment of license of KXXL.

(By Examiner Cooper)

Lakeland Bcstg. Corp., Wausau, Wis.—Granted motion for continuance of further hearing now scheduled Sept. 29 in Washington, in re its application and that of John R. Tomek, and hearing was indefinitely continued.

(By Examiner Johnson)

WTJS Jackson, Tenn.—Granted petition for leave to amend its application to correct small error in computation of horizontal plane pattern; amendment was accepted, associated with application and the record closed.

Terrell Broadcast Corp., Terrell, Texas—Granted petition for indefinite continuance of hearing presently scheduled Sept. 26 in re application.

September 27 Applications . . .

ACCEPTED FOR FILING

License for CP

KPHO Phoenix—License to cover CP change frequency etc.

KVOB-FM Alexandria, La.—License to cover CP new FM station.

WRR-FM Dallas, Tex.—Same.

License Renewal

WEXL-FM Royal Oak, Mich.—License renewal.

Modification of CP

KFUO-FM Clayton, Mo.—Mod. CP new FM station for extension of completion date.

WGAL-FM Lancaster, Pa.—Same.

WWJ-TV Detroit—Mod. CP change ERP from vis. 17.1 kw, aur. 17.7 kw to vis. 100 kw, aur. 50 kw.

APPLICATIONS RETURNED

KALC Alamosa, Col.—RETURNED Sept. 23 application for mod. CP new AM station for extension of completion date.

KELT Electra, Tex. — RETURNED Sept. 23 application for assignment of CP from C. C. Elkins Jr. and Bill Frank d/b as Oil City Bcstg. Co. to Oil City Bcstg. Co.

September 28 Applications . . .

ACCEPTED FOR FILING

Assignment of License

KINE Kingsville, Tex.—Involuntary assignment of license from Jack Henry Kidd Jr., deceased, to Josephine Pate Kidd, executrix of estate.

License for CP

KCUL Fort Worth, Tex.—License to cover CP new AM station.

WINA Charlottesville, Va.—Same.

WYVE Wytheville, Va.—Same.

License Renewal

License renewal applications filed by following stations: WKAX Birmingham Ala.; WGY Schenectady, N. Y.; KSVC Richfield, Utah; KUOA-FM Siloam Springs, Ark.; WFMF (FM) Chicago; KFOR-FM Lincoln, Neb.

CP to Reinstate CP

KXOA-FM Sacramento, Calif.—CP to reinstate CP new FM station which expired 8-15-49.

KCON (FM) Atlantic, Iowa—Same.

Modification of CP

KBIG-FM Des Moines—Mod. CP new FM station for extension of completion date.

KAKC-FM Tulsa, Okla.—Same.

WARD-FM Johnstown, Pa.—Same.

WIZZ (FM) Wilkes-Barre, Pa.—Same.

WCBS-TV New York—Mod. CP change power for extension of completion date to 1-10-50.

KFMB-TV San Diego, Calif.—Mod. CP new commercial TV station for extension of completion date to 5-1-50.

License for CP

WCTW (FM) New Castle, Ind.—License to cover CP changes in existing station.

TENDERED FOR FILING

SSA—1410 kc

WDOV Dover, Del.—SSA to operate from sunset to 10 p.m. EST on 1410 kc with 1 kw for 6 mo.

AM—680 kc

WIKY Evansville, Ind.—CP change from 820 kc 250 w D to 680 kc 250 w unl. DA-DN.

Assignment of License

WIPR Santurce, P. R.—Assignment of license from Puerto Rico Communications Authority to Dept. of Education of Puerto Rico.

APPLICATION DISMISSED

W. L. Brandon, E. K. Porter and O. A. Tedrick d/b as Butler County Bcstg. Co., Popular Bluff, Mo.—DISMISSED Sept. 26 application for CP new AM station 930 kc 1 kw D.

APPLICATIONS RETURNED

Glenn Terry, Watt W. Winn, Warren E. Massey and Dave C. Edwards d/b as Lubbock Television Co., Lubbock, Tex.—RETURNED Sept. 27 application for new commercial TV station, Channel 6 (82-88 mc), ERP vis. 1.95 kw, aur. 0.97 kw, ant. 376 ft.

Glenn Terry, Watt W. Winn, Warren E. Massey and Dave C. Edwards d/b as Amarillo Television Co., Amarillo, Tex.—RETURNED Sept. 27 application for new commercial TV station, Channel 5 (76-82 mc), ERP vis. 1.95 kw, aur. 0.97 kw, ant. 442 ft.

(Continued on page 80)

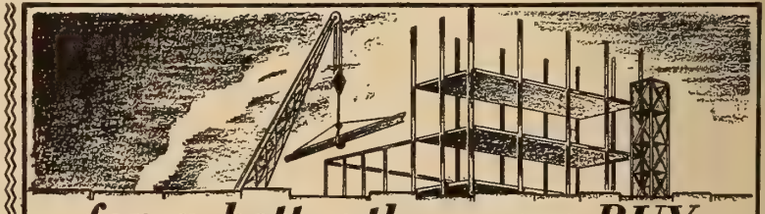
OLD TIMER

WWJ-Tyson Team 26 Years

WHEN the familiar voice of Edwin Lloyd (Ty) Tyson sent his "Good afternoon, football fans, this is Ty Tyson, coming to you from Ann Arbor" in the WWJ Detroit microphone Sept. 13, it marked one of the oldest sports relationships in the history of radio. The kick-off of the Michigan-Michigan State game began the 26th consecutive year that Ty Tyson and WWJ have brought the U. of Michigan games to midwest fans.

The luxuries of the modern broadcasting booths are a source of great joy to Mr. Tyson, who points out that when he began broadcasting the Michigan games in 1924, he had to sit in the stands, with the rain and snow—and the fans—in his hair. Now he holds forth in the glass enclosed broadcasting booth atop the 97,000-fan stadium, with his play-by-play report going out on both AM and FM.

Mr. Tyson's sportscasting is not confined to the football field. He also broadcast the home games of the Detroit Tigers for almost 20 years, including two years as World Series announcer when the Tigers won the American League pennant in 1934-35. In addition, he has conducted man-on-the-street programs, and other shows.



for a better-than-ever BUY
IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION
5,000 w AM 50,000 w FM
1390 KC 105.1 MC
WFMJ
BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

BEN PARK

Forms Documentary Firm

FORMATION of the Documentary Co., a radio package, producing and consulting service, was announced in Chicago Tuesday by Ben Park, producer of *It's Your Life* and the original producer of *Report Uncensored.* Both of the shows were prize-winning documentaries.

Mr. Park said his new concern will deal primarily with radio and television shows based on "real-life" subject matter. Packages now are available for both radio and television, he said.

It's Your Life, produced by Mr. Park for the Chicago Industrial Health Assn., is an example of the type of show the new concern will handle, he added. This show deals with health problems which are reported by the people themselves on tape. The series has been aired on WMAQ Chicago, under sponsorship of Johnson and Johnson medical supplies firm, for the past year. Done Herbert, co-producer and interviewer of *It's Your Life,* has been named executive producer for the documentary company, and John Leonard, tape editor of *It's Your Life,* will be a writer-producer.

Lyman to DuMont

F. A. LYMAN, former advertising promotional manager of Leo Meyberg Co., Los Angeles, has been appointed assistant national sales manager of the Allen B. DuMont Laboratories receiver sales division. Mr. Lyman will assist Walter L. Stickel, national sales manager, concentrating on aiding distributors and dealers with their merchandising activities and problems.

RADIO SCHOOL

Sioux Falls Outlets Teach

PRACTICAL radio will be taught this year at South Dakota State College and the U. of South Dakota in a joint undertaking with the cooperation of the four Sioux Falls, S. D., stations—KSOO KELO KIHO KISD.

The stations will send their key personnel to the schools to conduct classes in the various phases of radio. Opening class, concentrating on radio management and sales, will be at South Dakota State on Oct. 5. The same course will be taught at the U. of South Dakota during the second semester beginning in January.

Courses in radio instruction were set up by Alphus Christiansen and Mrs. Glen Avery, of the Speech Dept. at South Dakota College. Orrin Melton, KSOO news director, acts in an advisory capacity and represents the Sioux Falls stations.

Milestones



FIRST anniversary of WDOD Chattanooga's weekday women's program, *Party Line,* sponsored by Pioneer Bank of that city, was celebrated last month. Participating in cake-cutting ceremonies are (l to r) Norman Thomas, WDOD co-owner; Women's Commentator Drue Smith; Bryan J. Bush, commercial manager, and George Clark, president of Pioneer Bank. Over 400 guests have appeared on the show in the past year, during which Miss Smith has chosen 52 "Women of the Week" [BROADCASTING, **June 13**].

* * *

► WMAL-TV Washington today celebrates completion of two years on the air. Station was among the first in the country to announce a seven night a week schedule and make extensive use of films.

► Ten years of telecasting U. of Pennsylvania football games was observed with telecast of U. of Penn.-Dartmouth game Oct. 1 by WPTZ (TV) Philadelphia.

► Jack Mangan last week celebrated the 100th broadcast of his *Ship's Reporter* program on WJZ-TV New York.

► Fifteenth anniversary of the *Esso Reporter* newscasts on WJZ New York will occur on Oct. 7.

► Creighton Stewart has started his sixth year as conductor of WCAU Philadelphia's *For Women Only* broadcasts, daily at 11:30 a.m. and 3:30 p.m.

► Larry Lazarus has completed 20 years as a staff member of CBS. Head of the accounting department at WBBM Chicago since 1945, he formerly worked at CBS-New York.

► Tenth anniversary broadcast of national award-winning weekly safety education program, *So It Can't Happen To You,* was aired fortnight ago over KXOK St. Louis. Show started as experiment with Sgt. Roland J. Schumacher of Traffic Education Div. of St. Louis Police Dept. as conductor. Program's success made station decide to incorporate it as regular feature. Mr. Schumacher, now a lieutenant, is still with show.

►KXOK St. Louis celebrated its 11th year of broadcasting service Sept. 19. Station first went on the air with 1 kw on 1250 kc. In 1940, power was increased to 5 kw and frequency changed to 630 kc. Station has installed facsimile equipment at U. of Missouri School of Journalism and more than doubled its personnel since its opening.

► First anniversary of *Mark Adams* program over WWJ Detroit was observed Sept. 27.

► Pat Bishop, KFI Los Angeles newscaster, has celebrated his 15th anniversary with the station. During this time Mr. Bishop has broadcast from five to eight newscasts daily.

WSAM CHANGES

Picard Named Sales Mgr.

WSAM-AM-FM Saginaw, Mich., has announced the appointment of Vincent Picard as sales manager replacing Robert W. Phillips who has resigned on doctor's recommendation. Mr. Picard has been on the WSAM sales staff and formerly was with Cooter Brokerage and R. J. Reynolds Tobacco Co.

Other WSAM changes include resignation of Jack D. Parker, program director for the past two years; and addition of Dan Lutzeier of Detroit to the sales staff.

TIME HAVOC

Standard Shift Hits Seattle

THE WEEK of Sept. 25-Oct. 1 was a rough one for Seattle's stations, schedule-wise. While the rest of the nation returned to Standard Time at 2 a.m. Sunday, Sept. 25, (portions of Washington State had done so even earlier, while other communities never left it), Seattle remained on Daylight Saving Time until Oct. 1.

The resulting inconvenience to travelers and others affected by two conflicting time-zones was as nothing compared with the difficulties of broadcasters in Seattle's "island" of Daylight Time. Aside from the network-affiliates' special problems of scheduling programs coming from the East or from California, all stations had to watch time announcements and program plugs concerning shows set for later in the day.

Some grasped both horns of the dilemma by announcing both standard and Daylight times; others stuck by the Seattle clock and hoped for the best. The situation resulted from a voters' mandate in last year's election.

SECOND series of new RCA Victor Bluebird releases feature Ralph Flanagan, Ella Logan, Cab Calloway, the Main Street String Band and Jesse Rogers.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Hill & Range

I'M THROWING RICE AT THE GIRL I LOVE

On Records: **Red Foley—Dec. 46170; Eddy Arnold —Vic. 21-0083; Ray Smith—Col. 20605; Derry Falligant — MGM 10521; Jimmie Dale — Voc. 55022; Billy Lee— Magnolia 1014; Lawrence Welk Mer. 5322.**

On Transcriptions: **Lawrence Welk—Standard; Chuck Foster—Langworth; Page Cavanaugh Trio—World.**

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Station manager to invest $7500 in new Iowa station. Write details. Box 730c, BROADCASTING.

Salesmen

Sales representative. Well-known network station in small New England market has opening. Commission basis. Established accounts. State qualifications. Box 594c, BROADCASTING.

Experienced commercial man for network station in large, fast-growing southwestern city. Ability to sell and maintain large accounts necessary. Splendid opportunity and permanency for right man. Box 674c, BROADCASTING.

Experienced salesman, Texas ABC station. Good territory, requiring good salesman. Permanent. Equitable compensation. Send full sales resume. Box 752c, BROADCASTING.

Wanted — Salesman by progressive southwestern Mutual station. Commercial manager's job open. Salary plus commission. Box 763c, BROADCASTING.

Salesman for 5 kw. Independent. If you are experienced, can sell radio intelligently and have a car, we offer you unlimited possibilities. Send full information to: Allan Curnutt, KJAY, Topeka, Kansas.

Salesman. Real opportunity for aggressive hard working man in progressive market. Drawing account and commissions. State background, references. WGGA, Gainesville, Ga.

Announcers

Disc jockey. Experienced, able to build and hold a well-rated audience. Must have proven past performance in similar capacity. Must have ability, stability and highest character references. Tell your complete story in first letter. Confidential. Box 657c, BROADCASTING.

Announcer. Quality man. Experience necessary. Versatile. No board work. No discs. By audition only. Good starting salary. WHBY, Appleton, Wisc.

Experienced sports announcer, play-by-play in sports-minded community, 1000 watt fulltime independent. By audition only. WKRT, Cortland, N. Y.

Technical

Combination man, first phone. Station near metropolitan area in Virginia. Picture, photo and disc to Box 726c, BROADCASTING.

Wanted — Combination engineer-announcer with emphasis on announcing. Send full particulars in first letter, including salary expected, picture and audition disc. Opportunities for right man. WFKY, Frankfort, Kentucky.

Transmitter operator with or without experience. Starting salary $135.00 monthly plus quarters at transmitter building. Write Station WNCA, Aiken, S. C.

Need 2 engineers immediately for expanded operation or 2 combination men. Contact Manager, WVOP, Vidalia, Georgia. Telephone 327.

Production-Programming, others

News director. The man we want is now holding this position in a medium-sized station, doing an outstanding news job, in a competitive market. He is looking for a chance to better his present status. He must be a first-rate newscaster, thoroughly experienced in compiling and editing local and wire news, and be able to manage a news department. All replies confidential. Box 656c, BROADCASTING.

Situations Wanted

Managerial

Manager, commercial manager experienced in all phases of radio. Also two years of FM only experience. Recently completed nation-wide survey of FM broadcasting. Available immediately. Box 684c, BROADCASTING.

Head of radio advertising agency thoroughly experienced in all types station operation desires station ready to capitalize on his experience to cut down expenses and increase radio audience and sales. Proven sales and program plan. Box 705c, BROADCASTING.

Opportunity wanted to prove my 14 years "through the mill" radio experience qualify me to successfully manage small market station, preferably south or west. Won't set the world on fire overnight. Sober, young, hardworking civic-minded radio man who admits he still has a few things to learn. Will start at minimum figure until you are satisfied with my ability. For details write or wire Box 714c, BROADCASTING.

Manager, commercial manager experienced in all departments. Desire change from present position. Not afraid of competition. Available immediately. Box 685c, BROADCASTING.

Manager, 8 years all phases. Can put or keep your station in black. Excellent references. Box 735c, BROADCASTING.

Station manager, 9 years experience, all phases, available almost immediately. Box 747c, BROADCASTING.

Manager. Heavy on sales and programming. Record of taking two stations out of red. Top references. Know TV. Will take part salary in stock. Permanent situation only. Box 764c, BROADCASTING.

Salesmen

Salesman, six years in broadcasting as engineer. Present chief. College business administration. Aggressive. Desire start in sales. Box 724c, BROADCASTING.

Salesmanager, ten years experience, college degree, successful salesman and salesmanager, radio and television familiar with both network and independent operation. Available immediately. Salary and commission or bonus plan acceptable. Box 744c, BROADCASTING.

Young veteran, aggressive, civic-minded. Good appearance and personality. Have sound business background with proven sales ability. Graduate School of Radio Technique, Radio City. Desires position with growing station. Box 500c, BROADCASTING.

Announcers

For rent—11 sound qualifications, by mature, experienced announcer. Midwest prefered. Box 600c, BROADCASTING.

Staff announcer. Experienced all phases small station operation. Presently employed, midwest. 24, single. College graduate. References. Box 627c, BROADCASTING.

Announcer. College grad, 22, available immediately, anywhere. Disc, photo and references on request. Box 682c, BROADCASTING.

Announcer, 26, single. Want experience. Handle classical music, news etc. Disc, photo available. Box 688c, BROADCASTING.

Will trade letters with midwest stations seeking experienced, mature announcer, now with outstanding 10 kw midwest station, wishing to progress. Box 601c, BROADCASTING.

Announcer-operator. N. J., 250 w. Commercial, Armed Forces experience. Will travel. Box 689c, BROADCASTING.

Situations Wanted (Cont'd)

A-1 experienced morning man for regional to 50 kw station anywhere in United States. College graduate, 27, 9 years experience announcing, programming and selling. Excellent record. Excellent references. Trained and telegenically suitable for television. Seeking advancement. Desire to make change before or shortly after April 1, 1950. Will endeavor to arrange personal interview and audition anywhere east of Mississippi River. If your Hooper's draggin', I'll soon have you braggin'! Box 699c, BROADCASTING.

Announcer, 26, single. Graduate School of Radio Technique. Operate board. Strong on classical music, news. Have car, can sell. Disc, photo. Box 691c, BROADCASTING.

Announcer, experienced all phases. Strong on DJ. Operate console. Good A.M. man. Box 695c, BROADCASTING.

Strong commercial with ability to write, news, sports, DJ, know board, all aspects station routine. Graduate leading anonuncers school, Radio City, New York. Good voice, imagination. Family, will travel. Box 708c, BROADCASTING.

Staff announcer, 2½ years experience. Minimum salary $60. City 100,000 population upwards. Excellent references. Box 712c, BROADCASTING.

Announcer, experienced all phases. Copy, board, married, 25. Available immediately. Box 713c, BROADCASTING.

Top announcer available for major market station. At least 300 month to start. Talent. Now employed. Folk and pop DJ. News. Narration. Phone quiz. Write Box 715c, BROADCASTING.

Just completed summer replacement, one disc jockey-announcer. Independent and affiliate experience three years. Married, family. Expert console operation. Disc on hand. Prefer personal audition. Extensive knowledge pops and classics. Box 718c, BROADCASTING.

Experienced announcer, salesman. "You tell me your tale I'll tell you mine." Box 720c, BROADCASTING.

Available immediately, thoroughly experienced young announcer; good straight announcing, news, record shows, all type shows, operate console, write copy, single. Disc available. Box 721c, BROADCASTING.

Fifteen years announcing and production. Thirteen years on two stations, two years free lance includes network, transcriptions, television and movies. Extremely high Hoopers. Not stock man but personality. Early morning and participations specialty. Married, strictly sober, dependable. Free lancing tough, must get back to staff to meet heavy obligations. Audition tape, photo and full story on request. No two bit deals or corn ball operations, please. Box 722c, BROADCASTING.

Announcer proficient in variety of programs including play-by-play baseball. Experienced five years in midwest. References excellent. Veteran, unmarried, 26. Box 729c, BROADCASTING.

Announcer, newsman. Write continuity, operate console. DJ ad-lib shows, excellent references. Box 734c, BROADCASTING.

Not hit or miss. Thoroughly experienced man. Left 50 kw staff for managerial opportunity. Station now on block despite 100% revenue increase. Well qualified for top announcing assignment, program director position, news desk or manager. Box 738c, BROADCASTING.

Experienced play-by-play and staff. Presently employed metropolitan New York area station. Desire immediate change. Disc plus top references. Box 739c, BROADCASTING.

Announcer, 27, married, deep well trained voice, 2½ years experience, accent on news and commercials. Can write continuity. College. Box 740c, BROADCASTING.

Announcer, experienced, single, disc jockey. Studio participation shows, writer. Production. Box 745c, BROADCASTING.

Announcer-engineer, experienced in production, continuity, news, network traffic. 9 years radio. All locations considered. Box 748c, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, three years. References, versatile, congenial, asset to any station. Married, seek permanency. Available immediately. Box 759c, BROADCASTING.

Announcer, presently employed. All sports, also disc and news. References, prefer northeast but will travel. Box 761c, BROADCASTING.

Announcer. Have just left disc jockey program with highest rating major metropolitan area. Proof submitted on request. Must be a major market area and substantial salary. Sports and news. Box 766c, BROADCASTING.

Announcer, football, basketball, special events, army experience. Will travel. Box 767c, BROADCASTING.

Announcer — News, special events, staff. 5 years experience. Sound business background. Age 33. Job must pay adequate salary for family man and be permanent. Box 768c, BROADCASTING.

Excellent newsman and staff announcer, easy ad-lib interviews. Extensive experience programming and production, married, degree, desires permanecy with future. Box 770c, BROADCASTING.

Announcer, engineer, experienced all phases including play-by-play, sports, news. Sorry no disc available. Box 773c, BROADCASTING.

Announcer of merit, 7 years experience, family man desires permanency and future. Also capable program director if needed. Will give personal interview if possible. Available immediately. Write or wire Announcer, 87-18 175th St., Jamaica, N. Y.

Announcer, four years experience. Special events, sports, DJ and programming. Married, one child. Desire stable position in Pa., N. Y. or New England states. Will not work for beginners salary. Dependable and excellent recommendations. Veteran. Disc and photo on request. Interview within 100 mile radius. Address Ronn Bergen, 1503 Cottage Ave., Bethlehem, Pa.

Attention Wisconsin. Combo man, 18 months training, 6 months experience California, wishes to settle in home state. Married, sober, willing student. Available immediately, will travel. Box 322, Evanston, Ill.

Announcer, limited experience. Radio school graduate. Full particulars, disc and photo on request. Write James Dziuk, 104 S. 7th Street, Duquesne, Penna.

Announcer, young, married, capable, ambitious. Strong on news and commercials, pop or symphonic discs. Will travel, prefer south. Dell Funk, 7544 S. Harper, Chicago 20, Ill.

Announcer, 14 months experience Mutual affiliates. 24, single, operate console. Prefer midwest. Michael Gulla, 5009 Talman Ave., Chicago 32, Ill. Republic 7-5791.

Experienced announcer, 2 years. Full knowledge of control board operations, will travel. Bill Webber, 1199 Hancock St., Brooklyn 21, N. Y.

Announcer wants to move west. Missouri University radio graduate. Newspaper experience. 15 months announcing. Dale Low, 212 Bedford, Moberly, Mo.

Announcers, good early morning men. Top commercial men available. Trained in all-round announcing, writing and production, Pathfinder School of Radio, 1222-A Oak St., Kansas City, Mo. HA-0473.

Technical

Engineer, experienced AM, FM. 27, family man, car. Want permanent job. Go anywhere, prefer midwest. Box 643c, BROADCASTING.

Transmitter engineer—Six years experience AM-FM. Three years studio, three transmitter, remotes. No combo. References, married. Available at once. Box 651c, BROADCASTING.

Engineer presently employed at 250 watt station. Desire permanent position with future. Single, veteran, 23, car. Will travel. Box 663c, BROADCASTING.

Situations Wanted (Cont'd)

First phone. Six months experience. Would like transmitter position in station under construction. Box 709c, BROADCASTING.

Transmitter engineer first phone license AM or FM employment. Immediately available. Veteran, single, 22, Pennsylvania. Box 710c, Broadcasting.

Eager beaver radio operator 1st phone. Ambitious, conscientious. Available short notice. Desires opportunity AM, FM, TV. Class A ham ticket. Box 716c, BROADCASTING.

Young, first phone, married, ERTI graduate desires transmitter or combination work. Box 719c, BROADCASTING.

First phone, second telegraph. Six years marine and airline experience. Desire broadcast engineer position. Box 723c, BROADCASTING.

Engineer, first phone, second telegraph, class A amateur. Experienced AM and FM transmitters, remotes, recording, installation and directional arrays. $45. week. Available at once. Box 728c, BROADCASTING.

First phone, young, married, reliable. To gain experience major objective. Will consider any location, any phase. Box 731c, BROADCASTING.

Control engineer with 6 months experience. Single, 22, car, free to go anywhere, also have first class license with 6 months experience with remotes, recording and transmitter. Will consider all jobs anywhere. Box 737c, BROADCASTING.

Engineer, 1st phone. Graduate AM-FM-TV, leading technical school, excellent references, have car, will work anywhere. Box 742c, BROADCASTING.

Engineer first phone, graduate leading school, AM-FM-TV, car, willing to travel. Box 743c, BROADCASTING.

Experienced chief engineer-announcer, emphasis on engineering. Also play-by-play football and basketball. Capable, reliable, hard working man wants permanent position in midsouth or southwest. Best references, photo, disc on request. Box 750c, BROADCASTING.

Holder of first class telephone license. Young, vet, married. Any offer will be considered. Box 758c, BROADCASTING.

Engineer, first phone, inexperienced, 22, single, location unimportant, excellent references. Box 760c, BROADCASTING.

Engineer-announcer. First class phone (also class A amateur) and MA in English. Will locate anywhere. No formal experience but capable. Box 762c, BROADCASTING.

College graduate with Degree of Electrical Engineering, first phone license. Single veteran, 23, radar experience. Desire transmitter station work anywhere. Box 772c, BROADCASTING.

Available immediately, salary secondary to good working conditions. Engineer, five years, first class, single without car. Apt. 4, 214 Seymor St., Syracuse, N. Y.

Vet with first phone. Graduate of leading radio school. Have disc, Age 28. Phone 278, Bob Ellinger, 401 College, Winfield, Kansas.

Job seekers—First class license, forty weeks schooling in radio. No experience. Married. Will take job anywhere. Vernon McMullen, Clarinda, Iowa.

College graduate. First phone. Three years console and transmitter experience. Desires broadcasting engineer job in U. S. or Canada. Two dependents. Leon Reamer, WABX, Harrisburg, Penna.

First class phone license. Radio television engineer graduates, E. I. I. One year television and radio service. Married, one child. Desires to enter broadcasting or/and telecasting field. Albert F. Shamie, 3542 Bewick, Detroit 14, Michigan. ED 1-6332 (Phone).

First class phone license. Vet. 25, will travel, have car. James Turner, 6609 Avenue T, Brooklyn 34, N. Y.

Production-Programming, others

University graduate in radio journalism desires opening. Can handle news operation or any part of it. Reporting, editing, rewriting, airing newscasts. Single. Prefer midwest or Pacific northwest. Box 527c, BROADCASTING.

Situations Wanted (Cont'd)

Top newscaster. Age 30. 3 years experience. Particulars on request. Box 565c, BROADCASTING.

Newsman to report, write, broadcast. 250 experience. Journalism degree. Box 581c, BROADCASTING.

Young woman director, college graduate, experienced in fields of dramatics and education, energetic, talented, executive ability, interested in radio or television position. Would consider combining some of the following to gain experience directing, educational program director, receptionist, traffic department. Box 706c, BROADCASTING.

Fed up with ad agency work; want back into creative broadcasting, telecasting. Ten years experience writing, producing, programming. Salary not crucial but pleasant working conditions a must. Box 711c, BROADCASTING.

What do you need? Program director, news editor, copywriter, salesman. Experienced in all phases, married, 28, college degree. Box 736c, BROADCASTING.

College graduate, BA radio, 22, interested in radio acting. Box 741c, BROADCASTING.

Womens program editor. Disc jockey-writer-announcer, transcription on request. Box 746c, BROADCASTING.

Program director, capable, versatile, responsible. Excellent record of employment. Consider any location. Box 749c, BROADCASTING.

Continuity writer, radio school graduate, reliable, energetic, excellent commercial copy. Box 751c, BROADCASTING.

Writer-announcer, AB Swarthmore College, radio work at Northwestern University, acting experience. Desire contact with small progressive station, will go anywhere. Details and disc upon request. Box 756c, BROADCASTING.

Program director—Knows programming, production, administration. Can deliver these plus excellent newscasts and ad-lib interviews. College degree. Experienced rural and metropolitan areas. Wife experienced writing and airing women's programs, traffic. Available October, personal interviews. Box 769c, BROADCASTING.

Young woman, nine years experience general routine all departments. 250 network station. Capable handling office, sales, accounts, correspondence, bookkeeping, payroll, traffic, script. Box 771c, BROADCASTING.

Vocalist - announcer - music librarian, 8 years radio experience. Formally staff vocalist WIND, Chicago, WTMJ, Milwaukee. Any location. Don Pierre, 1338 W. Juneau Ave., Milwaukee, Wisconsin.

Brains at a bargain. Top-shelf copy chief and idea man available at once. Creator and producer of network calibre shows. Experienced all phases. College graduate, top references. Get your words-worth from me. Ernie Simon, 603 Salt Springs Road, Syracuse, N. Y. Phone Syracuse 72-5092.

Television

Managerial

Salesman

Mr. Television Station Manager: You can take advantage of my background and experience, built up over several years in advertising and media. True, I am no youngster. But, I bring to TV a quick eye, quick step, mature judgment, outstanding sales record, valuable contacts many of them among the top retailers in the country. This I offer at a relatively small compensation. I know sales and sales approaches. I know national advertisers and agencies. Box 717c, BROADCASTING.

Production-Programming, others

Producer-director. Over two years experience in network originating station. Studio, remote, film, traffic, network coordination. All sports productions. Ability to train inexperienced personnel. Paying program ideas. Married. College. Present station knows of this ad. Full particulars, references on request. Box 640c, BROADCASTING.

Floor manager or assistant, six months experience Broadway shows on TV. SRT-TV graduate. Box 707c, BROADCASTING.

Situations Wanted (Cont'd)

Writer, producer, fully experienced in all phases of TV wishes position with station or ad agency. Almost 2 years and 250 hours of TV programming as radio-television director of ad agency assures competence. Box 727c, BROADCASTING.

Oh, come on! Some alert program manager must want this budding genius, this promising young director with year's TV and generous background radio and theatre. Glowing recommendations prove he's "got it!". For wise investment write Box 775c, BROADCASTING.

For Sale

Equipment

FM station equipment for sale. One GE 3 kw transmitter with console, audio rack complete with monitors. Just like new. Save $5000. Write Box 542c, BROADCASTING.

New Apeco photo copying machine with complete associate equipment. Used once. Cost $175. Best offer takes it. Box 774c, BROADCASTING.

63 A turntable #3856 in 3B cabinet, new, no pick up group. $300. 250 feet 7/8" Andrew #737 coax, new complete with end fittings $230. Used model 30. Gates console, good condition, $450. Used model Y Presto recorder. Good condition, $200. Write KLO, Ogden, Utah.

Brand new Kato light, 1000 watt, AC, light plant. Gates limiting amplifier, model 28-CO. WEEK, Peoria, Illionois.

For sale. A 250 watt RCA transmitter, type 250-K, excellent condition, 2 crystals for 1400 kilocycles operation, 1 GR modulation monitor, excellent condition. Best offer. Contact Welton Roy, WHBQ, Memphis, Tennessee.

Western Electric 250 watt transmitter model 310-B, fair condition. $250.00. Guyed, insulated tower of 5" tubular steel, 120 feet, is yours free if you remove from third-floor roof location and provide adequate insurance to cover removal. WJOB, Hammond, Indiana. Phone Sheffield 8400.

For sale—25 foot extra-heavy IDECO self-supporting tower with top hat. Contact A. James Ebel, Station WMBD, Peoria, Illinois.

For sale—RCA one kw transmitter. Fair condition. Very reasonable. Contact A. James Ebel, Station WMBD, Peoria, Illinois.

For sale; one Western Electric 109A reproducer group, complete with 9A reproducer, $125.00. One Western Electric 9A reproducer, $50.00. One Radio Music Corp. reproducer group complete with universal reproducer, $75.00. One model 910-B dynamic noise suppressor, $300.00. 10,000 ft. #10 bare, soft drawn, copper wire @ $30.00 per cwt. Radio Station WMIX, Mt. Vernon, Illinois.

One 12 X Collins remote amplifier and case. In perfect shape $200.00. Two 551-A Fairchild recording heads newly packed. Like new. $75.00 each. United Sound Systems, 5840 Second Blvd., Detroit 2, Mich.

Wanted to Buy

Stations

Station or CP in Piedmont section of south, price and terms desired. Or share with management arrangement. Box 602c, BROADCASTING.

Would buy at right price broadcasting station located in growing community. Give details including price, if you want to make a quick deal. Box 621c, BROADCASTING.

If you are interested in selling your regional or local station I am interested in buying. Price must be fair and full information furnished. Box 765c, BROADCASTING.

Equipment

Six or eight bay FM antenna, used but in good condition with transmission line and isolation network. Price must be right. Wire or write P. O. Box 1006, Atlanta, Ga.

Wanted—Transmitter and studio equipment for 250 watt AM and 1000 watt FM station also self-supporting tower 200' 30 pound windloading. United Broadcasting Co., 154 East Erie Street, Chicago, Ill.

Employment Service

Looking for a better job? Let experts help you. Apply the professional way with a clever brochure on yourself. Fees reasonable. Personal Services, Box 1448, Bakersfield, California.

Swinging into the new season with more job openings of every type RRR—Radio TV Employment Bureau, Box 413, Philadelphia, Penna.

Help Wanted

Programming

WFTR . . . America's most progressive station has the position of program director open due to advancements within staff. Must have first class ticket. Send all replies to *Earl C. Pace, General Manager, WFTR, Front Royal, Va.*

Situations Wanted

Managerial

Michigan * Indiana * Ohio

MANAGER plus TOP SALESMEN plus INVESTMENT

MANAGER—EMPLOYED BY YOU OR NOT—YOU WILL ENJOY INTERVIEW. SALESMEN—TRAINED BY ME FOR HARD HITTING POST WAR SALES. INVESTMENT * UP TO $25,000.00

BOX 732c, BROADCASTING

Announcers

MY TEN YEAR SPORTSCASTING BACKGROUND IS BEING WASTED

Present employers dropping local sports, so I'd like a new job with sports-minded station with TV prospects. Network AM and TV play-by-play experience, all sports including major league baseball. Excellent news and special events background. Established reputation, finest references.

BOX 725c, BROADCASTING

Production-Programming, others

ITCHING TO SWITCH
To station with reputation
for plenty of pep and polish. Now employed as copy chief and woman's program director at 1000 watt station. Young, smart, good-looking. Excellent worker. Easy to get along with.
BOX 733c, BROADCASTING

For Sale

Stations

TEXAS

the finest small radio station in the Lone Star State is for sale.

250 WATTS

see it . . . listen to it . . . you'll agree it's a model operation.

100,000 POPULATION

is the figure for its trade territory.

Write Box 680c, Broadcasting

(Continued on next page)

ANA CONVENTION

Radio-TV Session Planned

CURRENT questions of radio and television will be discussed Oct. 11 at New York's Waldorf Astoria when Assn. of National Advertisers Inc., holds its 40th annual meeting.

Conclave will run Oct. 10-12. Howard Chapin, advertising director of General Foods Corp., is Program Committee chairman. Joseph Allen of Bristol-Myers is chairman of the Radio-Television session.

WEEKLY newspaper, *Mid-Town Scoop*, with news, features and other information about radio and TV, begins distribution in Philadelphia area Oct. 13.

Help Wanted

Technical

Licensed broadcast technicians by Chicago station. Experience not necessary but desirable. Permanent employment. Paid vacations. Minimum starting salary $65.00 per week. More to experienced men. Union affiliation not required. State qualifications fully. Apply Box 776c, BROADCASTING.

Wanted—First class engineers-operator-announcer for new station in the south. Send photo, complete information, experience, education, picture, disc, references, salary expected. Application confidential.

BOX 777c, BROADCASTING.

Wanted to Buy

Stations

WOULD BUY AT THE RIGHT PRICE
IN PHILADELPHIA
FM BROADCASTING STATION
IF YOU WANT TO MAKE A QUICK DEAL
GIVE DETAILS, INCLUDING PRICE
WRITE OR WIRE
BOX 757c, BROADCASTING

Miscellaneous

TRANSMITTING
TUBES REPAIRED
Lewis and Kaufman, Inc.
Box 337, Los Gatos, Calif.

CROSLEY CONTEST

175 Stations Will Each Carry 40 Spots

APPROXIMATELY 175 stations in 105 cities throughout the country will carry 40 announcements of the Crosley contest in a three-week period starting Oct. 16. Sponsored by the Crosley Division of Avco Mfg. Corp., through Benton & Bowles, New York, the spots will inform the public of a $2,000,000 contest which AVCO officials called "the world's biggest giveaway."

Contest was announced Wednesday by W. A. Blees, AVCO vice president and Crosley general sales manager, at a news preview of the company's 1950 line of radio and video sets, refrigerators and other kitchen equipment, at the Commodore Hotel, New York. The new models will go on sale Oct. 15, he said, and the contest will start on the date, continuing through Nov. 30. Some 6500 dealers are participating with the company in the contest, he explained, boosting the total awards to more than $2,000,000, chiefly in merchandise.

Crosley will back up the fall campaign with a $1,500,000 advertising and promotion campaign, Mr. Blees declared. This money will be divided roughly into three parts, for contest promotion, for the new Shelvador refrigerators and for the 1950 TV sets, it was explained. Transcribed spots promoting the contest and the Crosley products are being made available to dealers for cooperative advertising. Mr. Blees estimated that the combined company and dealer advertising expenditure would total between $2 and $3 million for the fall campaign, bringing the year's total advertising for the Crosley line to $10 million. In 1950 the combined company and dealer promotion and advertising should total $12 to $14 million, he stated.

Crosley is sponsoring two network TV programs this fall, *Who Said That?* on NBC-TV and *Inside Show Business* on CBS-TV, in addition to its radio spot campaign.

Declaring that "Crosley now has more complete product lines than any other manufacturer specializing in the appliance field," John W. Craig, AVCO vice president and general manager of the Crosley Division, said that this major expansion is based on "confidence in our ability and in the outlook for the future business economy of the country. We foresee continued prosperity for the American public—and by public I mean all the millions of purchasers, of practically all economic levels, who buy the goods and services offered by American business."

In addition to the major appliance expansion, Crosley now has one of the most complete TV receiver lines in the industry, Mr. Craig said. He added: "And this line, too, is slated for future growth. We are developing new models to increase still further our ability to provide an appropriate model for every purchaser in picture tube sizes, cabinet styles and combinations with radio and phonograph services.

"Although still young, the television industry has demonstrated its vigor by the way sales have again started to skyrocket with the opening of the fall season. Television receiver sales are climbing rapidly in all areas served by TV stations and the industry now possesses greater stability and strength than ever before.

"Our retail sales outlets are also encouraged by the fact that the public is beginning to learn the true situation with regard to UHF television and color television. Retail sales experiences are now indicating, with few exceptions, that prospective purchasers realize that UHF and color are by no means" just around the corner", and that when they do come, there will be inexpensive adapters for attachment to present receivers, so that any fear of set obsolescence is groundless. To those who are still waiting, dealers can only say that they are needlessly denying themselves and their families years of television entertainment in their homes."

Allied's Actor

IT'S a switch when an advertising agency man becomes talent instead of buying talent. Several months ago Bill Welsh, general manager of Allied Adv., Los Angeles, began doing an interview show as well as sports via KTLA (TV) in that city. As a result, he was approached by an agent who had seen him on TV. The agent said he thought he could do something for Mr. Welsh and he has. Bill Welsh will be seen as an actor when Warner Bros. releases its *After Nightfall.*



ROBERT C. ADAIR (r), president of South Shore Broadcasting Corp., and Mayor Vernon Anderson of Hammond, Ind., scan blueprint of new plant for WJIZ(FM) Hammond, at the base of the station's new 405-ft tower. WJIZ, FM outlet of WJOB Hammond, operates on 92.3 mc with expanded power of 10 kw.

NED IRISH

Seeks Garden Sales

MADISON Square Garden is now in negotiations to sell telecasting rights to its events other than boxing either to a sponsor or station, according to Ned Irish, executive vice president. NBC and CBS split the boxing rights.

Mr. Irish would not reveal with whom negotiations were being carried on nor would he confirm reports that college basketball rights were being held at $150,000, professional basketball rights at $70,000, six track meets at $25,000, the horse show at $10,000 and the dog show at $4,000.

The garden events became open to new sponsorship when CBS decided last spring not to renew its contract. Mr. Irish said only one-year contracts would be concluded.

WMGM New York has the radio rights to garden events for the coming season.

TOP REP SEEKS
ACE TV SALESMAN

One of the best station representatives in the business wants to add an aggressive, seasoned salesman to its expanding TV operation. (Honesty suggests that we call it the best—but modesty forbids.)

At a minimum, we require the following qualifications:

1. Considerable experience with a TV or AM station with a reputation for building local programs for national spot advertisers.
2. At least two years' actual selling experience in either medium.
3. Good references.

Our requirements are high because we always want a source of managerial and executive personnel within the organization. We'll pay an ample salary—plus bonuses. For an interview, write Box 754c, BROADCASTING, giving your complete background.

Controlling Interest in
Profitable Network Station

This property is one of the well established and consistently profitable network stations located in an important south central market having ideal living conditions. The purchaser will head up a well organized operation and control a very valuable broadcast facility. Priced unusually low in relation to splendid earnings. Cost for 75% interest—$95,000.00.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	333 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

McFARLAND BILL

Committee Delays Action

FURTHER delay in consideration of the McFarland-FCC reorganizational bill was foreseen on Capitol Hill last week as an executive session of the House Interstate & Foreign Commerce Committee failed to materialize according to scheduled plans.

Neither Chairman Robert Crosser (R-Ohio) of the Commerce Committee nor Rep. George Sadowski (D-Mich.), head of the communications subcommittee, was present, though both are slated to return to Washington this week. Rep. Crosser, who has been in Europe, is expected to confer with House Speaker Sam Rayburn on the general House agenda upon his return from Europe this week [BROADCASTING, Sept. 19].

Observers felt that the communications measure (S 1973), authored by Sen. Ernest McFarland (D-Ariz.), may get little more than scant attention, with Congress shooting at an Oct. 15 or Oct. 22 adjournment. In any event no definitive action will be taken this session, they are convinced, in view of current opposition to the legislation as passed by the Senate.

Senate action last week on the executive pay raise bill alone has a nullifying effect, it was pointed out, on a comparable section in the McFarland measure which singles out FCC commissioners each for $5,000 increases—from $10,000 to $15,000. The provision has incurred the open opposition of the Civil Service Commission [BROADCASTING, Sept. 12, 19].

Waltham Shopping

WALTHAM Watch, through the Hirshon-Garfield Agency, New York, is understood to be shopping for a half-hour network show. It was incorrectly reported in BROADCASTING, Sept. 19 [CLOSED CIRCUIT] that the company was Hamilton Watch Co. Hamilton is represented by BBDO and is not bidding for such a show.

For the First Time

NEGRO RADIO PROMOTIONAL AND COUNSELING SERVICES

ENGINEERING — ADVERTISING
FINANCIAL — SALES
PROMOTION — ADMINISTRATION

Negro Radio Statistical Surveys Made in Major American Cities

MEDIA BROKERS

KYLE, CARTER & EUBANKS

6 EAST LAKE ST., CHICAGO 1, ILL.
(AT STATE AND LAKE)
PHONE: FRANKLIN 2-4344

Rails Sing to Success

(Continued from page 25)

what are the railroads doing with it?

As might be expected, the commercial messages are informative, non-political and interesting. Incidentally, they're mimeographed and sent in advance to railroad public relations officials.

Typical are the commercials used in the AAR summer series on ABC, titled "The Story Behind the Music." This series, just completed, carried commercials with the following themes: Railroads' role in national life and advantages of private ownership; improved facilities; block signals; safety record; mass transportation and payrolls; railroad employment; $3 billion in purchases in 1948; $1 billion in tax payments; your stake in a $28 billion industry; effects of higher freight rates and 40-hour week; back-to-school travel.

Here is the commercial heard on the Sept. 19 broadcast:

While we are listening to The Railroad Hour tonight, our railroads are working for us in many ways. Let's see exactly what they are doing for us during the 30 minutes we are enjoying the music and story of Nacio Herb Brown.

During this short time, about 600 freight and passenger trains will start on their runs from points all over the United States. The freight trains will turn out transportation service equivalent to moving approximately 30 million tons of freight of all kinds for a distance of one mile.

Passenger trains during this time will perform transportation service equivalent to moving the entire population of a city the size of Philadelphia for a distance of one mile.

And while rendering this essential transportation service, the railroads will be contributing to the economic life of our country in other ways. Every 30 minutes, the railroads pay out more than $250,000 in wages to employees. They pay out more than $115,000 in purchases of fuel, materials and supplies. They pay more than $45,000 in taxes which go to support the ordinary functions of government. In other words, during the broadcasting of this program, railroad payrolls, purchases and taxes amount to a total of more than $400,000—nearly a million dollars an hour.

These are just some of the things which railroads do to help Americans produce more—and live better—than any other people on earth. It takes big railroads—financially healthy and physically strong—to meet the needs of a big country. That's the way the American people wanted their railroads to be, and that's the way they want to keep them.

That's the story of *The Railroad Hour*, the carriers' intimate Monday night visit with millions and millions of Americans.

It's the story of a vast industry that has learned one of democracy's greatest lessons—the people must know about their country and its facilities if they are to make wise decisions.

And it's the story of public relations men who have learned to utilize the medium that will get the most messages to the most people in the most effective manner at the lowest cost.

RADIO STATUS

Theme of Alabama Meet

RADIO's present status and its immediate future make up the theme of the annual fall meeting of the Alabama Broadcasters Assn. to be held Thursday and Friday of this week on the U. of Alabama campus in Tuscaloosa. Convention will include business sessions, featured speakers, luncheons and banquets both days, and the Alabama-Duquesne football game Friday night.

Easton C. Woolley, NBC director of stations department, will speak on "Radio 1949 and in the 50's" Thursday afternoon following a welcome speech by Dr. John Gallalee, president of the university. Afternoon business sessions highlight a discussion on "Selling Radio in a Buyer's Market" with Howard E. Pill, WSFA Montgomery and president of ABA, presiding.

A skit, "The Miracle of Radio," will be presented by university students of the Dept. of Radio Thursday evening and an address will be given by Charles A. Fell, managing editor of Birmingham *News-Age-Herald* on "Radio and the News."

Friday's activities are topped by an address on "Radio Has Grown Up" by Frank M. Headley of Headley-Reed Co., president of the National Assn. of Radio Station Representatives. In the morning a discussion is scheduled on good programming with the afternoon reserved for NAB, BMB and ABA reports on activities. The NAB film "How To Turn People Into Customers" will be shown that afternoon. Meetings end with a reception and buffet supper at Tuscaloosa Country Club and the football game at Denny Stadium.

RHODES DENIAL

Answers FTC Charges

CHARGES by Federal Trade Commission that Rhodes Pharmacal Co. has misrepresented its product Imdrin in radio and published advertisements [BROADCASTING, Sept. 26] have been denied by the Cleveland, Ohio, firm in an answer filed with the Commission.

Officials of the company told FTC that Imdrin advertisements disseminated on stations and in newspapers and other media were not "false" as defined by the Trade Commission Act. FTC had questioned the therapeutic qualities attributed to Imdrin, described as an aspirin product with buffer.

VA. AP MEET

Fishburn Lauds Organization

JUNIUS P. FISHBURN, owner of WDBJ Roanoke and publisher of the *Roanoke Times* and *Roanoke World News*, last Monday cited the Virginia Associated Press Broadcasters as an organization of "one of the best state news services in the nation." He told the group it had been built on member cooperation.

"As members of the Associated Press you are not buying a news service but joining an organization which can do whatever you want it to do," he said. Mr. Fishburn spoke informally at the association's semi-annual meeting, at which Jack Weldon, general manager of WWOD Lynchburg and president of the group, presided.

Resolutions were adopted by the radio men re-affirming their allegiance to the AP's principles of accuracy, speed, objectivity and mutual cooperation, and pledged themselves to full cooperation with each other and with newspaper members.

Contributing to the AP Virginia news report were 31 Virginia daily newspapers and 28 stations.

Those attending the meeting included:

Emileigh Maxwell, WTAR Norfolk; Jim Moore and Leigh Smith, WSLS Roanoke; Don Murray, John W. Eure, Paul E. Reynolds and Jim Walsh, WDBJ Roanoke; Charles Blackley and Robert Sterrett, WTON Staunton; Maxey E. Stone, WSVS Crewe; John W. Shultz, and Maynard E. Dillaber, WMVA Martinsville; Jack Weldon and Don Jarvis, WWOD Lynchburg; Erick Lund, WLVA Lynchburg; Tom Wade, WCYB Bristol; Phil Hirsch and Milton B. Henson, WREL Lexington; Fred L. Hart and Earl Hundley, WLPM Suffolk; W. J. Missett, Suffolk "News-Herald," chairman State AP newspapers; Ted Hyman, Virginia Agricultural Extension Service Radio Dept.; Frank H. Fuller, AP chief of bureau, Richmond; Frank M. Stearns, AP field representative. Washington; Herbert C. Little, AP correspondent, Bluefield, W. Va.



Mr. Robert B. Jones, Jr.,
Gen'l. Mgr. Radio Station WIRL
Peoria, Illinois.
Dear Mr. Jones:

——The Palmer Sales Clinic was a complete success, and has proved very valuable to us. No matter the cost, it's worth it!

Cordially yours,
RADIO COLUMBUS, INC.
Allen M. Woodall, President

THE *Fred A. Palmer* CO.
Columbus, Ohio

Radio Consultants on Management and Operation
(20 years experience)

Post Office—Box 108, Worthington, Ohio
Telephone—Worthington 2-7346

FCC Actions

(Continued from page 74)

September 29 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

KMPC, The Station of the Stars, Inc., Los Angeles; WJR Detroit and WGAR Cleveland—Designated for consolidated hearing at a date to be set later applications of G. A. Richards for renewal of licenses of KMPC, WJR and WGAR, and for transfer of control of those stations to Harry J. Klingler, Lawrence P. Fisher and John A. Hannah. Consolidated proceeding includes issues involved in and so supplants Commission's order of July 25, relating to application for renewal of license of WGAR, and its investigatory hearing order of Nov. 12, 1948. At same time licenses for KMPC and WJR were extended on temp. basis to Dec. 1.

STA Granted

The Scranton Times, Scranton, Pa.—Granted STA to operate exp. station to pick up TV network programs originating in New York or Philadelphia and relay them by microwave to State Armory in Scranton for viewing by public attending Parade of Progress Exposition Oct. 3 to 17. (Comr. Walker not voting).

By Examiner Resnick

New Rochelle Bcstg. Service Inc., New Rochelle, N. Y.—Granted petition for leave to amend application to include supplementary engineering data, but referred to Commission for disposition that portion of petition which requests waiver of hearing.

September 29 Applications . . .

ACCEPTED FOR FILING

License for CP

KOFO Ottawa, Kan.—License to cover CP new AM station.

WNAS (FM) New Albany, Ind.—License to cover CP new non-commercial educational FM station.

License Renewal

WSM-FM Nashville, Tenn.—License renewal.

WMUN (FM) Muncie, Ind.—Same.

AM—1340 kc

Martin L. Schulman, Plattsburg, N. Y.—CP new AM station 1340 kc 250 w unl. AMENDED to change name to Clinton County Bcstg. Corp.

Modification of CP

Following stations filed applications for mod. CP to extend completion date: KGAN Kingman, Ariz.; KBIG Des Moines; WSFL Springfield, Mass.; KSOX Harlingen, Tex.; WGNR (FM) New Rochelle, N. Y.; WBT-FM Charlotte, N. C.; KOMA-FM Oklahoma City; WKZO-TV Kalamazoo, Mich., to 4-24-50; WFMY-TV Greensboro, N. C., to 12-2-49; KDYL-TV Salt Lake City, to 4-1-50.

FCC Correction

ITEM in report of actions dated Sept. 22, referring to renewal of KFFA Helena, Ark., is corrected to read: Present license extended to Dec. 1 pending final determination upon application for renewal.

ARK. TAX CASE

Appeal Filed in SCOTUS

APPEAL from the Arkansas Supreme Court's decision upholding the Little Rock city tax on radio stations [BROADCASTING, May 30], was filed last week in U. S. Supreme Court and placed on the docket. The court convenes in October.

The appeal, titled "Beard vs Vinsonhaler," is based on the contention that radio is an interstate business and not subject to such a tax in accordance with long-established Supreme Court precedent.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO SEPTEMBER 29

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,045	1,989	220		370	259
FM Stations	737	411	418	*10	58	30
TV Stations	82	18	99		349	182
* 5 on air						

* * *

Docket Actions . . .

FINAL DECISION

WHAS-AM-FM-TV Louisville, Ky.—Announced final decision to deny application by Courier-Journal and Louisville Times Co., licensee, to transfer stations to Crosley Bcstg. Corp. See story page 4, BROADCASTING, Sept. 26. Decision Sept. 23.

Announced decision making final order to show cause of May 3, 1948, and proposed decision of Dec. 15, 1948, and modified effective 90 days hence, licenses of WTEL Philadelphia to specify operation on 860 kc with 250 w daytime, and WHAT Philadelphia for 1340 kc, 250 w fulltime.

INITIAL DECISION

WSAP Portsmouth, Va.—Initial decision anounced by Hearing Examiner Fanney N. Litvin to grant change from 1490 kc 250 w unl. to 1350 kc 5 kw unl. DA-DN. See story this issue. Decision Sept. 27.

PROPOSED DECISIONS

C. Thomas Patten, Oakland, Calif.—Announced proposed decision by Commission to deny application for new AM station on 1000 kc 10 kw D. See story this issue. Decision Sept. 27.

Announced proposed decision to grant application of Coast Bcstg. Corp., Los Angeles, for new AM station on 1540 kc 5 kw D, and to deny bid of Huntington Bcstg. Co., Huntington Park, Calif., and San Gabriel Valley Bcstg. Co., Monrovia, Calif., seeking same facilities. See story this issue. Decision Sept. 27.

Announced proposed decision to deny application of WCAR Pontiac, Mich., to move to Detroit and increase power on 1130 kc from 1 kw day to 50 kw day, 10 kw night, directional fulltime, and to deny application of UAW-CIO Bcstg. Corp. of Michigan for new AM station in Detroit, 1130 kc, 5 kw day, 2.5 kw night, directional fulltime. See story this issue.

OPINIONS AND ORDERS

KTSA-AM-FM San Antonio; KRGV Weslaco, Tex., and KANS Wichita, Kan.—In memorandum opinion and order granted petitions for reconsideration, removal from hearing docket, and grant of applications for transfer of control of KTSA from Gene Howe et al to Express Pub. Co. for $450,000 to be paid Taylor Radio and Television Corp., holder of option for purchase of all stock in KTSA for $385,751; assignment of license of KRGV from KRGV Inc. to Taylor Radio and Television Corp. for $320,000; assignment of license of KANS from Kansas Bcstg. Inc. to Taylor Radio and Television Corp. for $200,000. See story page 86, BROADCASTING, Sept. 26. Decision Sept. 23.

Announced memorandum opinion and order denying petitions of WRAW Reading, Pa., directed to proposed decision in WHAT-WTEL Philadelphia case, asking leave to intervene, reopen record and remand case for further hearing. See story this issue.

Adopted order severing from hearing proceeding application of Pacific Bcstg. Co. for new Class B FM station at Los Angeles, which has been in hearing in consolidated proceeding with application of Hollywood Community Radio Group for Class B FM at Los Angeles and with AM applications of Huntington Bcstg. Co., Coast Radio Bcstg. Corp. and San Gabriel Valley Bcstg. Co.; Pacific Bcstg. application is continued in hearing separately. Order Sept. 27.

Deletions . . .

Two FM authorizations were deleted by FCC bringing total withdrawals since first of year to 148. Deletions, effective dates and reasons for withdrawal follow:

WFTW-FM Fort Wayne, Ind.—Fort Wayne Bcstg. Inc., CP, Sept. 20. Applicant said it felt it unwise to continue operation since benefits to be derived are not believed to be commensurate with costs involved.

WDEF-FM Chattanooga, Tenn.—WDEF Bcstg. Co., CP, Sept. 23. Lack of interest in FM in that area makes it economically unsound to proceed.

WDOM Providence, R. I.—Providence College Inc. CP for noncommercial educational station Sept. 16. Increased construction costs.

New Applications . . .

AM APPLICATIONS

Waycross, Ga.—Southeast Broadcasting System, 660 kc, 1 kw daytime. James S. Rivers sole owner is also licensee WMJM Cordele, Ga. Estimated cost of construction $22,397. Filed Sept. 20.

Sturgeon Bay, Wis.—Door County Radio Co., 1490 kc, 250 w unlimited. Estimated cost $4,050. Principals include: Sumner J. Harris, managing editor Door County Pub. Co. and editor Door County Advocate, president; Werner A. Witte, vice principal Sturgeon Bay senior high school, treasurer; Grace S. Harris, stockholder and director Door County Pub. Co.; Wallace D. Tingley, attorney, secretary, and Gerald A. Bartell, vice president. Filed Sept. 16.

Mooreville, N. C.—Wayne M. Nelson, 1350 kc, 1 kw daytime. Estimated cost $12,400. Wayne Nelson sole owner contemplates forming corporation later. Mr. Nelson presently owns WEGO Concord, N. C., WAYN Rockingham, N. C., and owns 75% WWNF Fayetteville, N. C. Filed Sept. 16.

Millwood, Wash.—Paul W. Hand, 1340 kc, 250 w unl. (Contingent on KREM Spokane changing facilities); estimated cost $25,108. Mr. Hand is manager of Central Lincoln Peoples Utility, District of Newport, Ore., electrical utility. Filed Sept. 29.

Phoenix, Ariz.—Howard M. Loeh, 1230 kc, 250 w, unlimtied; estimated cost $36,050. Mr. Loeh formerly was one-half owner of WFDF Flint, Mich. He now is 50% owner of Melody Music Shops Inc., Phoenix, music and radio dealer. Filed Sept. 28.

Freeport, Ill. — Freeport Journal-Standard Pub. Co., 750 kc, 1 kw, D (Contingent on KSTT Davenport, Iowa, vacating 750 kc); estimated cost $21,500. Applicant is licensee of WFJS(FM) there. Filed Sept. 27.

Salem, Ohio—The Salem Bcstg. Corp., 830 kc, 250 w, D; estimated cost $21,822. Principals: Howard E. Condella, assistant chief engineer WKBN Youngstown, Ohio, president-treasurer 53⅓%; Henry L. Reese, attorney, director 3⅓%; James A. Lowery Jr., with WKBN, vice president 26⅔%; E. M. Stephenson, director 6⅔%; Louis A. Mattevi, H. I. Hine and T. Emerson Smith, 3⅓% each. Filed Sept. 27.

Mayaguez, P. R.—Mayaguez Radio Corp., 1300 kc, 1 kw, unl.; estimated cost $20,200. Principals: Alberto Sanabria, dry goods, president 17.37%; Jose A. Fabregas, certified public accountant, treasurer 0.4%; Patricio R. Fermaintt, public secretary, secretary, 0.4%; Charles Torres, service station, 13.04%; Rafael Redondo, radio parts etc., 13.04%; Eugenio B. Cesani, hardware, 13.04%; Regino Cabassa Jr., radios, refrigerators, 13.04%; Jose Gonzalez Rivera, liquors, 8.68%; Luis Acosta Jr., real estate, 4.34%; Augusto Valentin, 10.86%; Luis R. Rivera, real estate, 6.51%. Filed Sept. 27.

WTNT NOW WJBF

New Owner Reorganizes

REORGANIZATION of WTNT Augusta, Ga., under new ownership and call letters, WJBF, was announced last week by J. B. Fuqua, whose purchase of the outlet was approved by FCC fortnight ago [BROADCASTING, Sept. 19]. WJBF is on 1230 kc with 250 w fulltime.

Mr. Fuqua, formerly vice president and general manager of WGAC Augusta for nine years, purchased WJBF for $75,000 from Edgar W. Teasley and Walter J. Brown, who jointly held 51%, and three of their associates. Mr. Brown is president of WORD Spartanburg, S. C. FCC approval was conditional upon Mr. Fuqua's relinquishing his 10% interest in WGAC.

Besides Mr. Fuqua as president and general manager, the new WJBF staff includes Donald M. Kelly as executive vice president and station manager. Mr. Kelly was WGAC commercial manager. Steve Manderson, WGAC local sales manager, becomes WJBF commercial manager, and John B. Vance, former WGAC production manager, becomes program director at WJBF. Thomas Hennesy and Hugh Alison, also former WGAC staff members, join the WJBF program staff. Promotion manager is Fred Runde, formerly with an Augusta advertising agency. Ollie James, veteran Augusta radio salesman, joins the WJBF local sales staff.

The change of call letters and ownership was publicized by an extensive promotion campaign which included car cards, movie trailers, taxi signs, painted walls and a number of street stunts in the downtown shopping district. Brief dedication ceremonies on Sept. 25 included greetings from local dignitaries and transcribed greetings from network talent.

TV APPLICATION

Beaumont, Tex.—Loula Mae Harrison and A. W. Smith d/b as Beaumont Television Co., Channel 8 (180-186 mc), ERP vis. 2.8 kw, aur. 1.4 kw, ant. 373 ft.; estimated cost of construction $112,000, first year operating cost $70,000, revenue $70,000. Mrs. Harrison has extensive oil interests and is 80% owner of applicant. Mr. Smith is head of A. W. Smith Co., Boston investment firm. He holds 20% in applicant. Filed Sept. 28.

TRANSFER REQUEST

WCHS Charleston, W. Va.—Assignment of license from Charleston Bcstg. Co. to The Tierney Co. for $650,000. Charleston Broadcasting is chiefly owned by John A. Kennedy and his wife who now reside in San Diego, Calif., where Mr. Kennedy is 51% owner of San Diego Journal. The Tierney Co., Bluefield, W. Va., headed by Lewis C. Tierney, onetime operator of WBTH Williamson, W. Va., directs extensive coal mining interests. Firm is controlled by Tierney family. Filed Sept. 28.

KAGH and KARS(FM) Pasadena, Calif.—Transfer of control from Andrew G. Haley, Washington radio attorney, for $90,000 to KWKW Pasadena. KWKW owners, Marshall S. Neal, Paul Buhlig, E. T. Foley and Edwin Earl, to sell KWKW to another group. KAGH on 1300 kc, 1 kw fulltime. Filed Sept. 23.

It's Series Time

(Continued from page 23)

Duff, Mutual's director of research, some 75 million adults could hear the World Series via the networks' feeds in this country.

Intensive promotion is being done by Mutual, which for two weeks has been identifying itself as "The World Series Network" at every station break.

Special broadcasts, including yesterday's (Sunday) airing of "The Babe Ruth Symphony" with sportscaster Bill Slater as narrator, are being programmed daily. The Bob Poole show, Tuesday 3:45-4 p.m. will feature a round table discussion of series possibilities by puppet experts, members of the Knothole Gang of America.

In addition, the network has mailed its "biggest pitch of the year," a promotion kit on the series to all its member stations. The kit contains suggestions for announcements, advertisements, publicity stunts, etc., and each is outlined with every possible outcome of the respective pennant races taken into consideration. More than 80% of the kits reportedly are utilized by stations, according to F. Carleton McVarish, network's manager of audience promotion.

A successful stunt, originated by MBS-affiliated WCSC Charleston, S. C., in 1947, and imitated by others subsequently, is now suggested in the kit. A donkey, hired by the station to parade the street, wore a bold sign proclaiming that "Only a Jackass Wouldn't Listen to the World Series Over (—station), and Wouldn't Shave with Gillette Blue Blades."

TV Details

At DuMont Television Network, the World Series coordinator for television, Bob Jamieson, and his assistants, Tom Gallery, Trevor Adams and Harry Coyle, were working out the details of what would be television's biggest show of the year to date.

Among the details were the placing of cameras. Mr. Coyle, DuMont's director of remote sports broadcasts, was experimenting with extra cameras in the bull pen, and other unconventional points to bring better outfield views. His experiments were being conducted at the Yankee Stadium and decisions were not expected until completion of tests this weekend.

The 49 television stations committed to carry the games included all but four of 53 stations which could be reached by cable.

Prior to last week WMAL-TV Washington, WTMJ-TV Milwaukee and WMAR-TV Baltimore had refused the games. Last week, WATV (TV) Newark joined their ranks and gave as reason the fact the games had to be taken on a "no pay, no charge" basis [BROADCASTING, Sept. 19]. WATV's announcement said such a basis "would establish a precedent which would serve no useful purpose to the television broadcast industry."

WTMJ-TV reversed its stand Thursday, General Manager Walter J. Damm announcing the games would be carried as a public service. He said Harry Stuhldreher, U. of Wisconsin athletic director, and First Wisconsin National Bank, had agreed to release WTMJ-TV from a contract to carry a football game.

A further television development during the week was the announcement that Pilgrim Theatre in Boston had closed a deal to bring the games to its movie audiences. The deal was similar to that between baseball, MBS and the Fabian Fox Theatre in Brooklyn [BROADCASTING, Sept. 12]. Report has it that the rights in each case cost $10,000.

The Fox Theatre, meanwhile, announced that its prices would be $1.20 per person on the mornings and afternoons of the series days and that in addition to the ball games, double features would be billed.

Where Go Radio's Losses

(Continued from page 28)

pects use space media, many of them very successfully. To such advertisers, radio promotion which seeks to belittle space media sounds awfully silly. Such promotion is, by inference, a criticism of those who use space media. As such it is likely to be resented, especially and most justifiably by those who use space media well and successfully—the same smart advertisers who are using or can use radio well and successfully.

Finally, anti-newspaper promotion can only lead to recrimination. Granted, some newspapers are already indulging in anti-radio promotion. We believe it is as hurtful to them as anti-newspaper promotion is to radio. If they are gaining revenue it is despite such promotion.

But in any event, "he hit me first" is a small boys' argument. Regardless of who started it, when advertisers obtain information about newspapers from radio and about radio from newspapers—none of it good—the end result will be reduced confidence in all advertising, followed by a general reduction of advertising appropriations.

And dividends are not paid out of competitors' losses.

Advertising is very much like the insurance business. Both deal with intangibles. The policy holder pays his premiums in advance of any claim, trusting that claims will be paid even though he may not be alive to make sure that they are. The advertiser pays for advertising in advance of creating sales, and, for that matter, without any guarantee that he will. He too invests on faith and confidence.

Insurance companies are every bit as competitive as advertising media. Yet they learned many years ago—learned the hard way—that to knock a competitor is to reduce confidence in all insurance, including the knocker. When the keystone crumbles every stone in the arch falls.

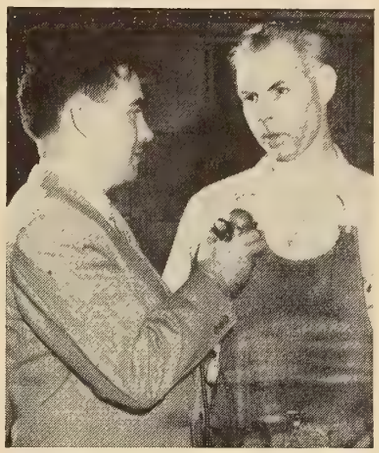
It is high time radio learned that no medium is bigger than advertising. Newspapers and magazines, please copy.

HANDICAPPED

WHBC Helps Their Cause

PINPOINTING its programming to play-up National Employ the Physically Handicapped Week, WHBC Canton, Ohio, opened a drive of its own this week. Initial promotion consisted of recorded interviews by Announcer Jim Roberts with physically handicapped persons working at the Timken Roller Bearing Co.'s Canton and Columbia plants.

The recordings were broadcast on Timken's *Music America Loves* program yesterday (Oct. 2) 2-3 p.m., originating at WHBC and fed to WHKC Columbus. Mr. Roberts



Mr. Roberts interviews a blind worker.

* * *

is the regular announcer on the Timken series.

Timken is a pioneer and leader in the hiring of physically handicapped persons and has developed special machines to make such employment possible. In addition to this program, WHBC also marked the week with an address by Mayor Carl F. Klein of Canton who proclaimed the drive, and an extra heavy schedule of courtesy announcements preceding and during the campaign.

STUBBLEFIELD

Named by Capitol Records

CLIFFORD E. OGDEN, sales manager of Capitol Records Inc., Transcription Div., Hollywood, has announced appointment of William Stubblefield as his southern representative, covering all southern states from New Mexico to Florida.

Mr. Stubblefield formerly was manager of KCLW Hamilton, Tex. Mr. Ogden has been with Capitol since 1946 when the transcription Div. was first organized. He succeeded Walter Davison who is now with Lang-Worth. Capitol's eastern representative is James Flenniken, who headquarters in New York.

EMPLOYMENT

BLS Finds Trend Upward

EMPLOYMENT took a turn for the better as summer ended, with a rise of nearly half a million new employes reported in nonagricultural industries. According to a report released last week by the Bureau of Labor Statistics, mid-August nonagricultural employment rose to a total of 43 million. This is the first significant rise in employment since the end of last year, the bureau reports. Expansion of industrial activity on a seasonal basis was credited with a substantial part of the gain.

Manufacturing industries accounted for much of the gain with the primary increase in the consumer soft goods field. Seasonal food processing establishments accounted for over 100,000 new employes, a greater seasonal expansion than took place last year. Textile and apparel industries made substantial gains in employment with shoe and leather goods manufacturers also adding workers during the month. Hard-goods industries added 50,000 employes, reversing a trend of downward employment in this field started last October. These industries had, however, displaced over a million workers in that 10 month period.

Unemployment between July and August declined about 400,000, according to the Census Bureau. Most of this decline reflected the recall of adult workers.

'VOICE' UNIT

Hogan Succeeds Sitrick

JOHN F. HOGAN, Washington radio correspondent, has assumed duties in the State Dept's International Broadcasting Div. as special events chief for Washington Voice of America coverage. He succeeds Joseph M. Sitrick, who was transferred to International Press & Publications as chief of Congressional news coverage [BROADCASTING, Sept. 19].

Mr. Hogan, a member of the board of the National Assn. of Radio News Directors which he founded in 1946, has been serving as Washington radio correspondent for a group of Maine stations: WPOR Portland, WIDE Biddeford, WAGM Presque Isle, WABI Bangor and WTVL Waterville. He was NARND's first president. From 1946 through this past May, Mr. Hogan was news and special events director for three stations comprising the Maine Broadcasting System: WRDO Augusta, WLBZ Bangor and WCHS Portland.

Folsom Elected

RCA PRESIDENT Frank M. Folsom was elected chairman of the board of the National Security Industrial Assn. at the group's sixth annual meeting last Thursday at New York's Waldorf-Astoria.

At Deadline...

SALE OF WINS NEW YORK CONSUMMATED FRIDAY

SALE of WINS New York by Crosley Broadcasting Corp. to *Il Progresso Italo Americano*, Italian language newspaper, consummated Friday. *Il Progresso*, which must divest self of present ownership of WHOM New York, paid $512,500 for WINS [BROADCASTING, Sept. 26].

Generoso Pope, owner of *Il Progresso* and of Atlantic Broadcasting Corp., which is license holder for WHOM, reportedly negotiating with two prospective buyers of WHOM. Mr. Pope understood to be hopeful FCC will permit transfer of WHOM call letters to new facilities.

WINS, 50 kw on 1010 kc, was bought by Crosley, subsidiary of Avco Mfg. Corp., from Hearst Radio in 1946 for $1,700,000. WHOM is 5 kw on 1480 kc.

WLIB NEW YORK PLANS CHANGE IN PROGRAM APPEAL

WLIB New York under its new owners will start programming to English-speaking Americans of Jewish descent and to Negroes in the New York metropolitan area, according to M. S. Novik, radio consultant, who heads the group which has bought the station from Dorothy Schiff.

Mr. Novik said the station will open studios in Harlem. He estimated there were a million Negroes in the New York area who would be reached by such programming. He put the English-speaking Jews within the reach of WLIB at 2 million.

Formal transfer of the station took place Friday. The Novik group, operating under the name, The New Broadcasting Co., is made up of the following: Harry Novik, brother of M. S. Novik and a Stamford, Conn., merchant, 44% stockholder; M. S. Novik, New York, 21%; Samuel H. Hains, certified public accountant, Stamford, 20%; Norman B. Furman, of Furman, Feiner & Co., New York agency, 15%.

COMR. WAKEFIELD TRIBUTE

RESOLUTION expressing "deep sorrow" at death of Ray C. Wakefield, FCC Commissioner 1941-1947 (story page 26), and paying tribute to his public service was adopted by FCC Friday. "We feel his loss deeply," Commission said. "His valuable service on this Commission was but one phase of a life unselfishly devoted to the public service."

VIDEO NETWORKS ON VERGE OF SIGNING ASCAP PACTS

TELEVISION networks are on verge of signing blanket license forms covering use of ASCAP music on network TV programs, Robert P. Myers, NBC assistant general attorney and chairman of the NAB TV Music Committee, said Friday, after network lawyers had worked all week to get these contracts completed.

Drafting of blanket licenses for individual stations is near completion, Mr. Myers reported, expressing belief these forms will be ready for stations this week. With blanket licenses out of way, attention can be focused on per program licenses, he said.

NAB per program subcommittee, headed by Dwight W. Martin, WLWT (TV) Cincinnati [BROADCASTING, Sept. 26], will hold first meeting with ASCAP negotiators Oct. 10. Committee has retained Stuart Sprague, New York attorney specializing in radio work, as counsel in negotiating per program licenses.

NAB is asking TV stations to contribute toward costs of negotiations.

NEW BASE STATION RATES FOR NBC TV NETWORK

NEW base network station rates for 22 NBC-TV affiliates, to take effect Nov. 1, announced Friday by Harry C. Kopf, NBC administrative vice president. Accompanying letter notes that "NBC interconnected network will deliver nearly four times as many television homes and at a cost-per-thousand 26% less than a year ago—a decline in cost-per-thousand unmatched by any other advertising medium."

New base evening hour network rates, on which clients signed before Nov. 1 will receive six months protection through April 30, 1950, follow (interconnected stations):

WBZ-TV Boston, $750; WRGB Schenectady, $325; WPTZ Philadelphia, $1,000; WBAL-TV Baltimore, $550; WNBW Washington, $500; WNBT New York, $2,000; WTVR Richmond, $250; WBEN-TV Buffalo, $325; WNBK Cleveland, $600; WSPD-TV Toledo, $300; WWJ-TV Detroit, $600; WNBQ Chicago, $1,000; WTMJ-TV Milwaukee, $350; KSD-TV St. Louis, $425; WGAL-TV Lancaster, $200; WLWT Cincinnati, $350; WDEL-TV Wilmington, $200.

Non-interconnected stations:

WSB-TV Atlanta, $250; WBAP-TV Fort Worth, $250; KNBH Los Angeles, $900; KSTP-TV Minneapolis-St. Paul, $325; WBTV Charlotte, $175.

Cuban Plan Threat to U. S. Regionals

FEAR that NARBA conference will accede to Cuban plan to set 250 w lower limit on power on regional channels, which would reduce regional stations to "glorified locals" was expressed Friday by disturbed observers in Montreal (see early NARBA story, page 29).

Conference reached white heat during week, and by Friday long-distance lines were burning with calls from regional operators in U. S. to urge no action be taken until plan could be appraised in light of possible dire consequences. Present minimum limit on Class III (regional) channels is 500 w while Class IV (local) channels use 250 w maximum.

Engineering observers felt U. S. delegation might concede on Cuban proposal with limitations, but pointed out this would permit spotting of 250 watters on all our regionals. Attitude was that our regionals—biggest group of metropolitan stations in U. S.—would be "sold down the river" under Cuban plan.

American delegation, headed by FCC Comr. Rosel H. Hyde, was represented as feeling that conference would take liberal position on 250 w regional limit "internationally" but retain engineering standards "nationally" through FCC regulation. It was argued, however, that if limit is dropped for other nations, pressure to drop in U. S. would be irresistible, with many newcomer stations in economic straits. Cuban proposal was based on economics and its tight geographical area which doesn't need regional power for coverage.

There were signs that old regional group might be quickly revitalized to cope with threat of further degradation of their channels.

RONSON POST TO LANE

HOWARD LANE, staff member since 194[illegible] of advertising department of Ronson Art Meta[illegible] Works Inc., Newark, appointed advertising manager of firm, sponsor of MBS program *Twenty Questions*.

SERIES IN ALBANY HOTELS

TRI-STATE DISTRIBUTORS, Albany, N. Y. (Admiral), spot buyer on WRGB (TV) Schenectady, has installed television receivers in lobbies of leading hotels in that city for World Series.

RASHBAUM NAMED

CHRIS RASHBAUM, previously assistant representative in New York sales office, appointed eastern sales representative of Paramount TV stations KTLA Los Angeles and WBKB Chicago.

Closed Circuit

(Continued from page 4)

McDermott, station manager, and E. C. Cady for approximately $21,000.

GOODYEAR RUBBER Co. expected to make decision early this week on television plans. Young & Rubicam has submitted TV program featuring Paul Whiteman while Kudner Agency has also submitted one.

PAUL B. MOWREY, currently ABC national director of television operations, due to be named national director of television program sales. Robert E. Kintner, executive vice president, expected to make announcement within fortnight.

ESTABLISHMENT of policy-level public relations chief for NBC one specific proposal in report of management consultants Booz, Allen & Hamilton made in detail to top echelon of RCA and NBC last week. Changes expected to develop slowly on reorganization plan of company into radio and television operational structures [BROADCASTING, Sept. 12].

WCAU PHILADELPHIA will soon close New York sales office, leaving all national sales in hands of Radio Sales, CBS station representative organization, which has represented station elsewhere for past year.

GENERAL MILLS retaining time but switching to other products in 21 markets formerly advertising seasonal Wheaties. Lowry H. Crites, director of media, reports 35 markets cancelled as "natural seasonal adjustment."

SMITH DAVIS CORP., old-line newspaper and station investment firm, is undergoing top-side reorganization. Smith Davis, founder, is operating head, with Howard Stark, vice president, in direct charge of radio.

LEVER BROTHERS (Blue Bonnet Margarine) through Ruthrauff & Ryan, New York, planning half-hour network show in Canada. Format will probably be quiz show.

BROADENING of interest of Frank E. Mullen in consulting field seen with disclosure that he'll sit in on Petrillo-TV industry film deliberations Oct. 6 for Jerry Fairbanks Co., top Hollywood TV film-production operation. Ex-NBC executive vice president and latterly president of G. A. Richards stations is consultant for *New York News*-WPIX and has established offices in New York and Hollywood.

BUCHANAN & Co., Los Angeles, planning radio and television spot campaign in California markets for Bob Hope's Quality Television Corp., that city, California distributor of DuMont television.



Plenty of VITAMIN "SEE" in Cincinnati

(Dayton & Columbus, too!)

Yes, the "eyes have it" in Cincinnati. It's a RED HOT television town. Take a look at these figures reported in the six-city Telepulse for August, 1949:

Average ¼ Hour TV Sets-In-Use
(12 Noon—12 Midnight)

City	*August 1-7*	*July*
CINCINNATI	30.4%	23.7%
New York	21.8	20.8
Philadelphia	21.7	19.5
Chicago	20.1	18.9

Now, *another* shot of vitamins has been added in the three cities with all new star-studded daytime programs, starting at 11:30 AM daily and featuring the million dollar WLW-Television talent staff.

More vitamins: All three Crosley TV stations —WLW-T, Cincinnati; WLW-D, Dayton; and WLW-C, Columbus—also began carrying the full NBC television network schedule on September 25th—LIVE—via cable and our own microwave facilities.

For a healthy sales prescription, contact your nearest WLW Sales Office.

**RUTH LYONS Mid-West's Greatest Showoman*

WLW-T
WLW-D WLW-C

TELEVISION SERVICE OF THE NATION'S STATION
Crosley Broadcasting Corporation

WTND WISL WHTN WBCK WJMJ WBUT WWHG CKMO CKNW CHAT CKNX CKTB
WACO KLMS WHFB KOWH WNAM WHVR WBCU CJIB CJCJ CKPR CHNO CFRA
WKRG KFXM WJPG KLER WACB WELI WROK CJAT CKUA CHEX CFCH CHOV
KWYO WEEU KVCV KTXN WLXW KPRS CKVI CKOY
WKNA WBMD CBJ
WACE WSAC CJFX
WALT WLVA CKBW
WAPX WLCR XEZM
WLBR WKTY XEBS
WKMH WSLS PRI-2
WTAC KSPR PRI-8
WGL KOVO PRE-5
KGIL WLAK CMHD
KSBW KVEC CMBF
KSCO WIMA KMVI
KGCU KX-RX KIPA
WBOC WVOT TIFC
KVVC WNOW XEBP
WTHI WMFD XECC
KVOA WEOL KHBC



RCA 1-kw AM transmitter, type BTA-1L

Everywhere you look... RCA 1-kw AM's

SO QUIET in operation you can make announcements right in the transmitter room itself*, type BTA-1L maintains its excellent reputation for economical and reliable service by continuing to prove it.

Ask any station man who runs one.

For complete data and suggested floor plans, see your RCA Broadcast Sales Engineer. Or write Dept. 19 JA, RCA Engineering Products, Camden, N. J.

**The BTA-1L uses no blowers or a-c contactors.*

BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

OCTOBER 10, 1949

PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

note, PLEASE...

More people watched the Brooklyn Dodger night games on WOR-tv, channel 9, during the September period covered by Pulse, Inc.'s television report, than those who watched the games on any other New York television station.

In fact, during the time when *all three* major television stations carried the games, WOR-tv averaged a 9.4 rating; the other two stations – an 8.8 and a 4.0.

THE POINT? Do you, sir, have some television shows on which you'd like to graft bumper ratings? We can talk to you now and televise your shows beginning October 11th.

our address is **WOR and WOR-tv**

at 1440 Broadway, in New York

IN THIS ISSUE: BUSINESS CYCLES AND BROADCASTING



an early spring?

Very early! It seems to be right on top of us—and all because we've been hot-housing new program ideas all summer. Eight new shows are scheduled to make their appearance.

For advertisers who want fresh ideas for selling we suggest an early call to WINS. Let our sales staff show you how these sparkling new shows can deliver big audiences at a consistently low cost per thousand.

CHILDREN'S HOUR, 9-10 a.m. Saturday. Tales of fancy and adventure for children.

HOLLYWOOD BROWN DERBY, 12:15-12:30 p.m. Mon.-Fri. Joy Hodges interviews celebrities from the Film Capitol.

BUSHELS OF FUN, 12:30-1:00 p.m. Mon.-Fri. Quiz show with Jack Lacy as m.c. Also R. D. Wilson Orchestra.

WISHBONE PARTY, 12:30-1:00 p.m. Saturday. From Johnny Victor Theatre. Jack Lacy, m.c.

SONG PARADE, 2-4 p.m. Mon.-Fri. Top recordings with Geoff Davis as m.c.

VINCENT FLAIR AMATEUR HOUR, 10-10:30 Monday.

WEEK-END SKI REPORT, 10:45-11:00 p.m. Thursday. Geoff Davis reporting.

WINS GRIDIRON ROUND-UP, 5:45-6:00 Saturday. Also with Geoff Davis at the mike.

WINS
50KW NEW YORK

Crosley Broadcasting Corporation

YOU MIGHT GET A 1600-LB. BULL MOOSE*—



BUT . . .

YOU WON'T BAG MUCH IN WESTERN MICHIGAN WITHOUT WKZO-WJEF!

WKZO, Kalamazoo, and WJEF, Grand Rapids, are doing the best radio job in Western Michigan, and we can prove it.

(1) These two CBS stations have an *unusually* high BMB audience throughout the prosperous Western Michigan area. (2) They both get *top Hoopers* in their home cities—a 58.4% Share of Audience for WKZO, Kalamazoo, and 26.8% for WJEF, Grand Rapids (Total Radio Periods, Mar.-Apr. '49). (3) By projection, you can figure that this means about *41.5% more urban listeners* than the next-best two-station combination in these two cities. Yet you get this great bonus audience at a *20% saving* over the next-best combination!

Write to us or ask your Avery-Knodel man for *any* specific information you need.

**F. D. Fetherston and D. G. MacDonald got one this size on the Magnassippi River, Quebec, in 1889.*

WKZO *first* IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

WJEF *first* IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING at deadline

Closed Circuit

PRESTONE anti-freeze through William Esty scheduling spot campaign in about 150 markets and Nutro anti-freeze through Wiley, Frazee & Davenport also planning spot coverage.

NOW THAT top echelon pay bill, which includes increases in pay for FCC members from $10,000 to $15,000 annually, is all but law, few if any changes in makeup of that agency are foreseeable. Chairman Wayne Coy intends to stay, and Comr. Frieda B. Hennock, who has been reported as gyrating from Junior Cabinet post to Ambassador to Denmark to Federal bench in New York, has no plans other than to sit tight here.

KENYON & ECKHARDT, New York, recommending spot announcement campaign for Borden's Instant Coffee this week.

REVERE CAMERA Co., Chicago, planning to pick up tab on *Date With Judy* early next month for airing full ABC network Thursday, 9:30-10 p.m. (CST). *Name the Movie*, Revere's current ABC show, will be dropped Nov. 3. Agency, Roche, Williams & Cleary, Chicago.

SET MAKERS concerned over Revenue Bureau proposal to apply 10% excise tax to TV sets tuning FM broadcast band. Average tax on TV set with FM tuner would jump from around $1.25 to $10 or more. One leading maker threatens to avoid tax by adding 15-cent switch so present tuner will no longer bring in FM band between upper and lower TV channels.

RAY OF hope observed among NARBA delegates at Montreal, who have set Nov. 1 as tentative target date for accord on allocations. Likelihood of recess dwindling as feeling develops that conference job can be finished by Christmas.

FOURTEEN of 70 new stations joining NAB last week gave as their reason for joining the active campaign for new radio business currently being staged by Maurice Mitchell and BAB.

NAB PRESIDENT Justin Miller will propose to next meeting of board in November that it reconsider its ruling reducing number of standing committees from 17 to 10. Judge Miller feels strong representative committee structure is essential to proper conduct of NAB affairs.

IS FCC quietly launching another inquiry into gambling going beyond broadcast of horse-racing result information? That question was posed last week after reports had been received that FCC attorney investigators were operating in western areas and practically rifling station files to ascertain whether announcements tying into legalized gambling

(Continued on page 78)

Upcoming

Oct. 10-12: Assn. of National Advertisers Convention, Waldorf-Astoria Hotel, N. Y.
Oct. 10-13: Society of Motion Picture Engineers Convention, Roosevelt Hotel, Hollywood.
Oct. 13-14: NAB Dist. 5, Roosevelt, Jacksonville, Fla.
Oct. 17-18: NAB Dist. 4, Carolina Inn, Pinehurst, N.C.

(Other Upcomings on page 34)

Bulletins

JUDGE Michael L. Igoe, in Federal Court in Chicago Friday, continued until next April 17 suit of Radio Features Inc. contesting the government's ban on giveaways. Reason given as desire to await outcome of networks' case in New York court.

SUIT by Donald Flamm, former owner of WMCA New York, against Edward J. Noble, chairman of ABC board, reported settled Friday on eve of retrial in New York Supreme Court. In first trial, which was reversed, Mr. Flamm won $350,000 verdict on charges Mr. Noble used force and duress in causing Mr. Flamm to sell WMCA to Mr. Noble for $850,000. Mr. Flamm and his lawyer, Philip Handelman, acknowledged settlement but said they consented with Mr. Noble not to disclose terms. Mr. Noble could not be reached Friday.

STATE DEPT. PROTESTS ALLEGED PROGRAM PIRATING

U. S. STATE Dept. has made representations to Mexican government protesting alleged pirating of World Series broadcasts by XEHF Nogales, Sonora, from KNOG Nogales, Ariz.

Similar protests made earlier in year by State Dept. on complaint of KNOG [BROADCASTING, July 11]. XEHF, just across border in Mexico, allegedly recording Series from KNOG and then translating into Spanish.

SURPRISE!

OPENING NBC closed circuit talk Friday afternoon, Niles Trammell said he had three surprises. First, story hadn't leaked out of NBC. Second, affiliates were hearing about action before reading it in press. Third, he was becoming NBC board chairman with Joseph H. McConnell becoming president (story, page 23).

Mr. Trammell said he first suggested this setup to David Sarnoff, RCA and then NBC board chairman, last December but didn't get approval until August because of RCA reluctance to let Mr. McConnell go. He predicted team of President McConnell and Executive Vice President Charles R. Denny would do "terrific job for affiliates."

Business Briefly

KELLOGG NAMES BURNETT ● Kellogg Co., Battle Creek, Mich., names Leo Burnett Agency, Chicago, to handle advertising for its Corn Soya. Radio and TV considered. Corn Soya is one of Kellogg products advertised on *Singing Lady*, ABC Sunday telecast.

SCHLITZ READY ● Schlitz Brewing Co., Milwaukee, about to sign *Halls of Ivy*, NBC series, with sponsor reported not satisfied with Fri., 8-8:30 p.m. period. Starting date likely to be in December. Agency, Young & Rubicam, N. Y.

GOP BUYS TIME ● New York State Republican Party through Ruthrauff & Ryan placing spots and chain breaks for John Foster Dulles on New York State stations.

3 WEINTRAUB ACCOUNTS TO SPONSOR 'VANITY FAIR'

THREE William Weintraub Co., New York, accounts to sponsor segments of *Vanity Fair* on CBS-TV starting at close of World Series. Programs to be telecast Monday-Friday, 4:30-5 p.m.

Seeman Bros. (Airwick) and Maiden Form Brassieres each to sponsor 10-minute portions Monday, Wednesday and Friday. Robeson Cutlery Co., Perry, N. Y., contracting for segments Tuesday and Thursday. Telecasts to be aired in New York, Washington and Philadelphia.

NAB DISTRICT 6 URGES UNIFORM TIME STANDARDS

RESOLUTIONS adopted at closing session of NAB District 6 Friday evening (early story page 29) included: Support of President Justin Miller's leadership; support of Broadcast Advertising Bureau project under direction of Maurice Mitchell; commendation of BMB activity under direction of Kenneth Baker with proposal that membership consider advisability of establishing "some acceptable form of coverage research organized on a firm financial and scientific basis"; commendation of contribution of Richard P. Doherty and Employe-Employer Relations Dept.; advocacy of clearance at source and per program licensing rights from ASCAP and BMI for TV music; approval of NAB's reorganization plan; reiteration of importance of establishing uniform time standards because of economic problem presented by Daylight Saving Time; and commendation of service of Henry W. Slavick, District 6 director, who retires this year after four years stewardship.

TAYLOR JOINS FIRM

TELFORD TAYLOR, pre-war FCC general counsel, has become member of New York and Washington law firm of Paul, Weiss, Wharton & Garrison. He attained rank of brigadier general in war and was chief of counsel for war crimes at Nuremberg.

KCMO

Kansas City's ONE and ONLY

50,000

watt station

810kc

Programmed for Mid-America Audiences

National Representative — John E. Pearson Co.

One Does It- in Mid-America!

ONE Station
ONE Rate Card
ONE Spot on the Dial
ONE Set of Call Letters

Can You PICK OUT THE FARMER?



IN THIS CROSS-SECTION OF INDIANA SHOPPERS

● It's hard to do. Those who own and till farms in Indiana are among those who can best afford to look affluent *because they have the cash!* The farm yearly income in WFBM's CENTRAL INDIANA area totals over three hundred million dollars. And the agricultural income of the State in 1948 was 7th highest in the nation.

With their higher than average incomes, Indiana farmers buy the better cars, best furniture and the finest farm equipment. Their children receive all the benefits of higher education.

WFBM keeps more than 67,000 farmers informed at 6:25 A.M. daily with "Farm News," and the "Hoosier Farm Circle" Monday through Friday, 12:30 to 1:00 P.M., and entertains the entire family with top-notch local and network shows all day long. If you want to reap a bountiful harvest of results, sow your selling messages where the soil is richest—on WFBM, Indiana's only basic CBS station.

First IN INDIANA ANY WAY YOU JUDGE!

WFBM INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

Associated with: WFDF *Flint* — WOOD *Grand Rapids* — WEOA *Evansville*

BROADCASTING
TELECASTING

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FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; TV Set Count by Cities; How's Business
Third issue: **Trends Survey**
Last issue: **Telecasting Showsheet**

At Washington Headquarters

SOL TAISHOFF
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Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

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Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

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• Reg. U. S. Patent Office

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tomorrow's 1000 Watt

RADIO STATION WILL INSTALL THE GATES *AIR-CONDITIONED* BC1F Transmitter

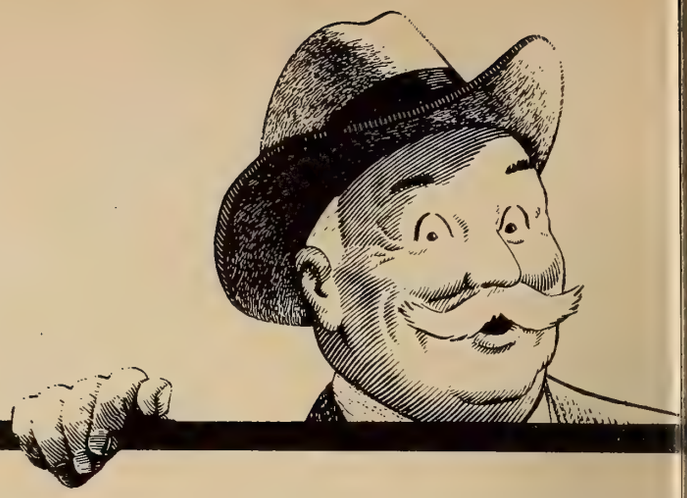
THE ONLY COMPLETELY NEW ONE KILOWATT BROADCAST TRANSMITTER IN 1949



YOU CAN HAVE THE NEWEST AND THE FINEST NOW. GATES WILL GLADLY SUPPLY COMPLETE DATA ON REQUEST.

GATES RADIO COMPANY

MAIN OFFICE AND FACTORY—QUINCY, ILLINOIS
EASTERN ZONE OFFICE—WARNER BUILDING, WASHINGTON, D. C.
EXPORT—ROCKE INTERNATIONAL, 13 E. 40th, NEW YORK, 16



Today these stations are reaching more people, with more money to spend for their spot advertisers' products and services than ever before . . . .

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since 1932

NEW YORK CHICAGO
ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO



EAST, SOUTHEAST

WBZ-WBZA	Boston-Springfield	NBC	50,000
WGR	Buffalo	CBS	5,000
WMCA	New York	IND.	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
WCSC	Charleston, S. C.	CBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk	ABC	5,000
WPTF	Raleigh	NBC	50,000
WDBJ	Roanoke	CBS	5,000

MIDWEST, SOUTHWEST

WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000*
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	ABC	10,000
WISH	Indianapolis	ABC	5,000
KMBC	Kansas City	CBS	5,000
WAVE	Louisville	NBC	5,000
WTCN	Minneapolis-St. Paul	ABC	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KSD	St. Louis	NBC	5,000
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000

MOUNTAIN AND WEST

KOB	Albuquerque	NBC	50,000
KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland, Ore.	ABC	50,000
KIRO	Seattle	CBS	50,000

*CP

M-G-M comes to WASHINGTON

Naturally on WMAL



THE M-G-M THEATER OF THE AIR—A FULL HOUR OF TOP DRAMATIC ENTERTAINMENT every Sunday nite from 10 to 11 on WMAL! Hollywood's top stars present all-time movie hits . . . above Margaret Sullavan goes over the script of "Shopworn Angel" with Howard Dietz famous playwright and host on The Theater of the Air—it's one of the eight M-G-M exclusives on WMAL . . . inquire today!



THE ADVENTURES OF MAISIE—Yes, it's Ann Sothern as the gal with the happy faculty for finding trouble and excitement—and, yes, it's another M-G-M exclusive on WMAL! (Also available in this great package—"Crime Does Not Pay," "At home with Lionel Barrymore," "Hollywood USA" and George Murphy with "Good News from Hollywood.")





THE ADVENTURES OF DR. KILDARE—another great film series adapted for radio for the first time and starring Lew Ayres and Lionel Barrymore. For listeners and advertisers it means two famous stars in an exciting half hour with a ready-made audience and wonderful entertainment!

THE HARDY FAMILY—Mickey Rooney, Lewis Stone, and Fay Holden bring their famous family to the air waves for the first time and it's another WMAL exclusive in Washington! Let us tell you how you can sponsor this hilarious half hour in the great Washington market!

The Entire M-G-M Package Is Now Available in Washington . . . Inquire Today!

WMAL-TV

WMAL

THE EVENING STAR STATIONS

WASHINGTON, D. C.

WMAL-FM

Agencies



JAMES MacDONALD, former CBS and Toni Co. publicist, appointed t newly created post of manager of radio and television publicity fo McCann-Erickson Inc., New York. He formerly was director of radio o New York House Agency for Toni Co., Chicago. Prior to that he worke with Benjamin Sonnenberg Public Relations Agency on Toni Co. and Phili Morris Co. accounts.

HENRY BERLE, president of Campbell-Sanford Adv. Co., Cleveland, transfer headquarters to Chicago "To provide better service for western and mid western accounts."

EDWIN A. HAMALA named New York regional account executive for Beau mont & Hohman Agency to work with distributors and regional sales manager of Whirlpool Div., Nineteen Hundred Corp., in development of cooperativ advertising campaigns. He was associated previously with Jack & Heint Precision Industries, Cleveland, and Premier Vacuum Cleaner Div., Genera Electric.

S. G. TOPPING joins staff of Wright & Assoc., Chicago agency, as assistan to **WILLIAM E. WRIGHT.** He worked formerly at Schwimmer & Scott, sam city.

FRANK WALDECKER, announcer for Ronson Lighter's *Twenty Question* joins radio and television department of Grey Advertising, New York, in addi tion to his announcing duties.

BOB WAHL, formerly producer-director for WFIL-TV Philadelphia, join radio-TV department of Gray & Rogers Adv., same city.

J. W. (Jack) BRADFUTE, formerly with General Outdoor Adv. Co. an J. Walter Thompson Co., both Chicago, and Maxon Inc., Detroit, and mos recently with W. Earl Bothwell Inc., Pittsburgh, promoted to director of re search and marketing for Bothwell. He transfers to New York office abou Oct. 15.

ROBERT H. SCHUBERT, formerly continuity director of KWDM Des Moines Iowa, named radio-TV director of W. D. Lyon Co., Cedar Rapids, Iowa.

LAWRENCE D. BENEDICT, formerly with Tucker Wayne Agency, Atlanta Ga., as account executive and vice president in charge of sales and mer chandising, joins Compton Adv., New York, as account executive on Instan Chase & Sanborn Coffee account. **LLOYD DURANT,** formerly with Tran Film and RKO Pathé, joins Compton radio department as producer of tele vision commercials.

JOHN GRATZA joins account staff of Simmonds & Simmonds, Chicago, afte working as assistant account executive at Fensholt Co., same city.

HAL STECK, radio and copy chief of McCann-Erickson, New York, resign to head his own radio and video writing service.

DeMUNN & McGUINESS Agency organized at 221 N. La Salle St., Chicago by **MEL DeMUNN,** former account executive at Campbell-Sanford, Chicago and **DONALD McGUINESS,** former Chicago manager of same agency. Firm which will specialize in advertising and promotion for farm-market products opens with 17 accounts.

CHET BROUWER, former radio, publicity and television director at N. W Ayer & Son, Hollywood, transfers to Chicago office as client contact man fo Sealtest with *Kukla, Fran & Ollie,* NBC-TV, five-a-week, 6-6:30 p.m. Mr Brouwer, who has been with Ayer for four years, will also handle K F & C publicity.

ALLEN M. WHITLOCK, former associate advertising manager for Jello-C Div., General Foods Corp., New York, joins Doherty, Clifford & Shenfield Inc., also New York, as executive on Vacuum Foods Corp. account.

THOMAS DESTELLE, former copywriter with W. W. Garrison & Co., Chi cago, joins Tim Morrow Adv., also Chicago, as copy chief.

JAMES S. MACVIKAR, formerly with BBDO and Ruthrauff & Ryan, join Benton & Bowles, New York, as an account executive.

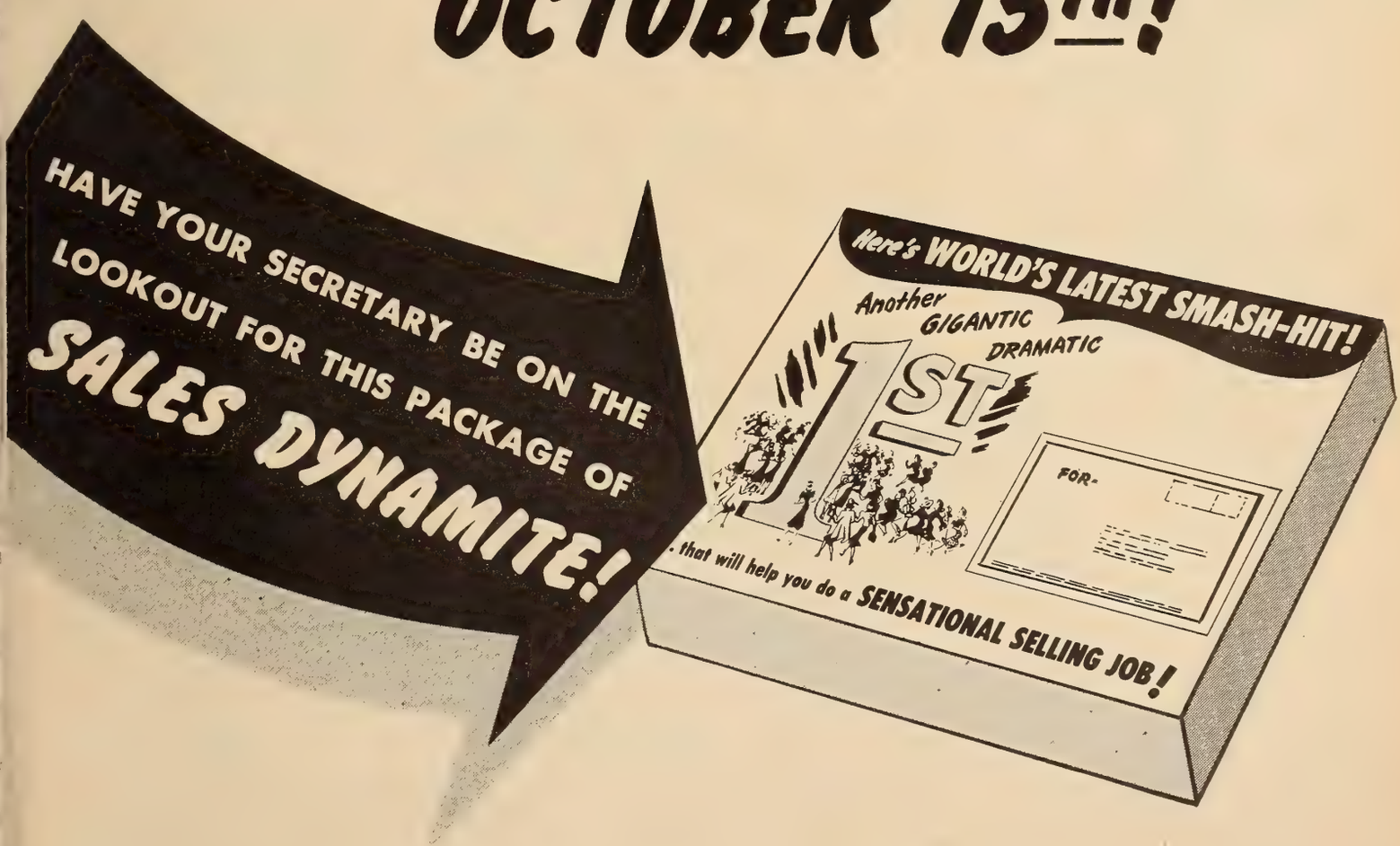
CECIL & PRESBREY opens Hollywood offices at 6253 Hollywood Blvd., with **RILEY JACKSON** as head. Telephone: Hempstead 2324.

New Addresses: S. FREDERIC AUERBACH Co. New York, moves to new quarters at 1819 Broadway. **A. L. ADKINS Co.,** San Francisco agency, moves to new offices at 55 Montgomery St. **TIM MORROW Adv.,** Chicago, moves to larger quarters on 23rd floor at 75 E. Wacker Dr.

MEMO TO:

WORLD - AFFILIATES ONLY!

ANOTHER SENSATIONAL WORLD 1ST WILL BE SENT YOU ON OCTOBER 15TH!





Minister Without Portfolio Travels Light

He — and members of his staff — get around. They're looking for the low-down on what's going on. He says, "The only reason I have the listening audience I have is because over a period of years I have told the public the truth and they have known that I was telling them the truth, and subsequent events have proven that I was doing so . . ."

He's a minister without portfolio, serving his loyal audience with alert and acute analyses of "the top of the news as it looks from here."

Currently sponsored on more than 300 stations, his broadcast—the Fulton Lewis, Jr. program — is the original news co-op. It offers local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your Mutual outlet — or the Co-operative Program Department, **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago, 11).

New Business



AARON HEATING SERVICE, Chicago, names Wright & Assoc., same city to handle its advertising. Radio will continue to be used.

DEVOE & REYNOLDS starting test campaign in Rochester, Minn., using 10 spots weekly for six weeks. Agency: J. Walter Thompson Co., New York.

ARIZONA CANNING Co., Phoenix (Sun Vista products), starts for 13 weeks half-hour television audience-participation show *Just for Fun* on KFI-TV Los Angeles. Following test, market by market campaign will be used on Pacific coast. Agency: Rockett & Lauritzen, Los Angeles.

CALIFORNIA LIMA BEAN GROWERS Assn., Oxnard, Calif. (Seaside canned and celophane packed lima beans), starts 11-week spot campaign on 10 stations in that number of markets around country. Spots will run from two to seven weekly on following stations: WGL Fort Wayne; WAPI Birmingham; WTAM Cleveland; KDKA Pittsburgh; KTRH Houston; WFBC Greenville, S. C.; KYW Philadelphia; WAVE Louisville; WFBR Baltimore; WSPD Toledo. Additional markets will be used later. Agency: Mogge-Privett Inc., Los Angeles.

PETER PAUL Inc., Naugatuck, Conn. (Mounds, Almond Joy candy bars), appoints Brisacher, Wheeler & Staff, San Francisco and New York, to direct national TV advertising campaign. Agency's San Francisco office already handles company's radio and other advertising in 11 western states.

JOHN F. JELKE Co., Chicago (Margarine), starts one-minute spots in six national markets. Large-scale radio plans scheduled later in year. Agency: Tatham-Laird, Chicago.

CHEVROLET Dealers in Los Angeles and New York sponsoring *Pantomine Quiz* on KTTV (TV) Los Angeles and WCBS-TV New York, respectively. Program, which started live on KTTV Sept. 20, is repeated by kinescopic recording on WCBS-TV. Campbell-Ewald Co., New York, is agency.

ASSOCIATED SALMON CANNERS of British Columbia, Vancouver, start spot announcement campaign, varying from three to five spots daily, on 40 Canadian stations until next May, with recess during January and February. Agency: James Lovick & Co., Vancouver.

LUCKY TIGER Mfg. Co., Kansas City (hair tonic), names Grant Adv., Chicago, to handle advertising.

BERMAN'S House of Style, Los Angeles (men's suits), appoints Ross, Gardner & White Adv., that city, to handle advertising. Firm now co-sponsoring half-hour weekly program *Adam's Alley* on KLAC-TV Hollywood and participations on KTLA (TV) that city, plans further use of television in that area.

Network Accounts • • •

CLUB ALUMINUM PRODUCTS Co., Chicago, through Leo Burnett Co., also Chicago, renews *Club Time,* on ABC, Tues. 10:45-11 a.m. Firm has sponsored show since Oct. 30, 1945, on behalf of its household utensils, and renewal is effective Nov. 1, covering 66 ABC stations.

RAY MOTORS, Chicago, signs for half of wrestling matches Saturday, 9 p.m. on WGN-TV Chicago for 52 weeks through Kaufman & Assoc., same city. Program is fed to DuMont network for cooperative sponsorship in other cities.

Adpeople • • •

STEVE RICHARDS, for past 10 years staff member of Kudner Agency, New York, handling publicity on Fisher Body and Buick accounts, placed in charge of public relations for Buick Motor Div. of General Motors.

RONALD B. HAYES, formerly advertising and merchandising manager for Spreckels Sugar Co., joins International Minerals & Chemical Corp., Amino Products Div., San Francisco, to conduct educational advertising campaign.



Ralph Bateman
Katz—Detroit



Martin F. Beck
Katz—New York



Thos. J. Flanagan, Jr.
Katz—Kansas City



Theodore E. Kruglak
Katz—New York

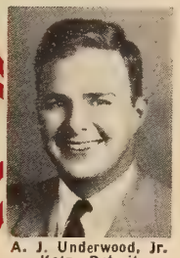




Frank Brimm
Katz—Dallas



Michael J. Flynn
Katz—New York



A. J. Underwood, Jr.
Katz—Detroit

GENTLEMEN, here's a buxom beauty worth cultivating! Popular? A 1948 diary study showed that listeners prefer her 94.7% of the time over 43 rivals mentioned. Influential? She reigns supreme over the world's richest agricultural area — 308 counties in Minnesota, the Dakotas, Nebraska and Iowa — accounting for nearly $3-billion in net farm income last year. Ask for an introduction through one of her admirers shown here. ***One date with BIG AGGIE will make you mad for matrimony.***



David H. Decker
Katz—Chicago



Abe Doris
Katz—New York

Too bashful to be photographed, these stalwarts are nevertheless ardent admirers of BIG AGGIE. Let them give you the lowdown.

Richard B. Stark, Katz—New York
William W. Joyce, Katz—Chicago
Walter E. Nilson, Katz—Chicago
Robert Salk, Katz—Chicago



Stanley J. Reulman
Katz—Los Angeles



Morris S. Kellner
Katz—New York



Fred M. Bell
Katz—Atlanta



William S. Wright
Katz—New York



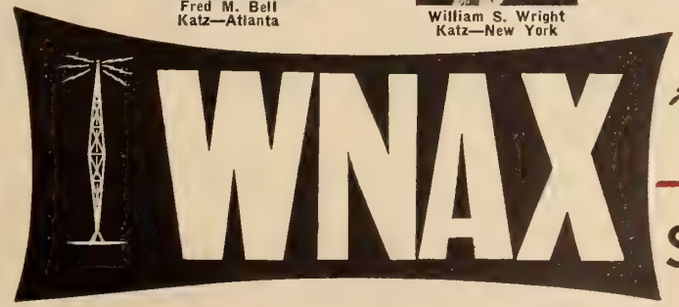
Harry M. Harkins
Katz—Atlanta



Roy Miller
Katz—Chicago



Donald C. Staley
Katz—San Francisco



A Cowles Station Affiliated with ABC
570 KC — 5,000 WATTS

SIOUX CITY YANKTON

for profitable selling—
INVESTIGATE

WGAL
WGAL-TV
LANCASTER
PENNA.

WKBO
HARRISBURG
PENNA.

WORK
YORK
PENNA.

WRAW
READING
PENNA.

WEST
EASTON
PENNA.

WDEL
WDEL-TV
WILMINGTON
DEL.

Represented by
ROBERT MEEKER ASSOCIATES
Los Angeles · New York
San Francisco · Chicago

STEINMAN STATIONS

Feature of the Week

HOW many times has it been said the radio industry is only as good as the men in it? Judge the industry's mettle in this story from central Kansas:

An automobile accident the night of Oct. 1 on a highway near Ottawa, Kans., killed James Jones and another passenger. Also in the car and suffering back injuries were Mrs. Jones and James Jobes. All three of these persons were connected with KOFO, an Ottawa station only ten days in existence. The mishap badly crippled the station's operations. Mr. Jones was commercial manager and announcer; his wife, copywriter; and Mr. Jobes, general manager and announcer.

Steven Madden, program director at nearby KPRS Olathe, immediately got busy to carry out a "Kansas neighbor's job." He realized KOFO had only the chief engineer and one other announcer to carry on after he listened to the station's morning broadcast of Oct. 2. "They have been on the air 10 days and we know how tough the first few weeks can be. We have been on the air in Olathe for three months," he said.

Mr. Madden dispatched two men to KOFO, Announcer Duane Charles and Blaine Phillips, copy writer-salesmen. He then searched for an engineer. The Olathe *Mirror*, weekly newspaper, reported Mr. Madden and L. H. (Tex) Witherspoon, president and general manager of KPRS, were swamped at their own outlet with phone calls from radio personnel offering assistance.

Mr. Madden said: "We are just 39 miles apart and probably competitors, but in this instance we are trying to be just good Kansas neighbors." Ernest W. Miller, managing editor of the *Mirror*, added his own verdict in these comments to BROADCASTING: "This speaks well for the radio profession and extremely well for the caliber of men in radio. Both KPRS and KOFO might be said to be competitors of our newspaper . . . as both reach into our news field . . . many of our advertisers are their clients. Personally, we are not greatly concerned . . . the more advertising firms use the better customers they become because of the effect advertising has on their business volume."

On All Accounts

IN commenting on the extensive background of Rodney (Rod) Erickson, recently appointed supervisor of operations for the radio and television department of Young & Rubicam, New York, one agency man observed, with more point than literal accuracy, "Rod has run the scale of dramatic experience from Chattanooga, Tennessee, to Tennessee Williams."

Actually there is no record of Mr. Erickson's presence in the Southern metropolis, but it has been reliably established that he spent his student days at the U. of Iowa as classmate and co-worker in the arts with the celebrated playwright.

After his graduation from Iowa, where he majored in radio and dramatic art, Mr. Erickson began his monumental sweep of the radio regions by becoming director and writer of *The Bowery Mission* on WHN New York, followed by a directorial stint at KFEQ St. Joseph, Mo. Next he journeyed to Washington, D. C., to serve NBC in a similar capacity.

In 1940 Rod spent some time as director and producer with a summer theatre group in Hunterdon County. That fall he went to WHP Harrisburg as a freelance producer, and in the spring of 1948 he returned to New York and joined the production staff of CBS. There he directed such shows as the *Goodman Ace* program, the *Court of Missing Heirs*, and the *Spirit of '41*. Two years later he joined Foote, Cone & Belding as assistant head of the radio department.

Continuing his spiral, Rod moved with John Loveton, then head of FC&B radio, to form their own agency. After which he returned to NBC to direct the program *Everything Goes* and the *Jack Kirkwood Show*. In January 1944 he joined Procter & Gamble in Cincinnati as radio consultant. There he supervised approximately 44 network shows and worked with seven advertising agencies. After almost three years with P&G he returned once again to New York in 1946 as director of program operations for WOR. A year later he rejoined FC&B as radio account executive on Toni.

In March 1948 Mr. Erickson became associated with Young & Rubicam as producer on the *We, The People* show. While in that

(Continued on page 74)



ROD

THE LONG ISLAND STORY

BUSINESS IS GOOD IN NASSAU COUNTY!

BANK DEBITS - 8 Months
1948 . . $1,701,068,000.00
1949 . . $1,813,671,000.00

BANK DEPOSITS - 6 Months
1948 . . . $496,829,976.00
1949 . . . $535,688,316.00

NEW HOUSING UNITS - 6 Months
1948 5,361
1949 5,658

WHLI ADVERTISING VOLUME
Highest in station's history

Data Sources:
Nassau County Clearing House Association, Federal Home Loan Bank, Nassau County Planning Commission

AM WHLI FM
HEMPSTEAD, LONG ISLAND, N.Y.
ELIAS L GODOFSKY *President*

The Case of the Fast Moving Houses



• A Salt Lake City realtor with a new development 12 miles outside the city wanted fast action. He came to us.

We short-waved a colorful on-the-spot description of the houses. With KDYL's big audience, this promotion did the job: 12 houses ranging in price from $7800 to $8750 *were sold that afternoon!*

KDYL and KDYL-TV get the same kind of quick results for all lines of merchandise. Local advertisers found that out long ago.

KDYL
UTAH'S NBC STATION
AM-FM-TELEVISION
Salt Lake City, Utah
National Representative: John Blair & Co.



The production of Hybrid Corn . . . that means BIG ears . . . and BIG crops . . . is a BIG industry in the BIG KFAB area. Much of the HYBRID corn produced and sold in the BIG middle west is advertised and sold on the BIG station KFAB, broadcasting with 50,000 powerful watts from the heart of the BIG corn producing area.

50,000 WATTS

KFAB

Your Columbia Station

OMAHA, NEBRASKA

Represented by FREE & PETERS, INC.

General Manager, HARRY BURKE

Open Mike



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Lauds 'Telestatus'

EDITOR, BROADCASTING:

I have been reading your TELESTATUS REPORT series with great interest for quite some time. . . .

. . . They have been extremely worth while articles. . . .

Doug Burch
Television Dept.
Benton & Bowles
New York

* * *

Not Only in Florida

EDITOR, BROADCASTING:

Catching up on a couple of issues of BROADCASTING—missed while out of town—I note from the OPEN MIKE section of Sept. 12, that Tom Watson WSWN Belle Glade, Fla., thinks that your writers have failed to appreciate the velocity or just plain force of recent local winds—in which he takes understandable pride.

I suggest you answer him as follows: "The difference between 122 and 140 mile-an-hour winds is hardly noticeable up here, in fact many competent observers consider this place the windiest location on the planet. Between its politicos great and small, five-percenter hearings, espionage trials, FCC pronouncements on lotteries, etc, etc, Washington has gained an enviable reputation as 'The Cave of the Winds"—they blow in all directions, at all degrees of intensity, all of the time.

John F. Clagett
Washington, D. C.

Praise From AAR

EDITOR, BROADCASTING:

I have just read J. Frank Beatty's article about *The Railroad Hour* in the Oct. 3 issue of BROADCASTING.

It is a highly interesting and informative story about our radio program and what the industry is trying to accomplish through the medium of radio.

. . . we are sending reprints of the article to railroad presidents and officials responsible for the industry's public relations activities.

William T. Faricy
President
Assn. of American Railroads
Washington

* * *

EDITOR, BROADCASTING:

Just a note to tell you that we think J. Frank Beatty wrote an excellent piece in the current issue of BROADCASTING about the *Railroad Hour*. . .

Albert R. Beatty
Asst. Vice President
Assn. of American Railroads
Washington

* * *

Lauds Railroad Story

EDITOR, BROADCASTING:

I want to congratulate you and Mr. Beatty on the excellent story in the Oct. 3 issue of BROADCASTING on *The Railroad Hour*. The story was extremely interesting and I know will be widely read and discussed. We are, as you know, proud to have this fine program on our network, and we are particularly pleased that it fits in so well with our other fine musical programs of Monday night.

Niles Trammell
President, NBC
New York

* * *

LeBlanc Story

EDITOR, BROADCASTING:

I was interested in reading your story of LeBlanc offering $2,000.00 in prizes in your issue of Sept. 19. Of course, you can twist a story and make it appear altogether to the disadvantage of the person about whom you are writing.

BUT—if you knew Mr. LeBlanc as we do, you would never have written such a story. In the first place, Senator LeBlanc is one of the outstanding citizens of this State. He is president of the Association of Louisiana Acadians numbering possibly a half a million; he is President Pro Tem of the Senate; and actually, he is about the best promoter that I have ever had the pleasure to meet.

When he explained to me this deal, the idea of wanting to chisel was a remote one. He explained to me that he owed his success to the radio. We had put his product on the map and that he wanted to develop among the radio stations a greater service to their advertisers.

LeBlanc figures, and justly so, that we, the radio stations, should meet competition and should do more than our competitors for every dollar spent. The idea was to see that every radio station in his territory consult with his outlets and obtain from them what they thought should be done in the way of advertising for which, certainly, LeBlanc does not mind paying because I figure he'll spend over one million dollars with the

(Continued on page 20)

THE SOUTH BEND MARKET MUST BE COVERED . . . AND ONLY

WSBT COVERS IT!

WSBT *completely* covers this market—and what a market! Its heart is South Bend and Mishawaka, two adjoining cities with a combined population of 157,000. The *total* population of the South Bend market is over half-a-million, while 1948 retail sales totaled more than half-a-*billion* dollars!

In addition to its complete coverage of the South Bend market, WSBT's primary area includes another million people who spent 911 million dollars in retail purchases last year!

The South Bend market is one of America's biggest and best. It must be covered! It *is* covered by one station—and only one. No other station, Chicago or elsewhere, even comes close.

WSBT

WSBT duplicates its entire schedule on WSBT-FM—at no extra cost to advertisers.

WSBT SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

THE WEST'S MOST POWERFUL INDEPENDENT

KMPC

SPORTS STARS HEARD EXCLUSIVELY

Over KMPC



BOB KELLEY, Sports Director, who presents the "Parade of Sports" for Firestone Tires and PDQ Gasoline. The sportscaster for KMPC's exclusive broadcasts of the Los Angeles Angels baseball club, the Los Angeles Rams National League Professional football club and the Los Angeles Open Golf tournament.

HAL BERGER, the "Dean of West Coast Sportscasters", who for many years has presented a daily major league baseball game. Picking the outstanding game of the day, Hal Berger recreates the contest to big audiences throughout Southern California.





JOE HERNANDEZ, a noted track authority, recreates the racing program from one of California's favorite tracks daily. The Joe Hernandez program, for many years, has been a top audience leader among all programs produced locally in Los Angeles.

Other sportscasts aired exclusively in Los Angeles over KMPC:

National Open Golf Tournament • P. G. A. Golf Tournament
Davis Cup Matches • Glendale Open Golf Tournament
• National Tennis Championship Matches

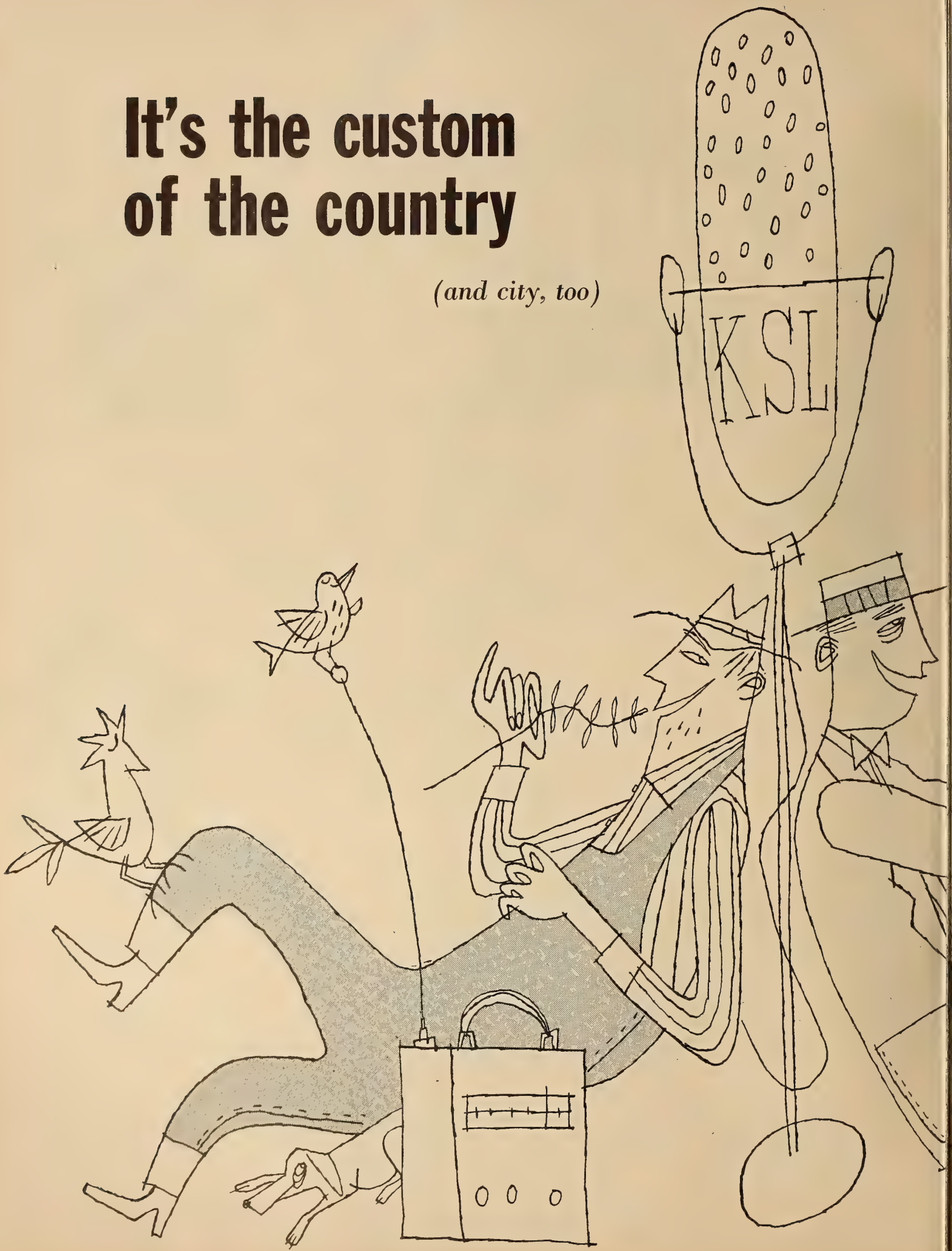
KMPC "THE WEST'S MOST POWERFUL INDEPENDENT"
- Leading in Sports -

50,000 WATTS
10,000 watts at night

★ PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE ★

It's the custom of the country

(and city, too)



IN SALT LAKE CITY, KSL delivers the biggest audience throughout the entire week. An average rating of 11.4! 34.9% of all listeners!

IN 73 "OUTSIDE" COUNTY UNITS, KSL also captures the lion's share of the week's listeners. An average weekly rating of 9.4! 32.2% of the audience!

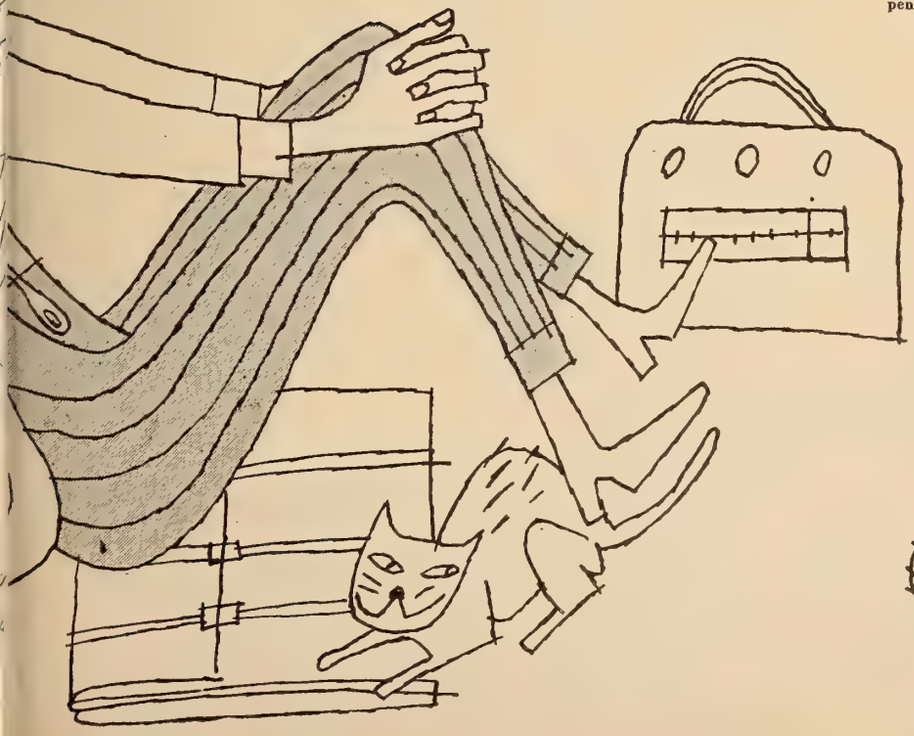
Throughout ALL Intermountain America . . . .

KSL is far ahead of all other stations ***and regional networks.*** Commands an average rating of 9.9 . . . 32.9% of all listeners all week long!

These are the significant facts culled from the KSL Listener Diary, the most complete study of listening habits ever made in KSL's BMB Audience Area* — a market where one million people buy one billion dollars worth of retail products a year. This new Listener Diary proves conclusively that in Intermountain America most people (country-folk and city-dwellers alike) make a habit of listening most to KSL.

To get customers in Intermountain America, follow the custom of the country . . . and city, too. Use KSL: ***for KSL costs less per customer than any other station or regional network.***

*Conducted throughout KSL's BMB 50-100% day-night common coverage area, by independent, impartial Benson & Benson, Inc.



KSL SALT LAKE CITY

50,000 WATTS · CBS

Represented by RADIO SALES



READ

by more agency-advertiser executives than any other radio or TV journal

Only BROADCASTING brings together the week in radio and TV. Spot news—largely unduplicated elsewhere — new business, agency-advertiser personnel changes, program, promotion ideas, talent news and costs . . . all easily read and quickly grasped.

ADVERTISERS read BROADCASTING—to know everything that will make their radio-TV advertising more productive, more economical.

ADVERTISING AGENCIES read BROADCASTING—to do a better, more complete job for their clients.

STATIONS, NETWORKS, SERVICES read BROADCASTING—to learn quickly and reliably what is happening, week by week, in their business.

If YOUR business concerns radio-television you need BROADCASTING-TELECASTING—the only authentic reporter of every significant development in the field of mass radio communitions.

$7.00 includes 52 weekly issues and the 1950 Yearbook.

Name

Street

City Zone State

I enclose _____ Please Bill Me ☐

BROADCASTING • TELECASTING NATIONAL PRESS BLDG. WASHINGTON 4, D. C.

Open Mike

(Continued from page 16)

radio stations in the 12 months.

Another thing, it wasn't compulsory for any of the radio stations to join or to participate in this contest.

W. Eugene Jones
General Manager
KSLO Opelousas, La.

* * *

Hit Shriver's View

EDITOR, BROADCASTING:

This "letter to the editor" has been occasioned by the comments of William H. Shriver Jr. of the National Council of Catholic Men. He seems to find fault with the Sept. 12 ad of the Pacific Northwest Broadcasters carried in BROADCASTING.

Frankly, I'm not vitally interested in the Pacific Northwest Broadcasters. I'm not especially over-sexed and the comments I voice are purely those of a better-than-average educated, moral-enough young man of 28 who spent almost ten years in radio. They are not to be construed as the opinions of the stations which have employed me.

. . . I will fight as well as anyone for the right of any religious group to worship as it sees fit. Nonetheless, I resent with all my heart and soul (for which they may pray) every encroachment by the Catholics on MY rights and privileges. I loathe their bigoted Legion of Decency which passes on what I see in the movies. I regret the insidious propaganda of the advertisements by the Knights of Columbus which appear in my newspaper.

I trust that Mr. Shriver wrote in utmost sincerity—so do I. I would prefer that he kept his missionary campaign to himself and within the confines of such Catholic publications as would be appropriate. Leave my BROADCASTING alone.

Del Roy
WKYW Louisville, Ky.

* * *

EDITOR, BROADCASTING:

"P" is for Pacific, but often stands for Prig;
"R" is for Radio, which in the West is big.
"U" is for Unique, like the Pacific Northwest ad;
"D" is for Dainty-waists who think that sex is bad.
"E" is for Entrancing, which that girlie surely was;
And P-R-U-D-E? That stands for Shriver, Jr.,
With all his oh's and ah's!

John V. McKinney
Clinton, N. Y.

* * *

KSAN Corrects

EDITOR, BROADCASTING:

On page 66 of the Sept. 19 issue you ran an article that was a bit misleading. It concerned the broadcasts of the Fortyniner football games.

KSAN was the originator of the network and through the efforts of Mr. Lee Mikesell, general manager of this station, the network was formed and the account sold. We continue to be the key station and originate the games.

Clint Sherwood
Program Director
KSAN San Francisco

[Editor's Note: Sorry to mislead. Our story was based on a Radio Diablo Inc., San Bruno, release which read: "The network is unique inasmuch as station-to-station transmission is accomplished by off-the-air pick-up of the program as transmitted by the originating FM station, Radio Diablo KSBR."]

* * *

Cites DST Cost Story

EDITOR, BROADCASTING:

. . . I think . . . the story on the "Cost of DST" appearing on Page 30 of your Sept. 26 issue should be clarified as to the burden of expense assessed against the network affiliates who remain on standard time.

Your story . . . certainly gives the impression . . . the costs are borne by the networks alone. . . .

. . . We feel certain . . . KFEL is not the only station which has protested the networks' policy of assessing the affiliates which remain on standard time without requiring the affiliates which changed to daylight time to bear their proportionate share of the expense. We protested this policy vigorously both in 1948 and in 1949.

As a matter of fact we signed our authorization for Mutual to include KFEL in the Daylight Savings plans for 1949 under protest, which read as follows:

"It is also understood that in signing this agreement, KFEL shall be on record as protesting the discriminatory practice of the Mutual Network in requiring only those stations remaining on Standard Time to bear this burden, rather than porportioning the cost among all Mutual affiliates including those who change to Daylight Saving Time who we believe derive MORE benefit from the plan than the Standard Time Stations."

It is our sincere hope that the networks will take steps to discontinue this discrimination . . .

Gene O'Fallon
Manager
KFEL Denver

* * *

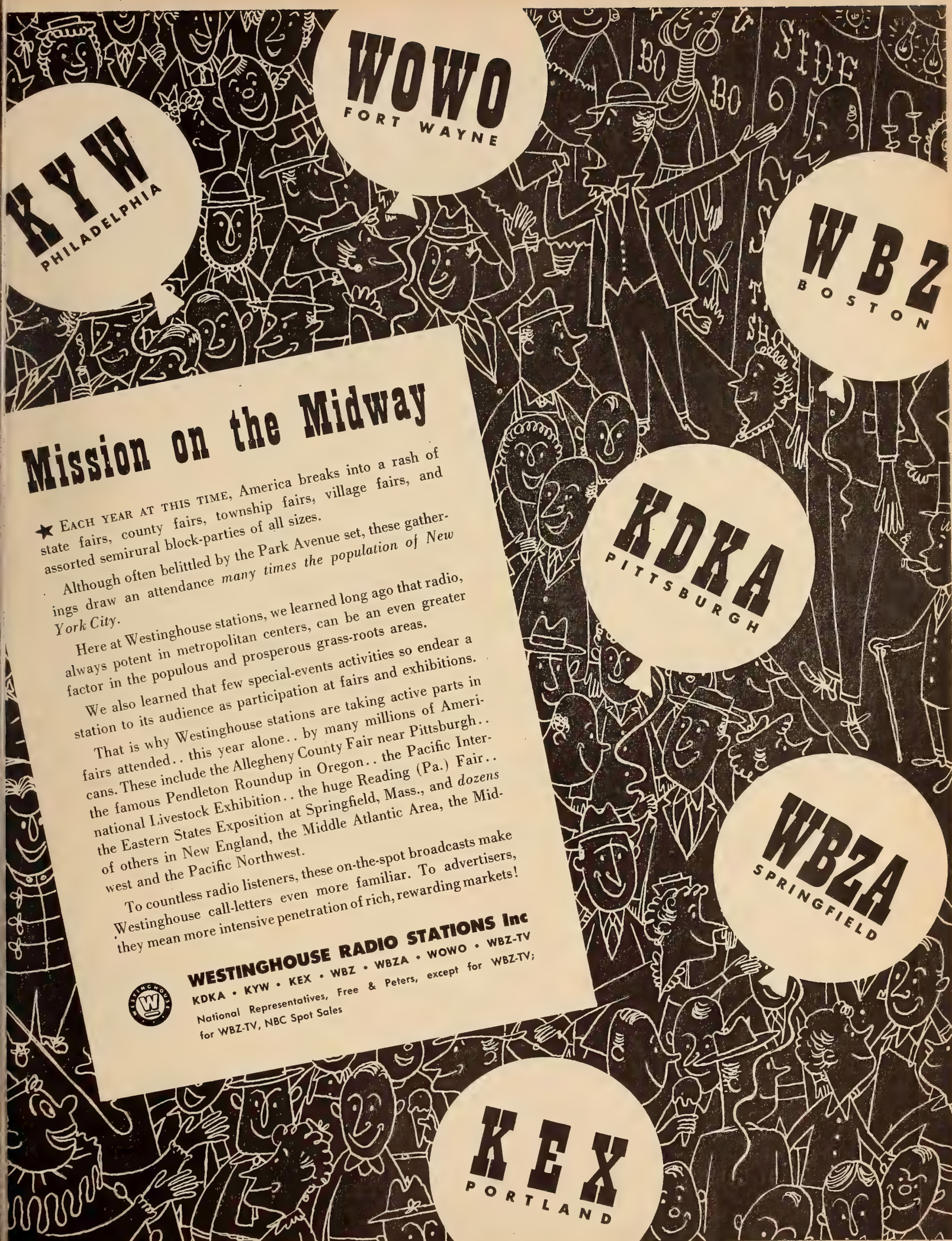
More on 'Combo' Men

EDITOR, BROADCASTING:

In the . . . Sept. 12 . . . comment on "combo men" . . . Mr. Craig states . . . if it wasn't for combo men many small stations would have to close their doors. . . . I wonder what would happen if . . . our garages or hospitals would say they couldn't afford to hire trained mechanics or trained nurses . . . ?

I have . . . yet to find one man that can fill the position of announcer and engineer.

Clarence L. Touw
Chief Engineer
KGVO Missoula, Mont.



Mission on the Midway

★ EACH YEAR AT THIS TIME, America breaks into a rash of state fairs, county fairs, township fairs, village fairs, and assorted semirural block-parties of all sizes.

Although often belittled by the Park Avenue set, these gatherings draw an attendance *many times the population of New York City.*

Here at Westinghouse stations, we learned long ago that radio, always potent in metropolitan centers, can be an even greater factor in the populous and prosperous grass-roots areas.

We also learned that few special-events activities so endear a station to its audience as participation at fairs and exhibitions.

That is why Westinghouse stations are taking active parts in fairs attended.. this year alone.. by many millions of Americans. These include the Allegheny County Fair near Pittsburgh.. the famous Pendleton Roundup in Oregon.. the Pacific International Livestock Exhibition.. the huge Reading (Pa.) Fair.. the Eastern States Exposition at Springfield, Mass., and *dozens* of others in New England, the Middle Atlantic Area, the Midwest and the Pacific Northwest.

To countless radio listeners, these on-the-spot broadcasts make Westinghouse call-letters even more familiar. To advertisers, they mean more intensive penetration of rich, rewarding markets!

WESTINGHOUSE RADIO STATIONS Inc

KDKA • KYW • KEX • WBZ • WBZA • WOWO • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales



HOME MENAGERIE

At first, the cat was the only pet in this home. Then a stray dog was added. And finally, a baby duck. They all became great friends.

W-I-T-H has a way of making great friends, too—by producing the lowest-cost sales of any station in Baltimore. W-I-T-H, you see, delivers more *home* listeners-per-dollar than any other station in town. And *in addition* to this biggest home audience, a recent survey made under the supervision of the Johns Hopkins University showed that of all radios playing in drug stores, 34.6% were tuned to W-I-T-H.

That means that even *small* investments on W-I-T-H produce *big* results. If you'd like the whole, exciting story about W-I-T-H, call in your Headley-Reed man.

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, *President* ■ *Represented by* **HEADLEY-REED**

BROADCASTING
TELECASTING

Vol. 37, No. 15 WASHINGTON, D. C., OCTOBER 10, 1949 $7.00 A YEAR—25¢ A COPY

McCONNELL NBC PRESIDENT

Trammell Board Chairman

By ED JAMES

JOSEPH H. McCONNELL, 43-year-old executive vice president of RCA, was elected president of NBC last Friday. Niles Trammell, 55, president of the network since 1940, became chairman of the NBC board.

The change clears the way for the complete reorganization of the network.

As chairman of the board, Mr. Trammell will remain active in NBC, it was officially announced, but will be relieved of administrative duties. Regarded even by grudging competitors as one of the best salesmen in radio, Mr. Trammell will concentrate his energies in sales as well as talent and station relations, it was said.

Mr. Trammell assumes a position relinquished by Brig. Gen. David Sarnoff, who is also chairman of the board and chief executive officer of RCA. Gen. Sarnoff remains a member of the board of the RCA broadcasting subsidiary.

The elevation of Mr. McConnell, a crack administrator, was regarded as a logical curtain opener in the projected reshaping of the network. He was a principal architect of the reorganization plan, and his appointment as president was intended to place him in charge of its execution.

Because Mr. McConnell's assumption of the presidency is effective immediately, it was believed the network's reorganization would be accelerated ahead of the time table that had been anticipated.

Within weeks, it became known, the network will be split into three principal operating divisions, one for television, one for radio and a third for owned and operated stations, both radio and television.

The next high-level executive appointments at the network, it was believed, would be those of a chief of the radio division and a chief of stations. Sylvester L. (Pat) Weaver Jr., vice president in charge of television, will continue to head that division, it was thought.

The reorganization plan was made by Booz, Allen & Hamilton, management consultants, but it was known that Mr. McConnell, as RCA vice president in charge of finance and later as RCA executive vice president, worked more closely with the consultants throughout the preparation of the plan than did any other RCA or NBC executive in the organization.



Mr. TRAMMELL



Mr. McCONNELL

* * *

Although officials at NBC have been reluctant to discuss the reorganization plan, competent sources have outlined to BROADCASTING the structure that will emerge from the drastic reshaping.

When the surgery is done, the network will compose a management group responsible for company-wide policies and practices. In this level general company administrative functions such as legal, finance and personnel will reside.

Beneath the top management level will be the three principal operating divisions. The radio and television divisions will each have its own program, sales, promotion, station relations and probably publicity staffs, it was said. The third division, embracing NBC owned and operated radio and television stations, will also be self-contained.

The details of departmental reorganization were not disclosed, but it was known that the basic concept of the plan was to create maximum

(Continued on page 34)

NARBA CHIPS DOWN

U. S. Stands Firm

THE chips will be down this week at the NARBA conference in Montreal, not a month old, as members of the U. S. delegation and their advisors get down to the serious business of protecting this country's allocations.

Perusal of Cuba's assignment shifts since the second NARBA expired last March aroused fears that Class I clear channels are in peril and almost all others will suffer.

The Cuban shifts threw a bombshell into the U. S. delegation, since actual and proposed shifts since the NARBA expired are in almost total disregard of NARBA assignments. Large numbers of U. S. stations are affected.

Word from Montreal late in the week indicated that the U. S. delegation may take a firm stand against derogation of regional channels. Hope was expressed, however, that eventual regional assignments will not cause too many serious interference problems.

Note of optimism was apparent last week that the proceedings will wind up in adoption of a new treaty satisfactory to all North American nations, including Mexico which is not taking official part in the Montreal assembly.

Cuba continues to favor a five-year Third NARBA pact. The U. S. delegation advocates a long-term treaty with provision that it can be denounced on due notice. This is based on a desire to avoid recurrence of the present situation in which no treaty has existed since last March.

Restriction Proposal

Cuba and Canada have proposed to restrict any radiation that will affect existing Class II stations. This would in effect prohibit any power increase on IA, or IB stations, unless directional patterns were employed. Cuba is said not to have taken advantage of many of its interim NARBA assignments.

Following are some of the new interference problems created by Cuba's actual or proposed shifts since the interim NARBA expired. They by no means represent the complete list but are presented to give an idea of what can happen as a result of Cuba's new assignments, which in some cases are ascribed to political motives. Coverage of large numbers of regionals is threatened. Some of the new situations, with some of the stations affected:

550, 560 kc—Two stations increased to 5 kw.

610 kc—New 1 kw station, CMJG Camaguey, affecting many U. S. regionals.

630 kc—CMQ Havana. Frequency 640 kc moved to Santa Clara, increased from 15 to 25 kw.

650 kc—New 1 kw station in Santiago (WSM Nashville affected).

660 kc—CMCU Havana formerly 1190 kc, increased from 5 to 10 kw (WNBC New York affected).

680 kc—KNBC San Francisco and WLAW Lawrence, Mass., affected by power changes.

690 kc—CBF Montreal and many U. S. stations affected by increase in power of CMBC Havana from 10 to 50 kw directional.

720 kc—CMHU Cienfuegos transferred from 1450 kc (WGN Chicago affected).

760 kc—New 5 kw station at Pinar del Rio, CMAB (WJR Detroit affected).

770 kc—CMKC Santiago moved from 1290 kc 1 kw (WJZ New York and KOB Albuquerque affected).

780 kc—CMHB Santi Spiritus, Las Villes, transferred from 1410 kc, increasing 250 w to 1 kw (WBBM Chicago affected).

790 kc—CMCH Havana increasing 1 kw 5 kw D to 10 kw directional (NARBA allowed 2 kw).

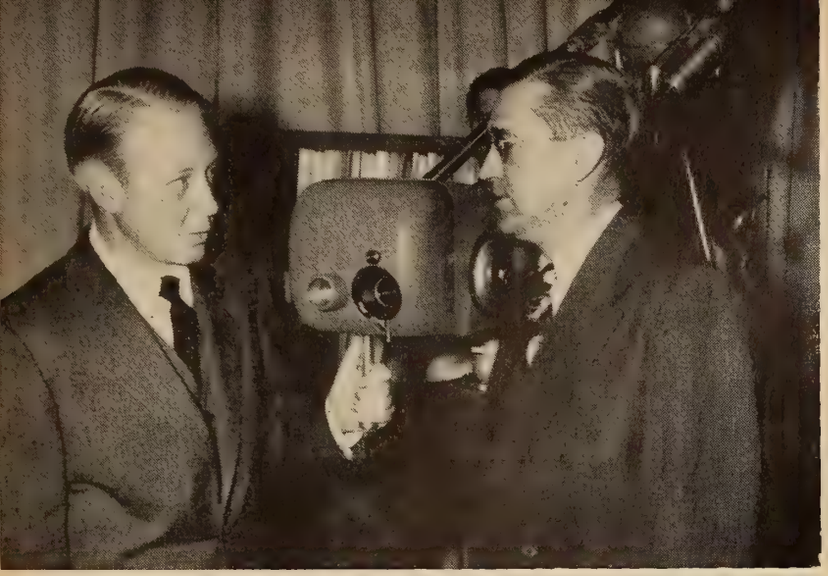
810 kc—CMHW Santa Clara increased from 250 w to 1 kw (WGY Schenectady, KGO San Francisco, KCMO Kansas City affected).

830 kc—CMBZ Havana increasing power (WCCO Minneapolis affected).

840 kc—CMJM Ciego de Avila and CMAN Pinar del Rio transferred from 1300 kc 500 w (WHAS Louisville affected).

860 kc—CMBL Havana increasing 15

(Continued on page 32)



COLOR television camera employed by CBS is examined by CBS President Frank Stanton (l) and FCC Chairman Wayne Coy during Columbia's official demonstration of its system to the Commission last Thursday.

CENTRAL AAAA *Two-Day Meet To Open Thursday in Chicago*

CURRENT agency problems involving aspects of advertising, merchandising and finance will concern members of the Central Council, American Assn. of Advertising Agencies, when they meet in annual covention Friday. The day-long "working session" will take place at the Drake Hotel, Chicago.

A management meeting Thursday afternoon and evening will precede the open session for some 200 members the following day. Frederic R. Gamble, AAAA president, will moderate a management panel at the Racquet Club.

Friday's general session will be highlighted by an address on "Why We Feature Nationally Advertised Brands" by William H. Albers of Cincinnati, head of a Super-Market chain and former Kroger Co. persident. He will detail merchandising methods, a major interest of the agency men, according to Earle Ludgin, president and treasurer of Earle Ludgin Agency and chairman of the Central Council board of governors.

Financial analyst Stanley Harold Morgan, a Chicago attorney, will outline how effective advertising—"Evidence of a Firm's Progressive Management Policies"—increases security values. A survey and evaluation of current advertising will be made by Fairfax M. Cone, vice chairman and director of AAAA and board chairman of Foote, Cone & Belding, who will speak on "I Wish We Had Done These Campaigns." "You—And Economics" is the topic chosen by Clarence Goshorn, AAAA chairman and president of Benton & Bowles.



Mr. Goshorn

Louis L. Brockway, AAAA director and executive vice president of Young & Rubicam, plans to avoid statistics and much of the TV theory in his relation of "a timely and practical" story on "How To Use Television Today."

★

Other speakers and subjects will be:

Harold H. Webber, vice president, Foote, Cone & Belding, "A New Point Of View in Media Buying"; Samuel G. Barton, president of Industrial Surveys, "A Merchandising Story on the Position of Nationally Advertised Lines Compared With Private Label Merchandise"; Enno D. Winius, president, Winius - Drescher - Brandon, St. Louis, "Let's Stop Being Geniuses," and Henry W. Haupy, vice president BBDO, "How Agencies Can Prove Most Effective When Sales Decline."

FM STRENGTH

Ware Sees End of Low-Power

END of the low-power era for FM was seen last week by William E. Ware, FM Assn. president, as the FCC granted 30 full-power FM licenses in a three-day period. Of these, three were 50 kw or more, two 40 kw and five 20 kw or more.

Mr. Ware predicted new areas will be opened for FM service. He said the trend among FM stations to operate at maximum capacity is encouraging, as is the equipping of more TV sets with circuits tuning the FM band.

Peter R. Disney

PETER R. DISNEY, 36, program director of WHAS Louisville for the past two years, died in St. Anthony's Hospital Oct. 6, just two years to the day after he was appointed to the program post. Mr. Disney had been ill for about 10 days with an intestinal obstruction but his condition had not been considered serious. He had been with WHAS since 1934 when he came to the station from WLW Cincinnati as an accordianist and singer using the stage name of Peter Riccardi. He is survived by his mother and father, Mr. and Mrs. S. Frank Disney, of Knoxville; three brothers and three sisters.

Color TV--This Week's Summary

FCC TOOK an official look at the CBS color television system late last week after hearing its exponents testify its cost would not be a "significant" item in overall station expense and that sets can be built "over a wide range of cost from low to high."

The demonstration, held Thursday and Friday, highlighted the second week of the Commission's color TV hearing, which continues today (Monday) with the official showing of RCA's rival all-electronic color system.

In contrast to the opening week's testimony by Joint Technical Advisory Committee and Radio Mfrs. Assn. witnesses advocating further development and testing of color [BROADCASTING, Oct. 3], CBS President Frank Stanton told FCC that color should be authorized promptly.

He and Dr. Peter C. Goldmark, who developed the CBS system, cautioned the Commission against getting lost in a "maze of conflicting technical data." They claimed the test is what the viewer sees, not what he theoretically ought to see, and that cost and practicability must also be taken into serious account.

Dr. Goldmark, in a detailed technical discussion of the respective systems of CBS, RCA and Color Television Inc., contended Columbia's has the advantage of simplicity and that with this goes greater practicability and economy.

Dr. Allen B. DuMont of DuMont Labs meanwhile told a news conference that color TV will not be commercially ready for 10 to 20 years. Dr. Stanton replied that observers at the demonstration approved the CBS color pictures and that the case should be tried in Commission proceedings "where it belongs."

Dr. Goldmark said "increases in the purchase price of station equipment for the CBS color system will not be more than 10% for the camera equipment alone, and probably less than 3% of the entire station cost. . . ."

The inventor said manufacturers would testify that "self-contained combination color and black-and-white table-model receivers, giving an effective 10-inch black-and-white or color picture, enlarged from a 7-inch tube, should be purchasable at retail for approximately $220."

It would cost about $15 to adapt an existing set to receive CBS color in monochrome if the adaptation were handled at the factory and about $35 plus service charge if it were done in the home, Dr. Goldmark's statement said in a portion not yet reached in direct testimony. A converter to permit reception in color was estimated at about $70 retail at the outset, with this cut to about $50 when production is refined. These figures are in addition to those for adaptation.

It was pointed out that RCA had estimated new sets under the RCA system would range in cost from $400 to $1,000, and that the $400 figure was for a two-color rather than three-color system. Dr. Stanton branded this "a double standard—one for the rich and one for everybody else."

Like the witnesses who preceded him during the opening week, Dr. Stanton urged an early lifting of the year-old licensing freeze.

He considered it "infinitely preferable to resolve this issue of color television once and for all, insofar as it concerns the VHF and UHF bands, on the basis of this hearing." He reiterated that CBS "will support any color television system which best suits the problem."

Today's RCA demonstration, to be held at the Washington Hotel and NBC's WNBW (TV) Washington studios, will include color and black-and-white transmissions of live talent, film and slides, showing reception on color sets, color converters, and standard monochrome sets, plus transmissions over coaxial cable and microwave relays.

"These demonstrations," RCA told the Commission, "will show the performance of the RCA color television system with reference to absence of color breakup, absence of flicker, absence of color fringing, image registration, color fidelity, picture brightness, camera light efficiency, definition and compatibility." Inspection of studio and transmitter follows.

(Detailed stories page 45; late story page 78)

AAAA's APPRAISE

TV Will Win Media Battle; Radio Won't Die

By HERMAN BRANDSCHAIN

RADIO and television won much of the spotlight last Tuesday and Wednesday at the Eastern Annual Conference of the American Assn. of Advertising Agencies at the Hotel Roosevelt, New York.

In two days of sessions addressed by national experts in their fields, these were among the highlights offered by speakers:

- Television will win the battle of the media.
- Radio will not die.
- BMB should be saved and agencies should act now to save it. (See separate story this page.)
- Talent costs are rising.
- Major television shows should go on an every-other-week basis instead of weekly.
- The present call for color television has not arisen from the industry, which was described as currently afraid of color, but from government officials concerned that the public interest be protected by a full investigation.

It was Sylvester L. (Pat) Weaver, vice president in charge of television for NBC, who foresaw that television will win the battle of the media. He conceded other media would survive, but observed:

"As I see it, with television invading the media world, there's still room for everybody—at the bottom."

Mr. Weaver made his predictions as the lead-off speaker in a panel on "What Will Television Do to Other Media Values?"

His view was disputed by other members of the panel who delivered strong statements in behalf of their own respective media. The others were: For radio, William Gittinger, vice president, CBS; for newspapers, Harold S. Barnes, director of the Bureau of Advertising, ANPA; for magazines, Frank Braucher, president, Magazine Advertising Bureau, and for outdoor, Kerwin H. Fulton, president, Outdoor Advertising Inc.

Weaver Points

They did not get a chance to reply, however, until Mr. Weaver had forcibly, although at times with tongue in cheek, made these points:

(1) Printed media will decline sharply in their share of advertising dollars.

(2) Outdoor advertising would not be safe, he disclosed, for NBC is experimenting with—"a way of presenting what are actually sight-sound-motion billboards, eventually in color, to run a few seconds only, to share spot announcement time."

(3) Radio will decline even more sharply than printed media in the long run, but radio five years from now will still reach more people without television sets than magazines reach today.

(4) Through the years it will always be possible to add radio and television together to reach all America—the only media combination to do so.

Speaking for radio, Mr. Gittinger said he believed radio would continue to grow in spite of television. If radio did go into a decline because of video, he forecast, its slip would not be rapid.

To show radio's growth in spite of video, Mr. Gittinger cited RMA figures of 3,447,000 radio sets produced this year through August while 1,178,000 TV sets were manufactured in the similar period.

He admitted that it was possible for video to "blitz" a radio market temporarily, which he said has happened in New York. He believed radio would come back in such markets, with television itself helping by keeping people home more. He foresaw more people in a growing America, more leisure time for them and the need for more selling to them as insuring preservation of various media.

Speaking for newspapers, Mr. Barnes said he felt television would not be a sleep-destroying threat to publishers.

Because magazines, outdoor and newspapers are now enjoying their all-time high in advertising revenue, in spite of radio's rapid growth and the phenomenal growth in the last year of television, he refused to take a gloomy view of television's impact on other media.

Periodicals Unique

Speaking for magazines, Mr. Braucher said that since periodicals perform a service unique and distinct from television, they will not be affected by video.

He cited magazine circulation growth of 13 millions—an increase of nearly 10%—during the two-year period ending June 1949, when television's growth skyrocketed. Magazines, he concluded, are in business to stay.

Speaking for outdoor advertising, Mr. Fulton said there was need and room for television in generating the mass buying psychology which has led to this country's expansion. "Television adds another cylinder to the advertising engine," he said.

He did not foresee that television would be any great competitive threat to outdoor advertising. He believed that though there would be competition for appropriations among media, in the long run there will be "ample room and ample work" for all if the country is to achieve higher living standards.

Newman F. McEvoy, media director of Newell-Emmett Co., who presided over the meeting, expressed the view that television, while it may draw money from other media now, would eventually bring new money to advertising.

Another six-man panel explored for radio and television people

(Continued on page 75)

SAVE BMB

Is Plea of Brorby to AAAA

A PLEA to save BMB was made last Wednesday by Melvin Brorby, BMB director and vice president of Needham, Louis & Brorby Inc., at the Eastern Annual Conference, American Assn. of Advertising Agencies at the Roosevelt Hotel, New York.

He urged advertising agencies to make clear to broadcasters the need for BMB. Broadcasters, he said, are divided over the need.

How divided broadcasters are, he said, may be indicated by the fact that only 604 broadcasters subscribed for Study No. Two, which he said would be ready in November. The number of subscribers is smaller than for the first study.

He called the 604 subscriber list a "pitiful showing" in many markets because important broadcasters are not included.

Mr. Brorby urged action by the agencies by Nov. 14 and indicated the line of action the agencies could take.

He specified the Nov. 14 date because at that time the NAB Board will meet to consider the report of a special NAB investigating committee on BMB, he said.

Agencies should give broadcasters their opinion on the value of BMB, he said. To help do that, he said, he was supplying the agencies represented at the meeting with lists of broadcasters who are and who are not BMB subscribers.

"I am not suggesting blackmail or undue pressure," he emphasized. "I am merely suggesting that we do not overlook the fact that we may have been so busy as not to have given broadcasters our true, honest opinion on this important subject."

Advises Broadcasters

Mr. Brorby then went on to address himself to broadcasters. Said he:

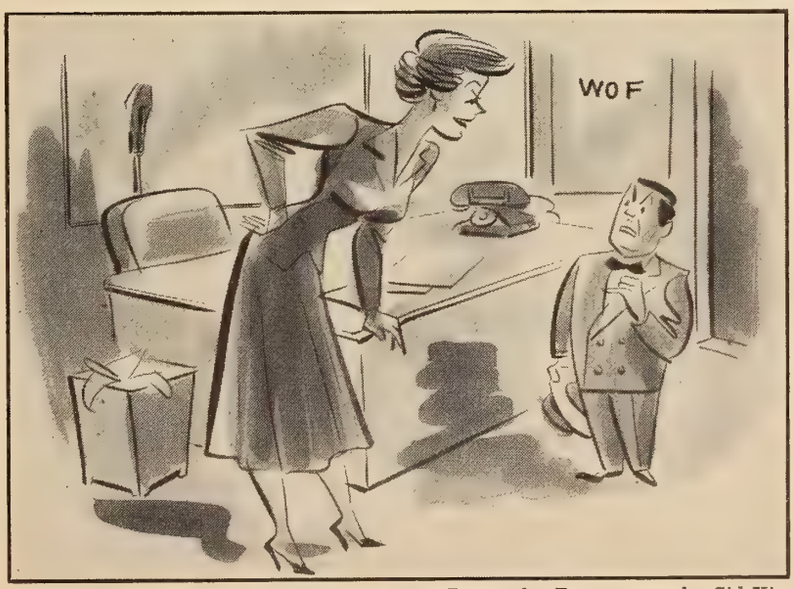
"For the broadcasters, I have this suggestion. Do not take definite action one way or another on BMB at your Nov. 14 meeting.

"Wait until Study No. Two has been published and has been received by agencies and advertisers. Then I suggest that a committee be appointed, made up of membership from the three groups — broadcasters, advertisers and agencies—to re-study the current facts of BMB and make a recommendation about its future.

"Such a committee might be made up of only three members—or it might be a dozen. It can include responsible men who have not been immersed in the details of BMB. This committee would call for the opinions of various types of broadcasters, including those who have been outspoken against BMB."

Such a committee, he said, could give a fair hearing to the problems involved, including measuring impartially the chances for success in changing BMB into a corporate structure similar to BMI, as has been proposed. He recommended that in whatever form BMB is continued, it should retain its tri-

(Continued on page 32)



Drawn for BROADCASTING by Sid Hix

"No, I'm afraid we're not looking for a midget auto race announcer."

Business Cycles and Broadcasting . .

By RICHARD P. DOHERTY

ONE OF the most difficult problems confronting the manager of any enterprise is that of formulating a clear mental picture of the overall and integrated economic characteristics of his business. It is far more difficult to visualize the whole complex structures and processes of the entire business, than it is to grasp certain details of operation such as the advisability of purchasing new equipment or hiring additional personnel.

The difficulty arises because responses to given policy decisions are not always immediate and direct. By contrast, a machine operator knows exactly what will happen when he adjusts his machine to certain levels of performance; the cost accountant knows how much will be saved by using some substitute for an original product. But it is not equally easy and simple for the station manager to know exactly what effect a change in time card rates will have upon sales and income.

One of the most complicated problems in management decisions arises from the fact that success in any business depends, not only upon internal decisions, but also upon external factors over which the specific businessman has no control.

In the modern American economic system, there is no central authority adjusting means to ends. Instead, the productive and distributive task is left to several million individual firms, large and small. It has been estimated that there are over 10 million business units in the United States, including agriculture.

The entrepreneur is the focal center of all economic activity. He estimates effective market demand, and, through his decisions, puts into motion his own resources to meet these demands. The composite of these independent decisions of many entrepreneurs is the key to the business situation.

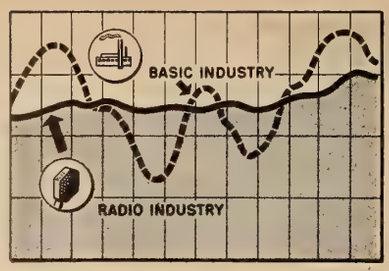
Errors of decision may be ruinous only to the respective firms, but a substantial concurrence of many erroneous decisions will have seriously adverse effects upon a whole industry or upon the entire economic system.

In any such competitive exchange economy, errors of judgment are bound to arise. Unfortunately for the total economy, these errors frequently tend to develop cumulatively, either in the direction of optimism or pessimism.

This fact is clearly brought out by a study of business cycle fluctuations. No single businessman causes cyclical fluctuations, but these up-and-down movements of business have a terrific impact upon virtually every business. To chart the best course for any company, so as to benefit from prosperity eras and be protected from the ills of depressions, is a supreme challenge to management.

On the other hand, the psychology of executive thinking plays a most important role in the life history of business cycles. The more prosperous the economic scene





becomes, the more optimistic become most business leaders. This optimism translates itself into capital expansion, inventory accumulation and, generally speaking, overall expansion. However, let danger signals appear on the horizon, and pessimism becomes contagious with the result that this factor, in itself, can generate a recession.

The exceptional and successful business executive is the one who can formulate and execute a sound plan of action based upon economic factors, and not be swayed by the prevailing mass psychology of the business community.

Business cycles are complex phenomena of modern industrial society. Behind the hill-and-valley course over which business moves are many interrelated economic causes. Furthermore, different periods of prosperity and recession are seldom the result of the same repeated causes. Nevertheless, business prospers and wanes in accordance with existing market factors. At one time, certain conditions generate the rising purchasing power and higher market demand that lead to larger profits or, at least, given promise of larger profits.

The very process of continued, cumulative prosperity—with or without the stimulant of a war—breeds stresses and strains which tend to reduce profit margains, curtail effective purchasing power (either by a decline in consumer income or reluctance of consumers to buy) and precipitates a downswing in business activity. Often this results in a mild depression or "recession," during which the economic maladjustments are smoothed out without serious effect upon the national economy.

Sometimes, e.g., in 1873, 1893 and 1930, the economic system gets so badly out of order that the "dog-chasing-his-tail" process of falling profits, declining prices, pessimism among businessmen and consumers, and curtailment in the production of both consumer and capital goods drives most phases of the business world into a severe depression.

* * *

BROADCASTING is peculiarly different from other industries —even service industries—in one respect. The radio industry serves its market (listening audience) by producing those programs which the different segments of the public like and will listen to or look at. However, these "customers" of a station or network pay nothing for the article produced. Consequently, there are no business cycle ups and downs in market response to program consumption by listeners.

If the families of America had to pay for radio programs as they do for moving picture entertainment, for sports tickets, groceries, clothes and the like—even newspapers—there undoubtedly would be some relationship between fluctuating national income and changes in radio listenership. But this is not so; radio program service is one of the few services, enjoyed by virtually every American, that does not bear a price tag, except that of initial capital investment in a receiving set.

The sole source of income by which this vast and varied menu of programs—for all ages, for all tastes, for all interests—is supported; the single source of income from which radio wages and salaries are paid; and the only revenue from which station owners and managers hope to salvage a profit is the advertising dollar of American business firms.

The degree of prosperity experienced in the broadcasting industry depends upon two major factors; (a) the aggregate volume of advertising dollars available within the business system; (b) the proportion of these advertising dollars which is spent for radio, as against other media.

Fluctuations in total advertising expenditures represent, therefore, the levels of total potential "consuming power" for the product of the broadcaster. It is, consequently, significant to any appraisal of business cycles and radio to realize that total advertising expenditures actually fluctuate with the basic changes in business activity and national income.

Advertising expenditures — in toto and available for all media— are a product of the general business picture and are not something apart from, and unrelated to, the general business cycle. The same interrelated forces which cause national income, employment, production and profits to rise result in expanded advertising revenues. The reverse action sets in when we experience a down-swing in economic welfare (see chart this page).

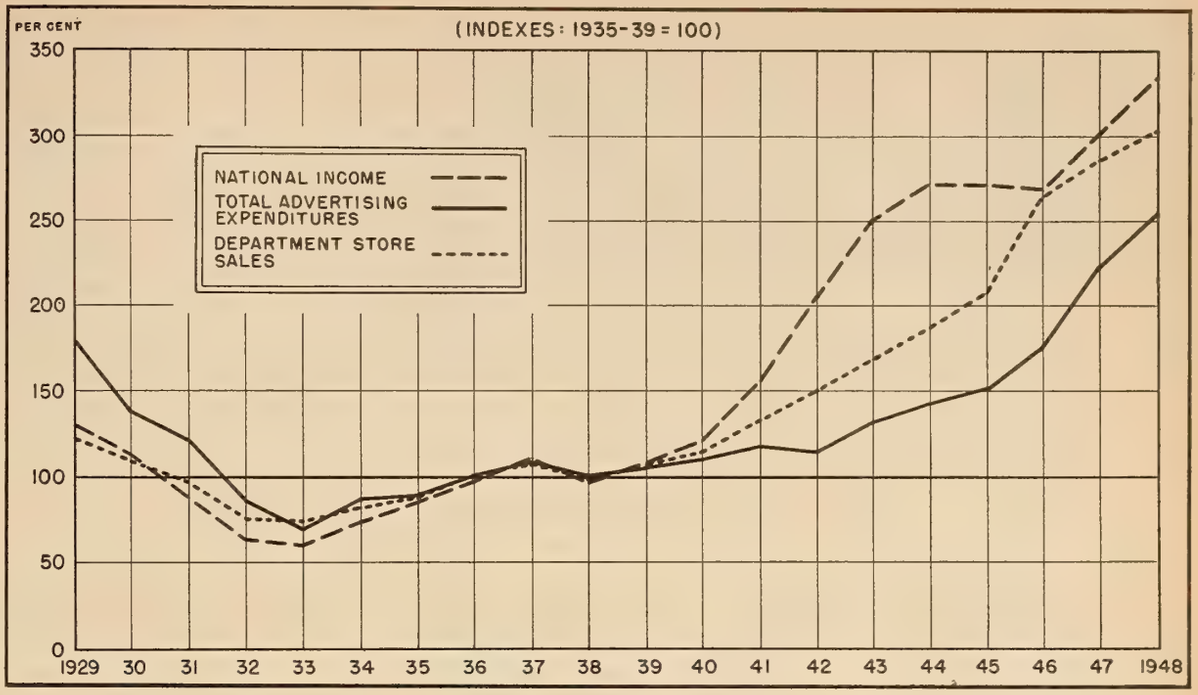
Correlation between the indexes of general business conditions and the cyclical patterns of advertising expenditures, so far as these data are available, tends to prove that businessmen generally permit their advertising to rise and fall with the business cycle, rather than utilize it deliberately and strategically as a corrective device

against variations in consumer buying power. In part, this results from the slow acceptance by executives of statistical methods capable of showing how much of business can be fairly attributed to sales promotion, as distinct from greater or lesser ability and willingness by consumers to make purchases.

* * *

TOTAL advertising expenditures have, within given periods of time, maintained a rather close relationship to changing total national income. Thus we see that for the high prosperity year of 1929, advertising expenditures approximate 3.9% of national income; at the depression low of 1933 when national income was less than one-half of its 1929 level, the ratio of advertising expenditures to national income was about 3.3%.

With the advent of inflation—first pump-primed and then war-primed—national income in dollars raced ahead of advertising outlays. The chart shows this widened relationship between national income and advertising especially from 1941 to 1945. However, since 1946 national income and advertising again appear to be moving in parallel lines.



. . . . A Study of the Economic Aspects That Affect Radio and Television

This lag of advertising expenditures behind inflated national income was undoubtedly the result of several factors:

First, wartime shortages of goods created a situation which made it less necessary for many businesses to appropriate proportionate sums of advertising money in order to attract and hold buyers. Rationing intensified this situation.

Second, during a period of rather rapid inflation, it is quite normal for national income to rise relatively faster than the amount of money spent for advertising. Translating this into the practices of an individual company, it is probably true that, once having reached what seems to be an adequately high level of sales and a satisfactory level of advertising expenses, the company might well experience further increases in dollar income from the sale of its products, without feeling the need for increasing the amount of money spent for advertising. Furthermore many firms conduct advertising programs on a budget basis.



Mr. DOHERTY

Within the established budget period, the appropriated advertising budget will be spent but, during the same period, dollar income from sales and total dollar national income will tend to rise, if strong inflation is rampant in the market place. On such a budget basis, firms do not necessarily increase their advertising outlays as they progressively advance the prices of their products.

Third, the inflationary process is, in itself, the result of an economic situation wherein total effective market demand for consumer goods, as expressed in dollars available for purchases, increases at a more rapid rate than the supply of goods on the market. Such a situation, quite naturally, becomes crystallized in the thinking of many management groups in the form of a strong "sellers" market which, to many businessmen, means that proportionately less need be spent to secure adequate consumer patronage.

* * *

OUR thesis is not that advertising expenditures have had, or will continue to have, any mathematically fixed, and static, ratio to national income. Our prime point is that the total advertising allocations of American business firms tend to move up and down with the ebb and flow of general business. Thus, there are cyclical patterns to advertising expenditures, and these tend to coincide with the general cycles in production, employment, retail sales, consumer purchasing power and other economic statistics.

However, recognition of this principle of cyclical variations in advertising expenditures does not, in the slightest, indicate that such expenditures must necessarily rise or fall by the same percentage of fluctuation in any given statistical measure of business activity. In fact, when we use such indexes as national income, consumer buying power, employment, national production, retail sales, prices, etc., we find that, although they all tend to rise and fall together, there is no mathematical sequence which requires the same percentage change to be experienced by all of them at the same time. Yet they do "flow" together, and in sympathy with each other in accordance with the cyclical waves in business.

* * *

WHY then has radio broadcasting not hitherto gone through the cyclical ups and downs of other businesses? Most persons know that radio hardly felt the severe 1929-1933 depression. Because of this historical experience, some broadcasters regard their industry as "depression proof."

Let's look at some facts.

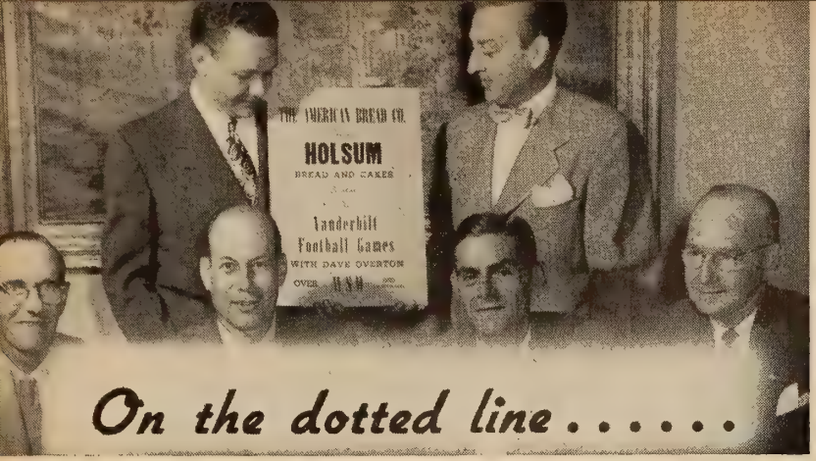
The characteristic of business—as a whole or for a given industry—is that it constantly fluctuates in volume, profitableness and activity. Some of these fluctuations (in most industries) arise from recurring seasonal factors; others are fortuitous day-to-day, week-to-week or month-to-month variations, caused by a myriad of circumstances. But over and beyond these seasonal and fortuitous changes, we know that industries experience long-range trend movements, and also move

(Continued on page 36)

LONG a student of business trends, Mr. Doherty was professor of economics and head of the Economics Dept. at Boston U. His first book, published in 1934, interpreted business cycles. For six years he was a member of the National Economic Policy Committee comprising top executives concerned with business trends as they related to wartime and postwar economy. He joined NAB in 1946 as director of the Employe-Employer Relations Dept. This is the first of two articles on business cycle aspects of the broadcasting industry.

(INDEXES: 1935-39=100)

Year	National Income	Total Advertising Expenditures	Department Store Sales
1929	130	179	117
1930	112	137	108
1931	88	120	97
1932	62	85	75
1933	59	68	73
1934	73	87	82
1935	85	89	88
1936	97	100	100
1937	110	108	107
1938	97	100	99
1939	108	104	106
1940	121	109	114
1941	155	117	133
1942	204	113	150
1943	251	131	168
1944	272	143	187
1945	271	151	207
1946	268	176	264
1947	302	223	286
1948	335	253	302



On the dotted line . . . . . .

WSM Nashville airing of 1949 Vanderbilt U. grid games is set by (front, l to r) Sales Mgr. DeBow Sparks of The American Bread Co., sponsor; Bernard Evers, firm pres.; Harry Stone, WSM v. p.; E. M. C. Hawkins, firm's publicity dir.; rear, WSM's Sportscaster Dave Overton and Coml. Mgr. Irving Waugh.

PLAY-by-play highlights from the local high school game of the week are broadcast on *High School Football Express* by WXLW Indianapolis and planned by F. S. Cannon (r), president of Railroadmen's Federal Savings and Loan Assn., sponsor, and Gene Kelly, WXLW manager.



CHAIRMAN Eugene W. Lewis (l) of Industrial National Bank contracts with WWJ and WWJ-FM Detroit for full hour dramatic show, *M-G-M Theatre of the Air*, beginning Oct. 23. Looking on are Wendell B. Parmalee, WWJ sales mgr., and Charles R. Dietz (r), M-G-M regional publicity director.



CONTRACTING for Willard Storage Battery purchase of *Joe Bova and the Weather* on WNBK (TV) Cleveland are (l to r) Kenneth Hawkins, Meldrum & Fewsmith agency; Harry Evans, Willard merchandising mgr., Jack Treacy, NBC spot sales, and Robert Pfleger of Meldrum & Fewsmith.



ROLAND (Bud) RITTER, president of Detroit Bowling Proprietors, completes contract for a series of television shows over WXYZ-TV Detroit. Standing, l to r, are W. W. Edgar, executive secretary of the association; Fred Wolf, program announcer, and James D. Riddell, station manager.

EXCLUSIVE broadcast of series of big-time fights from Schenectady, N. Y., over WPTR Albany and WBCA-FM Schnectady is made official as Leonard Asch (l), v. p. and gen. mgr. of WPTR and pres. and gen. mgr. of WBCA-FM, receives contract from Milton Gould, of Pabst Beer, sponsor.





PERON CASE

Good Will Toward Newsmen Expressed by Government

AN ACKNOWLEDGMENT of good will toward all newsmen—American radio and newspaper correspondents stationed in Buenos Aires—and a conciliatory expression of regret over past "gag" tactics have been voiced by Argentine authorities within the Peron government in the past fortnight.

That was the gist of an Argentine reply to the U. S. State Dept. note sent more than two and a half months ago inquiring into alleged cases of censorship involving American correspondents and particularly refusal to permit use of that country's radio facilities by commentators.

State Dept. officials characterized the exchange of notes as "classified" material but confirmed receipt of the Argentine reply, which they regarded as "conciliatory" in nature and not likely to induce further action at this time. The avowal was made public by the Associated Press bureau in Buenos Aires.

U. S. Voiced Concern

The United States, in its note of July 28, evinced concern over certain incidents, notably one in which daily US Information Service broadcasts were banned from the air last July 22 and 23. As early as last March certain commentators were barred from broadcasting studios of an Argentine station, the U. S. also noted. Call letters of the station were not disclosed.

The Peron government admitted there had been "some inconveniences" from time to time, but hedged with the argument that it "disposes of no organism to interfere with broadcasting." It added the station involved was privately-owned and that control over broadcasting is not within the state's province.

That was the basis it gave for refusing entry to American network broadcasters who thus were unable to obtain shortwave transmitting facilities for beaming their reports to the U. S. Furthermore, Peron authorities added, Argentine has only the "greatest good will and desire to help" American correspondents, newspapers and magazines.

Argentina's Reply

Argentina's latest reply made no mention of the BROADCASTING "incident" but dealt solely with alleged censorship of press and radio dispatches this year as noted in the U. S. note last July.

The Peron government's circumvention of the U. S. protest, professing the matter rests within the station's province, was regarded as weak by some observers despite Argentine's sudden expression of good will toward newsmen. Station policy frequently is implemented by radio officials who enjoy friendly relations, through working or family associations, with officials of the Peron cabinet, they point out [BROADCASTING, April 11].

Peronist muzzle maneuvers previously were imposed on five American foreign correspondents last year when the Argentine Government divested them of their news privileges and credentials for allegedly contributing to the "bad press" Juan Peron had received. Suddenly, after a 12-hour period, the ban was lifted [BROADCASTING, Oct. 11, 1948].

Clark Incident

One of the victims was Herbert Clark, radio and newspaper correspondent, whose dispatches to BROADCASTING were rifled, delayed and reprinted in Argentine newspapers. They dealt with the country's alleged lack of free speech in the news and radio fields, and reported a resolution adopted by the Inter-American Assn. of Broadcasters at a Buenos Aires convention last July [BROADCASTING, July 26, 1948]. The mail-marauding issue became an international incident, which provoked American Congressional and State Dept. displeasure but which subsequently was dropped, reportedly as part of a "kid-glove" policy toward Argentina.

HOOPERATINGS

To Show TV-Radio Pull

TO provide avowed comparability of ratings, C. E. Hooper Inc. will revise effective Nov. 1 its reporting of program Hooperatings.

In Hooper pocket pieces after that date three new columns of information will appear on each page in the place where "sets-in-use" have formerly been presented. The columns will be headed: (1) Broadcast Audience Index (based on radio and/or television homes using sets), (2) TV Audience Index (based on television sets in use in television homes "identified" in Hooper's random sample), and (3) Radio Audience Index (based on radio sets in use in radio homes without television sets).

Explaining the change, C. E. Hooper, president of the firm, said that failure to "isolate radio-only homes and use them for rating bases would later destroy these long-time comparability trends."

At the same time Mr. Hooper released share of audience trends showing the growth of the television audience. They follow:

U. S. RADIO-TV TRENDS
1949 Share of Audience 6-10 p.m. Local Time

Month	Radio	Television
January	94.59	5.41
February	93.97	6.03
March	92.83	7.17
April	91.70	8.30
May	91.03	8.97
June	89.99	10.01
July	89.39	10.61
August	88.51	11.49

RATE CARD

Stick With It, Brown Tells NAB District 6

"THE newspaper business after the first World War had to learn a lesson that I am afraid the radio business will have to learn," Capt. Enoch Brown, president of the Memphis Publishing Co., which operates WMC, WMCF (FM) and WMCT (TV) Memphis, told the NAB District 6 convention in Memphis Thursday.

The lesson, he said, "is to adopt a rate card and stick with it. The newspaper went into the first World War postwar period after having been able to sell all the advertising for which it could get newsprint. Then times grew harder. We tried to sell advertising by broad statements and due bills. We learned you have to adopt a rate card and stick with it. It was the best thing that came out of the period.

"The man who deviates from his rate card is showing weakness and the man he is trying to sell knows it.

No Cause for Fear

"There is no reason, however," he continued, "for the man in the radio business to worry if he'll get to work. More money now is being spent on advertising accidentally than was spent on purpose 35 years ago."

Turning to television, he said that the Memphis Publishing Co. had been asked why it went into television. "We went into television because anything with the potentialities of television is something we wanted to be in on and have a front seat," he said. "And it's an expensive seat too. The only thing in the black is the program schedule.

"It is not going to put radio out of business any more than radio put the newspaper out of business. They used to say that radio would do that, but the newspapers have gone on to be bigger and better day by day, just like Ringling Brothers Circus. So don't worry about television putting radio out of business."

Speaking of the NAB, Capt. Brown declared: "Even if you can't get along with it, you can't get along without it. You should feel that you are lucky to be a member rather than feeling an obligation. It is your friend in the mad scramble for business between the various media."

The convention opened Thursday morning at the Peabody Hotel with H. W. Slavick, general manager of WMC, WCMF and WMCT and District 6 director, presiding.

Mr. Slavick appointed a resolutions committee composed of Harold Wheelahan, WSMB New Orleans; Wiley Harris, WJDX Jackson, Miss., and F. C. Sowell, WLAC Nashville. Also appointed was a publicity committee composed of Frank S. Proctor, WTJS Jackson, Tenn.; John Cleghorn, WHBQ Memphis, and Roy Dabadie, WJBO Baton Rouge.

Announcement was made that both the Mississippi and Tennessee associations at meetings Wednesday had endorsed the candidacy of Mr. Wheelahan to be the next district director succeeding Mr. Slavick, who is not a candidate for re-election. The Louisiana association previously had endorsed the Wheelahan candidacy and the nomination is regarded as tantamount to election.

First day's session was given over entirely to business aspects of broadcasting. The status of Broadcast Measurement Bureau was covered by Dr. Kenneth Baker, NAB research director and acting

(Continued on page 44)

DISTRICT 13

Record Turnout for Dallas Meet

ENDORSEMENT of the U. S. Census Bureau's plan to include a radio set count in the 1950 decennial census was given by NAB District 13, meeting Monday and Tuesday. Record turnout of 140 registrants appeared at the Texas meeting, held at the Hotel Adolphus, Dallas, with Clyde W. Rembert, KRLD Dallas, presiding as district director. This attendance was the largest of the 1949 district meeting series.

* * *



AT NAB District 13 sessions in Dallas last week (l to r): W. Ward Dorrell, C. E. Hooper Inc., New York; Martin Campbell, WFAA Dallas; Charles Price, KMLB Monroe, La.; Alex Keese, WFAA; Howard Robinson, KFDA Amarillo; Tom Potter, owner, KBTV (TV) Dallas; Charles McDowell, ASCAP, Dallas, and Earl Lipscomb, representing DuMont-R.E.L., Dallas.

Adoption of resolutions concluded the two-session meeting. Tribute was paid NAB President Justin Miller as well as Richard P. Doherty, director of NAB's Employe-Employer Relations Dept., and Maurice B. Mitchell, director, Broadcast Advertising Bureau.

In the census resolution, District 13 suggested inclusion of FM with the AM and TV questions already approved by the Census Bureau.

Another resolution asked all Texas broadcasters to give public service time and assistance to the National Guard of the state in recruiting drives.

Delegates were guests at a cocktail party given by Dallas stations KBTV (TV) KIXL KLIF KRLD KRLD-TV KSKY WFAA WRR.

Howard Roberson, KFDA Ama-

(Continued on page 38)

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At District 13 (l to r): Seated—R. Lee Glasgow, WACO Waco; Wade Barnes, RCA Program Service, New York; O. L. (Ted) Taylor, KGNC Amarillo; Darrold C. Cannan, KFDX Wichita Falls; standing—Willard L. Kline, KEPO El Paso; Wendell Mayes, KWBD Brownwood; Burton Bishop, KTEM Temple; Mrs. Bishop; Louis Cook, KNOW Austin, and Bert Horswell of C. P. MacGregor, Hollywood.



BETWEEN sessions (l to r): Seated—James R. Curtis, KFRO Longview; Frank O. Myers, KCMC Texarkana; Clyde W. Rembert, KRLD Dallas; Clair L. Stout, Dow, Lohnes & Albertson, Washington; King H. Robinson, KATL Houston; standing—Al Stine, Associated Press, Kansas City, Mo.; Joe H. Bryant, KCBD Lubbock; Dale Drake, WRR Dallas; Maurice B. Mitchell, NAB-BAB, New York; J. W. Knodel, Avery-Knodel Inc., Chicago, and Vann M. Kennedy, KSIX Corpus Christi.



HIGHER AM POWER

Shouse Urges at Boston

RADIO BROADCASTING, facing the competition of television, may have to lower its program standards to a point approaching "complete deterioration" unless the FCC takes drastic steps, James D. Shouse, president and board chairman of the Crosley Broadcasting Corp., declared today (Monday) at the Boston Conference on Distribution, meeting at Boston's Hotel Statler.

Even the operators of clear channel stations, Mr. Shouse said, will find that quality operation to a diminishing audience will be economically impossible with five years under what he termed the "present archaic 50 kw ceiling on power."

Speaking of the possibilities of color television, Mr. Shouse reviewed the RCA compatible system demonstrations before the FCC last week and said he was "tremendously" encouraged that a system which can be received on our present monochrome sets now appears engineeringly possible."



Mr. Shouse

Pointing out that the number of AM stations has more than doubled since the end of the war, the Crosley executive warned that the sound broadcasting industry is entering an era of real competition with television "in a state of complete dilution, with sound broadcasting being broken into smaller and smaller units which have less and less chance to survive."

Advertising budgets available to radio, Mr. Shouse said, have lagged far behind the number of stations seeking business. "Some broadcasting units," he stated, "will have to be made stronger in order to prevent a complete deterioration of service to the public, because of economic pressures and an already noticeable lowering in standards of acceptable program material for products advertised on the air."

Clears Are Defenders

He described the nation's clear channel stations as "strong bulwarks of sound broadcasting" and said that "it will become apparent to several thousand small station operators throughout the country" that their fight against the clear channel stations "has been a fight against their own best and selfish interest. Unless a number of big stations are allowed power increases," Mr. Shouse continued, "to improve service to the public, and to provide advertisers a continuing means of reaching people at low cost per family unit, the whole economic base upon which broadcasting rests today can collapse—and it need not necessarily be a slow death."

Mr. Shouse said the salvation of sound broadcasting does not lie "in reducing all broadcasters to the lowest common denominator."

★

Calling on the FCC to concern itself with "the survival of the fittest," the Cincinnati executive declared that "such concern will add materially to the survival possibilities of the medium stations and the weak stations."

"It is to be hoped," Mr. Shouse said, "that the FCC will take an enlightened outlook with respect to this problem.

"The Commission has been refreshingly liberal in its grants of power for international shortwave. Every minute of the hour, every hour of the day and night, transmitters of high power—super-power if you please—are beaming American programs overseas with remarkable penetration. American shortwave broadcasts pierce the Iron Curtain into Russia and its satellites with magnificient relability, and the Balkan peasant on some Macedonian hillside has access to the message of democracy and the thrill of American entertainment.

"Unfortunately, however," he said, "the powerful signal available behind the Iron Curtain is denied to many of our own people who find in the present power limit on stations a real Iron Curtain shutting out adequate reception."

September Box Score

STATUS of broadcast station authorizations and applications at FCC as of September 30 follows:

	AM	FM	TV
Total authorized	2,203	828	113
Total on the air	2,048	742	82
Licensed (All on air)	2,002	444	20
Construction permits	201	374	93
Conditional grants		10	
Total applications pending	1,173	216	386
Requests for new stations	352	51	350
Request to change existing facilities	293	37	14
Deletion of licensed stations in September	1		
Deletion of construction permits	4	14	2

P. I. PLAGUE

Headley Scores Practices At Ala. Sessions

A VIGOROUS condemnation of per inquiry advertising and a plea to stations to stick to card rates were made last week by Frank M. Headley, president of the National Assn. of Radio Station Representatives.

Mr. Headley, addressing the Alabama Broadcasters Assn. at Birmingham Oct. 7, warned that "per inquiry business is now epidemic."

"Slick operators are taking advantage of the fears you fostered for a few months of an approaching depression," he said, "and are organizing the P. I. business. If you have a legitimate broadcasting station, put on a legitimate program. Perform a legitimate service, there is no reason why you should indulge in speculations for your sales volume."

Mr. Headley characterized P. I. business as speculative and one which undermines rate cards. "If you are willing to do business on a speculative basis with one advertiser, then all advertisers have a right to figure out some kind of a speculative deal."

Mr. Headley said that "character is what the advertiser looks for first in a station. Big advertisers with solid businesses will not do business with you if you cut rates," he said.

"Everything that you have for sale should have its own ticket, known to all, violated for none," said Mr. Headley. "Grasping for business at less than card rates is juvenile, not the sign of a mature business."

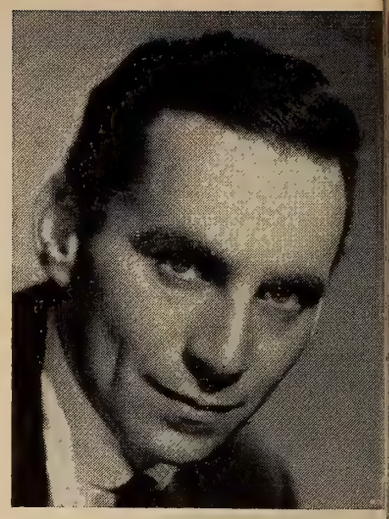
He plumped for better research and sounder selling in radio. To persuade advertisers to use broadcasting, he said, "requires the finest kind of research, documentation of successes, the highest calibre of personal selling and sales promotion, all of it backed up by the conduct of the business on the highest principles of character."

Broadcasting, he said, has "grown-up." This being so, "it is time for it to put away childish things, to recognize its maturity and to act like a grown man."

Broadcasters really have nothing to fear, he said. They provide an "exciting, useful, cultural function for the public . . . so why should we base any of our decisions on fear, fear of the future, or fear of our own capacity to measure up to this great business, or fear of the networks, or of television, of competition, or even of depression?"

WBBM Promotes Levey

STANLEY LEVEY, a member of the WBBM Chicago sales staff nine years, was named assistant sales manager last week, it was announced by Assistant General Manager Frank B. Falknor. He will assist Robert Livingston, new WBBM sales manager, who was recently transferred from New York where he was WBBM sales representative [BROADCASTING, Oct. 3].



Mr. LIEBERSON

* * *

LIEBERSON

Named CRI Exec. V.P.

GODDARD LIEBERSON, vice president in charge of Masterworks Artist and Repertoire for Columbia Records Inc., last week was appointed executive vice president of the company. He also is a member of the firm's board of directors to which he was elected in 1948.

Mr. Lieberson joined Columbia Records in 1939 as assistant to the director of the Masterworks Div., later becoming head of the division before assuming his most recent post.

Before joining the record company, he was active in music as a composer, teacher, lecturer and writer. Born in England, he was educated in this country at the U. of Washington and Eastman School of Music. He is married to Vera Zorina, celebrated dancer.

OPPENHEIM

Replaces Hathaway at CBS

NEAL HATHAWAY has resigned as CBS director of program promotion to join Benton & Bowles, New York, as an assistant account executive. Charles Oppenheim will succeed him as CBS director of program promotion.

Mr. Hathaway joined CBS in July 1944 as assistant to the director of program promotion and became director in February 1948. He served as sales promotion manager of WRC Washington in 1942 and from 1943 to 1944 was radio publicity director of the Automotive Safety Foundation.

Mr. Oppenheim, who has been assistant director of program promotion at CBS since October 1948, joined CBS in April 1948. Before that he was advertising and publicity director of Jay Thorpe, Manhattan department store, and before that promotion and research director of WINS New York and publicity director of WOR New York.



ANY WAY YOU LOOK at San Jose, orchards frame the picture. This busy canning community is another juicy market for you via ABC...one of 42 coast cities big *and* small in the "50%-plus" BMB penetration column. (80% of San Jose's radio families are ABC fans.)



CAN'T CALL Modesto's commercial activity modest! It ranges from milk production to wineries. 61% of Modesto's radio families like ABC. In fact, (says BMB) ABC gives primary coverage of 96.7% of *all* coast radio families...at famous ABC low prices.



BIG TIMBER BOOMS business in bustling Everett. Its busy citizens are not too busy to have the ABC habit, though...which makes 'em just like practically everybody else on the coast. Because 84% of Everett's radio families tune regularly to ABC, says BMB.

On the coast you can't get away from ABC

FOR COVERAGE...ABC's booming Pacific network delivers 228,000 watts of power—44,500 more than the second-place network. This power spells coverage—ABC primary service area (BMB 50% or better) covers 96.7% of *all* Pacific Coast radio homes. And ABC's Coast Hooper for 1948 was up 9% or better both day and night.

FOR COST...a half hour on ABC's full 22-station Pacific network costs only $1,228.50. Yet you can buy as few as 5 stations for testing or concentration. And ABC is famous for the kind of audience-building promotion that helps slice the cost-per-listener.

Whether you're on a coast network or intend to be—talk to ABC

ABC PACIFIC NETWORK

NEW YORK: 30 Rockefeller Plaza • CIrcle 7-5700—DETROIT: 1700 Stroh Building • CHerry 8321—CHICAGO: 20 N. Wacker Drive • DElaware 1900—LOS ANGELES: ABC Television Center • NOrmandy 3-3311—SAN FRANCISCO: 155 Montgomery St. • EXbrook 2-6544

ADAIR NAMED

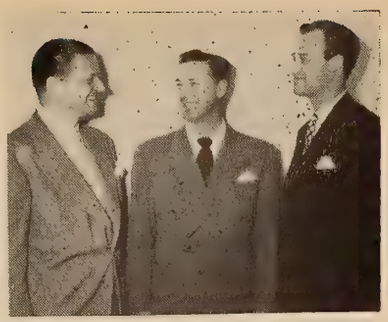
Replaces Bulotti at Don Lee

TO REPLACE Charles Bulotti Jr., resigned as program director of Don Lee Network, Willet H. Brown, president, has announced the appointment of J. Carleton Adair, program service manager.

"As former head of his own advertising agency, executive of several nationally-known concerns and as former sales service manager of the Don Lee Network, Mr. Adair brings a wealth of program and network operations experience to his new position," Mr. Brown said. Commenting on the departure of Mr. Bulotti, the network's president said, "It is with profound regret that we must acquiesce with Mr. Bulotti's request for his release."

Mr. Adair first joined Don Lee in 1948 as sales service manager and in August of 1949 was named program service manager. Before joining Don Lee, he had operated his own advertising agency in Los Angeles and in Texas as well as having been a vice president of the Raymond R. Morgan Co., Hollywood agency. A native of Michigan, where he was graduated from Michigan State Normal College, he has also served as assistant to the merchandise manager of the Wolverine Div. of the Graybar Electric Co., advertising manager of the Farmers and Manufacturers Beet Sugar Assn. and assistant advertising manager of the DeVilbiss Co.

Mr. Bulotti has served with Don Lee for a total of 10 years, the first time for seven years, before leaving to become producer of the Coca Cola *Spotlight Show* during the war, and returned in 1946 for three more years.



Discussing the Don Lee changes are (l to r) Messrs. Bulotti, Brown and Adair.

NARBA Chips Down

(Continued from page 23)

to 25 kw directional.

880 kc—CMJB Camaguey, new 1 kw station (WCBS New York affected).

890 kc—CMHD Santa Clara transferred from 1560 kc (WENR Chicago affected).

910 kc—CMCF Havana increased from 5 to 10 kw directional, affecting many regionals.

920 kc—CMJL Camaguey, increased 5 to 10 kw directional (allowed by interim NARBA).

940 kc—New 1 kw station, CMHM, in Santa Clara.

990 kc—CMHT Santi Spiritus increased from 250 w to 1 kw.

1000 kc—CMKW Santiago increased 1 to 10 kw (WCFL Chicago and KOMO Seattle affected).

1030 kc—CMAC Pinar del Rio increased 250 w D to 500 w unl. (WBZ Boston affected).

1040 kc—CMHF Camajuani increased 100 w D to 500 w unl. (WHO Des Moines affected).

1090 kc—Three Cuban daytime stations get power increased and fulltime operation (WBAL Baltimore, KTHS Hot Springs, KING Seattle involved).

1100 kc—CMGM Matanzas moved from 1440 kc 500 w (WTAM Cleveland affected).

1120 kc—CMBY Havana assignment affects KMOX St. Louis.

1170 kc—New 1 kw station, CMKB Santiago. (KVOO Tulsa, WWVA Wheeling affected).

1210 kc—CHMK Cruces, 1 kw, affects WCAU Philadelphia.

1260 kc—New 5 kw station, CMCI Havana.

Save BMB

(Continued from page 25)

partite nature, comprising, if made a corporation, advertiser, agency and broadcaster shareholders.

"It has been said," Mr. Brorby declared, "that the agencies are the keystone of the arch—that they in large measure can influence the broadcasters opinions, that if they really, honest-to-goodness need BMB, and if they really and continuously make this clear to broadcasters and station representatives, and if they use BMB information fairly and intelligently then the broadcasters will support it in great number.

"It is quite possible that we in the agency business have not done enough to let our broadcaster partners know that the $1,300,000 spent for Study No. One was money well spent."

"We in the agency business need it sorely," he concluded. "Our advertiser clients need it in the same way. And the broadcasters, clearly, as much as the agencies, need it if they are to do that kind of intelligent selling and planning which alone will keep their radio industry profitable."

'DUFFY'S TAVERN'

Mason Cites Show For Tax Escape

THE USE of charitable trusts to plead exemption on taxable earnings drew fire again in Congress last week—this time from Rep. Noah M. Mason (R-Ill.)—and involved the radio program, *Duffy's Tavern.*

He told House colleagues that "Ed Gardner's giant network radio show . . . has just begun to broadcast from Puerto Rico, where a 12-year tax holiday is in force, and is therefore able to escape both income and property taxes."

Congressman Mason, pressed by BROADCASTING for detail, said he had complete "documented material" not immediately available and declined to comment on the nature of his charge, but said he would do so at an early opportunity. He said the series had been tape-recorded in Puerto Rico. The network show is aired Thursday on NBC under sponsorship of Blatz Brewing Co.

Meanwhile Mr. Gardner reportedly has been quoted as asserting that the Puerto Rican originations were not designed to evade taxes but were launched as a matter of "good business."

'Close Loopholes'

The Duffy incident was one of a number of examples cited by Congressman Mason, who called upon Congress to close loopholes in the Federal tax statutes "through which more than $1 billion of revenue is now escaping annually." He characterized the offenders as "tax-dodgers (who) are continuing their raids on the Treasury." Basis for his argument was the Great Atlantic & Pacific Tea Co., which has indicated it may reorganize into a cooperative.

"Doing business without paying taxes is becoming a national racket," Mr. Mason declared, adding that educational institutions are buying radio stations and other "profitable commercial properties which then take them off the tax rolls."

Pressed again for details, Congressman Mason promised to reveal the educational institution he had in mind as falling within that category. He couldn't recall its identity at the moment, except to remember it was located in the North Central part of the country.

Labeling himself an exponent of tax-equality for 25 years, Rep. Mason said he was familiar with a similar proposal introduced in the Senate by Sen. Charles Tobey (R-N. H.) to curb so-called charitable trusts. He said he was working independently, however.

The Tobey proposal would deprive trusts of their non-taxable status on gross income if they acquire stock in radio and television stations and is intended to safeguard all avenues of information. Authorities said they knew of no station owned by such a trust within the meaning of the Internal Revenue Code.

Sen. Tobey offered it as an amendment to a bill pending on the Senate calendar. He told BROADCASTING it is not aimed at any particular organization [BROADCASTING, Sept. 26].

PULSE INC.

N. Y. Aug. Audience Report

THE AVERAGE program received in the average New York home during August was heard by 1.7 listeners, according to data compiled by The Pulse Inc. from its simultaneous personal interviews made during the first week of August. Interviews covered all programs heard from 9 a.m. to 9 p.m. for a full seven-day week.

The 1.7 person average home audience included .6 men and 1.1 women. By age groups the breakdown was .4 under 20, .3 in the 20's, .6 from 30 to 44 years and .5 of 45 and over.

There were more listeners per home on Sunday than on other days, the survey showed: 1.6 average for Monday-Friday, 1.9 for Saturday and 2.0 for Sunday. Broken down by time of day, the Monday through Friday audience showed 1.4 listeners per home in the morning, 1.5 in the afternoon and 2.1 in the evening. On Saturday the number of listeners was 1.6 in the morning, 1.9 in the afternoon and 2.00 in the evening. Sunday figures were 1.8 in the morning, 2.1 in the afternoon and 2.2 in the evening.

WRNL Richmond, Va., again broadcasts Atlantic Refining Co.'s schedule of U. of Virginia football games on Saturday afternoon.

1895 Harold B. Morrill 1949

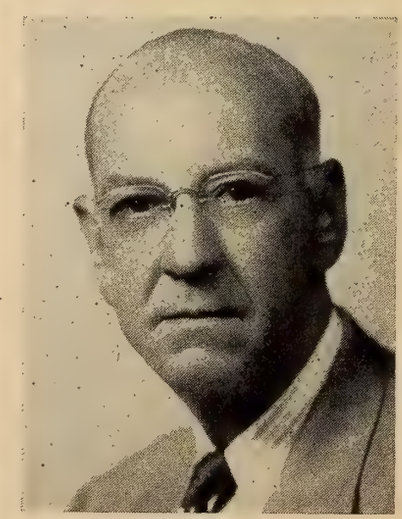
HAROLD B. MORRILL, 54, general manager of WLAW Lawrence, Mass., died last Wednesday at his home in Arlington, Mass, following an attack of coronary thrombosis.

Mr. Morrill, identified with the radio industry for the past 30 years, played a prominent part in the establishment of WLAW which went on air Dec. 17, 1937. He succeeded Irving E. Rogers as general manager in August 1946, on the eve of the station's debut as a 50 kw operation.

Associated with the Hildreth & Rogers Co., owner and operator of WLAW, for the past 27 years, Mr. Morrill assumed the duties of Mr. Rogers, when the latter resigned to devote fulltime to duties as president and treasurer of the company and as publisher of the Lawrence *Daily Eagle* and the *Evening Tribune*, two dailies serving Essex County.

Mr. Morrill was assistant treasurer and auditor with Hildreth & Roger when appointed to the managership of WLAW, at a time when the company was constructing its 50 kw transmitter at Burlington, Mass., and planning the opening of its Boston office.

He is survived by his wife and a son.



Mr. MORRILL

ANNOUNCEMENT

To users of Western Electric Microphones, Loudspeakers and Disc Reproducing Equipment

Effective October 1, 1949, the Western Electric Company has discontinued the sale, servicing and maintenance of sound system products, including the following major items:

Microphones

633 Type
639 Type

Loudspeakers

728B
755
757

Reproducing Equipment

109 Type Reproducer Group
9A Reproducers
9B Reproducers

To assure uninterrupted service and maintenance to owners of these products, we have entered into an agreement, effective Oct. 1, 1949, with the ALTEC LANSING CORPORATION of Hollywood, California. Under the terms of this agreement the Altec Lansing Corporation receives all necessary engineering information, as well as our inventory of the above equipments and their parts, and will make available service, maintenance, repair and replacement parts for the products listed.

The Graybar Electric Company will act as distributor for the Altec Lansing Corporation, as it has for Western Electric, in serving customers' needs on these equipments, under terms of an agreement recently concluded between the Graybar Electric Company and the Altec Lansing Corporation.

The leadership and integrity of the Altec Lansing Corporation make us completely confident that all users of the Western Electric equipments listed will continue to have available to them service of the very highest quality.

F. R. Lack
Vice President

Western Electric Company
INCORPORATED



CHECK totaling $12,746.17 is presented to Warren Cross (r), director of fund-raising for the National Foundation for Infantile Paralysis, by Victor A. Sholis (l), director of WHAS Louisville. When the area's emergency polio fund drive fell short, WHAS declared Saturday, Sept. 24, "Polio Dollar Day" and devoted 24 hours and 45 minutes to recruiting funds. In the center is Bud Abbott, WHAS disc jockey who was m. c. during the day's campaign.

McConnell

(Continued from page 23)

independence within each of the three divisions.

The identities of the executives who will be picked to head the radio and the station divisions could not be learned, nor was it known whether the top command had settled on the appointments.

It was believed probable that in the management level of the company Charles R. Denny, executive vice president and himself a strong administrator, would remain as second in command.

MacDonald, Margraf Status

John H. MacDonald, administrative vice president in charge of finance, and Gustav B. Margraf, vice president and general attorney, were believed likely to remain at their current posts—on the company management level.

The future responsibilities of other present executives of the company could not be learned, although it was plain that many of them would be reassigned.

Although it could not be confirmed, it was reported that the plan included the appointment of a management-level director of public relations.

At the time of his elevation to the chairmanship of the board, Mr. Trammell was drawing a $100,000-a-year salary as NBC president under terms of a contract that had more than three years to run.

Mr. Trammell's contract was in the form of a letter from General Sarnoff, as RCA chairman of the board, dated Jan. 9, 1948 and effective Jan. 1, 1948, for five years.

Last year Mr. Trammell earned $125,320, which included a $25,000 bonus. He was the third highest paid executive of RCA. Only General Sarnoff, who received $175,560, and Frank M. Folsom, now RCA president but then RCA executive vice president, who received $125,360, earned more in 1948.

Mr. Trammell is eligible for a company retirement plan which would provide $33,650 a year after age 65.

Whether Mr. Trammell's salary conditions were affected by his transfer of positions was not known.

Mr. McConnell's salary as executive vice president of RCA and now as president of NBC is not a matter of record. It was believed, however, that as chief executive of NBC he would draw more than $75,000 a year.

Mr. McConnell became executive vice president of RCA only last July 1. The high favor with which he was regarded by the RCA command was evident at that time in view of the fact the executive vice presidency had not been filled since 1934. His appointment to that post made him the No. 3 executive in the RCA management, with only Mr. Folsom, as RCA president, and General Sarnoff as chairman of the board and chief executive officer, ranking him.

A long-time practicing lawyer, Mr. McConnell joined RCA in 1941 as a member of the legal department of the RCA Manufacturing Co., which later became the RCA Victor Division. In 1942 he became general counsel of the division and in 1945 was elected the division's vice president and general attorney.

In 1948 he was made vice president in charge of law and finance of the RCA Victor Division. He was elected vice president in charge of finance of the parent company, RCA, last January.

Born in 1906

He was born in Chester, S. C., in 1906, graduated from Davidson College, North Carolina, in 1927 with a chemistry degree and from the U. of Virginia in 1931 with a law degree.

After legal practice with firms in Florida and North Carolina, he joined the legal staff of the National Reconstruction Administration in 1933. From 1935, when the NRA was abolished, to 1941, when he joined RCA, he was a member of a New York law firm.

Mr. McConnell is married and has three daughters.

Mr. Trammell's entire business career has been spent in the service of RCA, or its broadcasting subsidiary.

Born in Marietta, Ga., July 6, 1894, he attended Sewanee Military Academy, in Tennessee, and later the U. of the South. He left college to join the army and became a first lieutenant.

He remained in the Army after the war, and while a member of Gen. Charles G. Morton's staff in San Francisco in 1923, he was asked to entertain two of the general's eastern friends. They were Gen. James G. Harbord and David Sarnoff.

In the course of entertaining them, Mr. Trammell got a job selling RCA communications service and RCA radio equipment for ships on the Pacific Coast. Two years later he became assistant sales manager of the company on the Pacific Coast.

In March 1927 he was transferred to NBC in New York. Two months later he was made manager of the NBC Central Division in Chicago, and the following year he became a vice president.

In January 1939 Mr. Trammell was transferred to New York headquarters of NBC and made executive vice president. He became president July 12, 1940.

According to the official announcement of the election of Mr. Trammell to the chairmanship of the board and of Mr. McConnell to the NBC presidency, the move was taken "upon the recommendation of Mr. Trammell."

In a prepared statement, Mr. Trammell said:

"For some time it has been evident that with the rapid development of television and the changes in radio broadcasting technique, I could better serve the interests of the National Broadcasting Co. by being relieved of administrative duties and be able to devote more of my time to client, talent and station relations in both radio and television.

In selecting Mr. McConnell to be president of the National Broadcasting Co. I am confident he will contribute materially to the continued success of our operations in the changing era ahead."

General Sarnoff, in vacating the chairmanship of NBC in favor of Mr. Trammell, stated:

"The step was taken because we agreed with Mr. Trammell's view that expansion of the broadcasting business which the growth of television makes possible and changing conditions in the industry, required him to be freed from administrative duties so that he can give more of his time to talent, client and station relations, and to the major developments of the company. My interest in NBC continues as heretofore and I remain a member of its board of directors."

Upcoming

NAB DISTRICT MEETINGS

Oct. 13-14: Dist. 5, Roosevelt, Jacksonville, Fla.
Oct. 17-18: Dist. 4, Carolina Inn, Pinehurst, N. C.
Oct. 26-27: Dist. 3, Skytop Lodge, Skytop, Pa.
Oct. 31-Nov. 1: Dist. 1, Somerset, Boston.
Nov. 3-4: Dist. 2, Berkely-Carteret, Asbury Park, N. J.
Nov. 21-22: Dist. 8, Book Cadillac, Detroit.
Nov. 28-29: Dist. 16, Paradise Inn, Phoenix.
Dec. 1-2: Dist. 15, Mark Hopkins, San Francisco.
Dec. 5-6: Dist. 14, Utah, Salt Lake City.
Dec. 14-15: Dist. 17, Benson, Portland, Ore.

* * *

Oct. 10-14: Society of Motion Picture Engineers 66th semi-annual convention, Roosevelt Hotel, Hollywood.
Oct. 14: AAAA Annual Central Council Meeting, Hotel Drake, Chicago.
Oct. 15-23: National Television-Radio Exposition, Shrine Convention Hall, Los Angeles.
Oct. 16: North and South Carolina Broadcasters Assns. joint meeting, Southern Pines, N. C.
Oct. 16-18: AAAA Annual Pacific Council Meeting, Arrowhead Hot Springs Hotel San Bernardino, Calif.
Oct. 16-19: Radio-TV-Motion Picture Clinic, American Chamber of Commerce Executives national convention, Seattle.

LOBBY PROBE

Rayburn Names Committee

PLANS to initiate an investigation of certain lobbying activities by government agencies and private firms were implemented on Capitol Hill last week with concrete action on two fronts.

Rep. Frank Buchanan (D-Pa.), author of the measure (H Res 298) to authorize a probe by a House select committee, re-introduced a resolution (H Res 379) calling for approval of a $40,000 sum. The House Administration Committee previously had turned down a request for $50,000 to launch the probe after a personal appeal by Mr. Buchanan [BROADCASTING, Oct. 3].

FCC, FTC and stations and networks would be subject to the scrutiny of legislators bent on studying activities designed to "influence, encourage, promote or retard legislation." Lists of present lobby registrants, published semi-annually by Congress, would also fall under select committee's eye.

Earlier last Thursday, House Speaker Sam Rayburn (D-Tex.) named personnel to comprise the select group under the chairmanship of Congressman Buchanan. Others would include Reps. Henderson Lanham (D-Ga.), Carl Albert (D-Okla.), Clyde Doyle (D-Calif.), Charles A. Halleck (R-Ind.), Clarence J. Brown (R-Ohio), Joseph P. O'Hara (R-Minn.).

Chairman Buchanan could not be reached, but committee spokesmen said an organizational meeting was scheduled for this week to determine the group's course of action. Meanwhile, in view of Speaker Rayburn's selection of personnel and reduction in funds sought for the proposed probe, the House Administration Committee was believed amenable to approving the request for $40,000. Action on the fund-raising resolution also was slated for this week.

ENGINEERS MEET

AIEE Fall Session Oct. 17-21

MORE THAN 1,200 electrical engineers, scientists, research executives and industry leaders are expected to attend the 1949 annual fall general meeting of the American Institute of Electrical Engineers Oct. 17-21 in the Netherlands Plaza Hotel, Cincinnati.

E. S. Fields of Cincinnati, chairman of the meeting committee, said the five-day program would feature 28 technical sessions, conferences, symposiums, special events and inspection trips to Cincinnati area industries. Technical sessions will be on communications, science, industry, electronics, general applications and power. Dr. Raymond Walters, president of the U. of Cincinnati; Robert S. Peare of New York, vice president of the General Electric Co., and Mr. Fairman will address the institute's general session Oct. 18.

it takes POWER



Only WBAL covers the rich Baltimore area and wide surrounding territory with 50,000 watts power

■ 4,225,000 people living in the WBAL coverage area . . . spending more than $3,290,000,000 annually in retail sales

50,000 Watts

WBAL

Baltimore's NBC

represented nationally by EDWARD PETRY & CO.

Business Cycles

(Continued from page 27)

upward and downward in swings called business cycles.

This discussion is concerned only with business cycle and trend fluctuations.

The underlying trend or growth pattern of individual industries (as distinct from the ebb and flow from month to month or even from one year to another) falls into at least three phases.

First, there is the period of commercial exploitation and development. At this stage, a new industry is moving out of the novelty or laboratory stage into the period where it takes on the aspect of commercial feasibility. Television was undoubtedly in this stage of development up until 1946 or early 1947. On the other hand, AM radio was in this phase of growth during the early '20s. Today, TV is no longer in the "prove to me" phase of consumer acceptance; its operations are on a practical basis; its commercial attractiveness is definitely on the rise and relatively substantial untapped market areas lie ahead of it.

* * *

THE second phase in the evolution of an industry is that of extensive expansion or acceleration. The characteristics of this phase is a sharp upward underlying growth, brought on by the fact that the market for the product or service grows cumulatively and "extends" itself to an increasing number of persons. This market growth is based upon the fact that there exist whole new areas of consumers who do not have the product or service and who are now being brought into the market for the first time. Hence, the concept of rapid, accelerated growth, brought on through the impact of wider and wider, i.e., increasingly extensive consumption.

In this phase of extensive trend growth, an industry experiences relatively high profits on invested capital; generally operates in what is commonly called a "sellers" market (for its product or service); attracts considerable new capital investment because of relatively good financial prospects, and hence, witnesses a fairly rapid increase in the number of new entrepreneurs who want to get into this seemingly attractive industry.

Another characteristic of this particular period of development is that cyclical downswings (recessions or depressions) in general business are either completely offset, or substantially counteracted, by the very pronounced upward growth tendencies which permeate that particular industry.

The 1929-1933 depression comes at a time when sound radio had already entered its period of extensive growth. Consequently, the strong growth forces then prevailing in radio broadcasting definitely and substantially offset the broad economic forces which brought a severe depression in most other industries. This occurred despite the fact that total advertising did experience a rather substantial decline along with other business activity.

It would seem to be rather clear that, should the future economic situation progress into a reasonably sustained recession or depression sometime during the next few years, television will be in a similar position because television has already moved strongly into its era of extensive expansion.

The third period in the life history of an industry is that of intensive development. When an industry is in this economic phase, its primary market comes from replacement demand of the product or from the sustained preservation of the prevailing levels of consumer usage. Over and above this recurring replacement, such an industry will experience further growth because of: (a) normal expansion of the total population which adds families to the total market; (b) increased "per capita" use of the product or service by the individual consumer.



SMILING group on hand for initial broadcast of the new *Carnation Family Party* on Columbia Pacific Network are (l to r): Paul Willis, advertising manager of Carnation Co.; A. E. Joscelyn, director of CBS operations; Jay Stewart, program m.c.; Norman Best, Erwin-Wasey & Co.; Arthur Harold, vice president Carnation Co. and president of cereal division; Larry Nolte, advertising manager for Carnation Evaporated Milk.

Being in the intensive phase of development certainly does not mean stagnation, lack of virility or absence of good solid profits for an industry. It merely means that its normal *rate* of upward growth is slower because it is now a more mature industry. Witness the steel, auto, machinery, oil refining, tobacco, soap and other industries —most other American industries —which have long since entered their respective periods of intensive growth.

There is still a fourth phase into which an industry may emerge. This is a period of retardation or decline and some American industries are already experiencing this basic, long-range downward trend. This underlying tendency to decline may be brought on by: (a) exhaustion of the raw materials upon which the industry is founded; (b) consumer shift away from the product or service; (c) competitive replacement by another product or service.

Sound radio is undoubtedly now in the period of intensive growth. You can't expect that the total number of radio homes will increase very markedly in the future, except as provided for by normal population expansion. The chances of further increasing the per-listener level are definitely existent, although relatively limited.

(The second and last part of M-Doherty's analysis will be published Oct. 17)

UNDUPLICATED PROGRAMS BUILD AUDIENCE

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

GULF COAST HURRICANE

Radio Keeps Public Informed as Winds Subside

FEARS of Texas Gulf Coast Area broadcasters of station damages from an onrushing hurricane were dispelled in the after-midnight hours Tuesday, Oct. 4, when winds hit with less than expected force.

Houston took the brunt of the storm and tensed for action during Monday. All Houston stations gave storm warnings at frequent intervals, carried Weather Bureau advisories and relayed precautionary advice to populations. KXYZ Houston fed a special news roundup to some 20 Lone Star chain affiliates and others across the state.

FCC regional office at Houston reported all stations as doing "a fine job" in keeping the public posted. Thousands of persons had gathered in the city for refuge. Broadcasts of hurricane reports and music relieved anxiety of a crowd which spent the night in the big Houston Municipal Auditorium.

About a dozen station executives from Houston, Beaumont, Galveston and other Gulf points who were registered for sessions of the two-day NAB meeting in Dallas, left hurriedly the first day (Monday) to get back to their stations for expected emergency.

FCC Inspector Louis McCabe at Houston told BROADCASTING all Gulf stations kept the public alerted, helping minimize damage. At the same time, radio hams had set up a communications network with Red Cross disaster headquarters at St. Louis.

H. PRIESTLEY

WWJ Business Head Killed

HAROLD W. PRIESTLEY, 42, business manager of WWJ-AM-FM-TV Detroit, was killed Oct. 3 when he walked into the path of an express passenger train just outside the city limits.

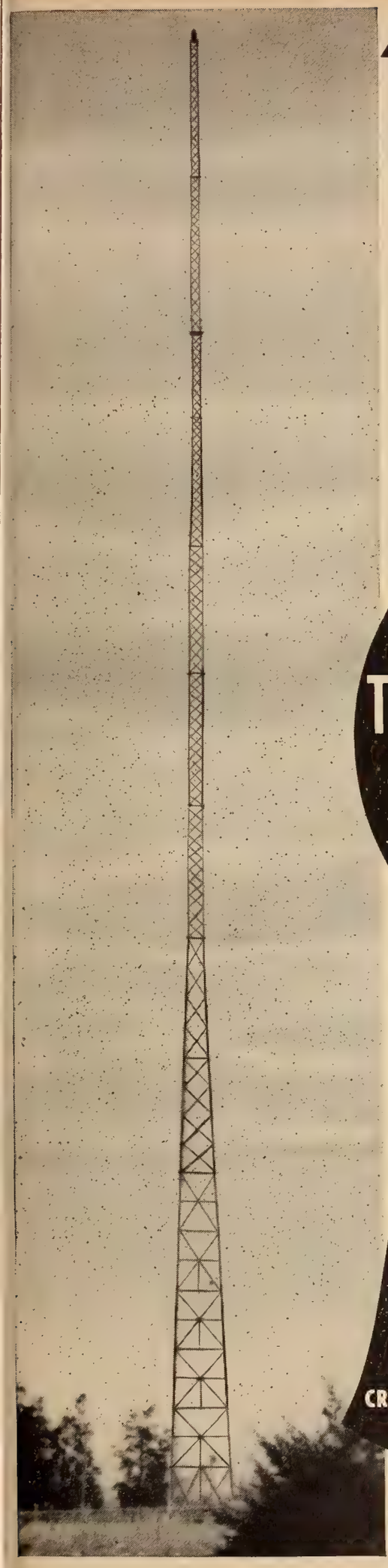


Mr. Priestley

Mr. Priestley was one of the oldest WWJ employes, in point of service, having joined the station in 1923 as an office boy. Within six months though only 17, he was promoted to announcer. He also did program directing and traffic work until 1936, when he joined sales.

For the next ten years he worked as a salesman and later, salesmanager. In 1946 he was promoted to business manager.

Mr. Priestley is survived by his wife and a son, Harold Jr.



Serving two different needs for KFOR and KFOR-FM, Lincoln, Nebraska

Network AM programs are broadcast through KFOR's 250-foot Truscon Self-Supporting Radio Tower. For FM broadcasting by KFOR-FM the Cornbelt Broadcasting Company chose a similar but stronger 250-foot Truscon Tower which supports above its top a Federal 8-Bay Square Loop FM antenna. The overall height above ground is 330 feet.

Uninterrupted service in the rolling plains country, which these twin steel beauties serve, requires good structural stability. And, Truscon engineers designed and built this pair *to fit the needs of that specific location.*

Truscon engineers have a world-wide background of field experience to help you in evaluating all local operating conditions, and in fitting the correct tower to them. It may be tall or small . . . guyed or self-supporting . . . tapered or uniform in cross-section . . . for AM, FM or TV. Your call or letter to any nearby Truscon District Office — or to our home office in Youngstown — will bring immediate, interested attention, with no obligation.

Two More TRUSCON TOWERS OF STRENGTH

250 FT. 330 FT.

HIGH OVERALL

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON SELF-SUPPORTING AND UNIFORM CROSS SECTION GUYED TOWERS

Truscon Copper Mesh Ground Screen



LEASES

Trend Seen in Two Yankee Assignments

IN THE FACE of tightening economic times, observers last week saw the possibility of a trend emerging from the leasing arrangement, approved Monday by FCC, by which Yankee Network assigned the licenses of WAAB Worcester, Mass., and WMTW Portland, Me., to Radio Enterprises Inc.

Under the agreement Yankee leases the facilities of the two stations to Radio Enterprises at $40,000 a year for three years and holds an option to extend the lease at the same rate for two three-year periods. Radio Enterprises has the right, after six years, to terminate the arrangement by paying Yankee $50,000 and taking ownership of the facilities.

Observers construed the contract as essentially a sales agreement with "unusual terms."

Baybutt Heads

Radio Enterprises is headed by John A. Baybutt, who owns 1%, and is controlled (99%) by his mother, Mrs. Josephine L. Baybutt, owner of Ernest Jacoby & Co., Boston commodity brokerage firm.

Some of the property covered in the lease is being leased, in turn, by Yankee Network from other owners at approximately $12,500 a year. Thus the network's net return under the contract with Radio Enterprises is about $27,500 a year. If the cost of Yankee's lease from the other parties is increased above $12,500, then Radio Enterprises pays the amount of the increase, according to the contract.

The leasing arrangement was drawn up after FCC refused to approve a plan whereby Radio Enterprises would have acquired the stations under another lease plan providing for a flexible rental [BROADCASTING, May 30].

The "consideration;" under that plan, would have been the leasing of the physical facilities of the two stations for a minimum $325,000 for five years. FCC objected to a provision which would also give Yankee 25% of gross billings above $12,000 per four-week period during that time. By such a provision, FCC said, Yankee would retain an interest in station operations which the Communications Act prohibits.

The new lease, like the original contract, provides that Radio Enterprises is under no obligation to reassign the licenses to Yankee.

Both stations have been operating at a loss, according to the earlier FCC decision. The joint loss was estimated by FCC, in its earlier decision, at $7,188 per month from February through October 1948, with last October's figure, after curtailment of expenses, placed at $2,826. WAAB is on 1440 kc with 5 kw; WMTW, on 1490 kc with 250 w.

District 13

(Continued from page 29)

rillo, was chairman of a sales session led by Mr. Mitchell, who appeared in the district for first time since he became BAB director. In his earthy pitch to stations Mr. Mitchell said, "With good salesmen selling, there wouldn't be enough radio stations in the country to handle all the business that is readily available."

He suggested the agency doesn't decide who's going to use the medium. "The people in your market decide," he declared. "It's as basic as that. It's up to you to sell the people in your market." He defined radio as "the basic medium, the common denominator of all advertising."

Judge Miller addressed the Monday luncheon. He was introduced by Mr. Rembert as "broadcasting's greatest asset." Both emphasized that the NAB board controls the association and that the Washington staff carries out the directors' wishes and the directors in turn need guidance from members in their policy-making.

O. L. (Ted) Taylor, KGNC Amarillo, presided at the labor relations session. Mr. Doherty reviewed current trends in the employment situation and analyzed station cost problems in the area as well as in the nation as a whole.

Government Inroads

Dr. Umphrey Lee, president of Southern Methodist U., warned that " a growing number" of people would like to see the government take over radio stations, terming this situation a threat to Americanism. He praised the industry "for the generally high quality of its performance," but warned: "If you ever slip, all these boys hanging around the corner wanting government control will get support." Diversity of control, prevailing under privately managed broadcasting, is one of the safeguards of American liberties, he said.

An unscheduled holdover session of the Monday-Tuesday District 13 meeting was held Wednesday so Mr. Mitchell could address station salesmen. The session was requested by station managers.

Live Proof Filmed

PRODUCTION crew working on "Lightning That Talks," promotion film being prepared by the All-Radio Presentation Committee Inc., last week filmed actual proof of the power of radio advertising. The Me Too Stores advertised on Cedar Rapids stations a special sale of three carloads of peaches. Eager customers bought out the stock in less than a day, while the crew filmed sales.

WOL TRANSFER

FCC Approves Sale To WWDC

CONSENT was given by FCC last week to acquisition of WOL Washington by WWDC, local independent there, for consideration of $300,000 [BROADCASTING, Aug. 8].

Capital Broadcasting Co., WWDC licensee, won Commission approval for purchase of the Cowles-owned MBS outlet on condition that the transfer not be consummated before all interest in WWDC is given up. A number of different groups have indicated interest in the WWDC facilities, according to Ben Strouse, WWDC general manager, but no transaction has been completed to date. Asking price is unofficially said to be about $250,000.

WOL, Mutual's key outlet for the Capital, is assigned 5 kw on 1260 kc. WWDC is assigned 250 w on 1450 kc. Capital Broadcasting, in taking over the WOL facilities including WOL-FM, proposes also to switch over and retain the WWDC call. WWDC-FM is the Transit Radio FM outlet for Washington and would continue to be so through switching frequency crystals with WOL-FM when the transfer takes place.

There still is no indication as to what becomes of Mutual in Washington. Indications are that WWDC would prefer to continue its independent status and profitable music-news-sports pattern, including airing of Washington Senators ball games. Although WWDC will take over the WOL transmitter plant, it also is undecided whether studios would be switched. These matters reportedly all depend on outcome of negotiations to dispose of the 1450 kc local assignment WWDC has been using.

Speculation has arisen that Mutual might prefer to switch to suburban WEAM Arlington, Va., a regional outlet on 1390 kc with 5 kw, rather than be left with only a local outlet.

The Cowles newspaper and radio interests, which acquired WOL in 1944 in a swap of its WMT Cedar Rapids, told the Commission it "proposed to withdraw from the Washington field at this time in order more effectively to concentrate its efforts on the development of radio and television plans for the Midwest and Boston."

ANTENNA SITE

Sharp Battle With CAA Seen in WOR Proposal

THE PROSPECT of a full-scale battle over CAA antenna-site policies loomed last week in WOR New York's effort to secure approval of its plan to increase tower height from 410 to 638 feet.

Spokesmen for the CAA served notice that they would petition FCC to accord them status as intervenor in the Commission's hearing on the WOR proposal, described as the first case to go to hearing on CAA's failure to approve a tower site. Representatives of the Air Transport Assn., also opposing WOR, indicated they would file a similar petition.

The hearing is now set to resume Wednesday. Under normal procedure the petitions to intervene could not be acted upon before late this week, but counsel for WOR, who asked for the hearing after a series of unfruitful conferences with the aviation interests, agreed to waive the customary time requirements.

D. M. Patrick, Washington attorney for WOR, said CAA's full participation in the hearing would be welcomed if the agency would accept the responsibilities that go with such participation, but reserved judgment on ATA's entry pending a study of its petition.

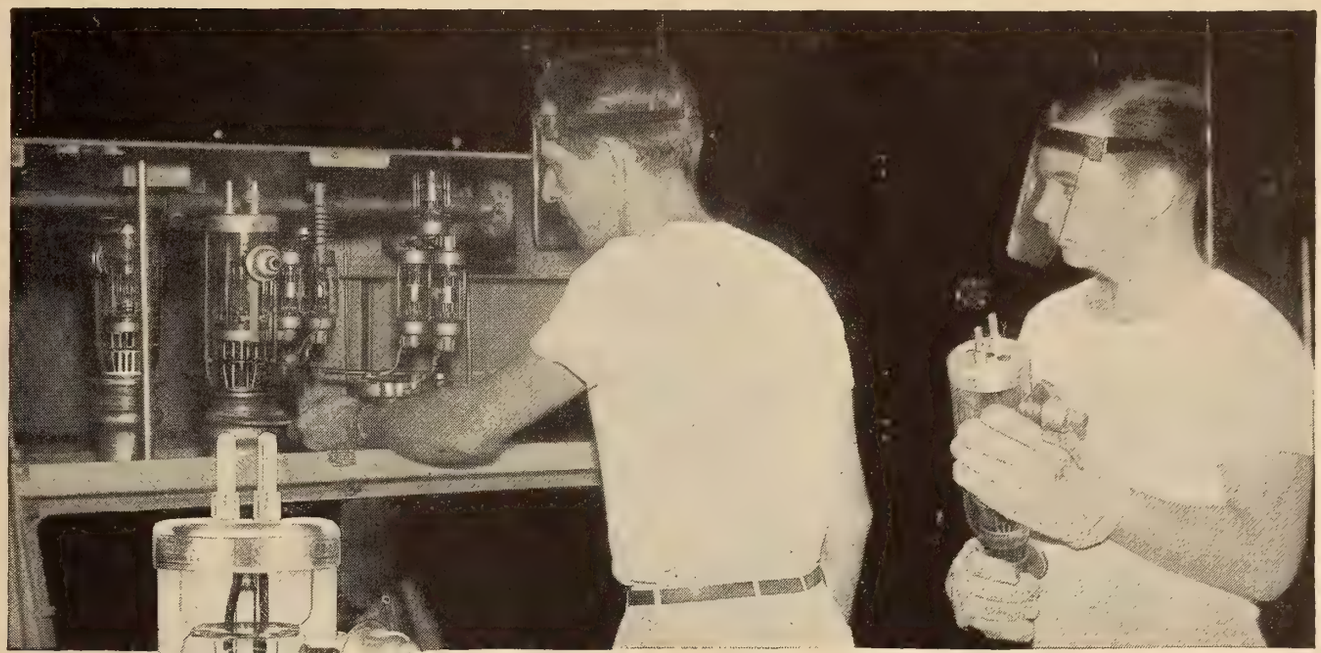
If the case is viewed by aviation interests as a problem bearing upon the entire aviation industry, he said, then it must also be considered an industry problem from radio's standpoint, and other segments of broadcasting, such as NAB and TBA, should be given an opportunity to participate.

In last week's sessions of the hearing, conducted before Examiner James D. Cunningham with David S. Stevens as Commission counsel, the WOR tower proposal was opposed by representatives of the New York Port Authority, which operates the Newark Airport among others, and the Linden (N. J.) Airport.

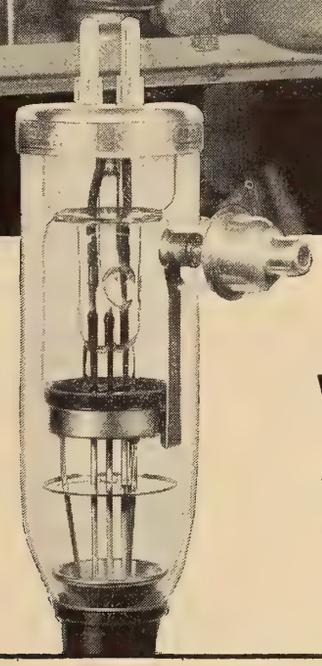
The problem of CAA approval of antenna sites has long been a headache for broadcasters. A set of "criteria" or standards showing where towers might be erected without submission to the aviation authorities was drawn up and tentatively agreed upon in a series of conferences of FCC, CAA, and broadcasting and aviation representatives last spring.

These standards ultimately will be the subject of rule-making proceedings before the Commission, but as yet no formal steps have been taken in that direction. Presumably the delay is occasioned by efforts to reach agreement on the procedure to be followed and upon the issuance of new rules relaxing the painting-and-lighting requirements, but there is persistent speculation that the aviation interests hope to impose stricter antenna-site standards than those tentatively agreed upon.

It took nearly SEVEN years for this job to materialize!



Station engineers at WLW, Cincinnati, replacing two Federal F-342-A tubes after more than 50,000 hours service in the RF driver stage of WLW's redesigned 50-KW transmitter.



WLW *retires two Federal* F-342-A *tubes* AFTER MORE THAN 50,000 HOURS OF OUTSTANDING PERFORMANCE

FROM THE WLW LOG BOOK:

	Life	Cause of Failure
Federal Tube #21,473	54,665 hrs.	Open Filament
Federal Tube #21,277	57,083 hrs.	Open Filament

Cost per hour per tube...less than one cent!

See what can happen when you use the finest tubes available ... in properly engineered transmitter circuits.

"It is obvious," says R. J. Rockwell, Vice President in charge of Engineering, Station WLW, Cincinnati, "that properly coordinated tube and circuit engineering definitely pays off. These two Federal tubes were placed in operation almost seven years ago, and performed very satisfactorily for over 50,000 hours each. We expect to obtain approximately 15 years service from the two sets of tubes (one operating, one spare) now on hand."

WLW is no stranger to the phenomenal life of Federal tubes. Mr. Rockwell reports similar outstanding service life from Federal tubes in WLW's shortwave transmitters operating in excess of 200 KW.

Federal tubes ... backed by 39 years of development and manufacture ... are precision-made, checked and double checked for mechanical perfection and finest electrical performance. For information write to Dept. K-309.



FEDERAL TELECOMMUNICATION LABORATORIES, Nutley, N. J. . . . a unit of I T & T's world-wide research and engineering organization.

Federal Telephone and Radio Corporation

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In Canada: Federal Electric Manufacturing Company, Ltd., Montreal, P. Q.
Export Distributors: International Standard Electric Corp., 67 Broad St., N. Y.

THE LATEST WCKY STORY

WCKY HAS 50,000 WATTS . . .

POWER DELIVERS THE SIGNAL

WCKY HAS UNDUPLICATED PROGRAMS

UNDUPLICATED PROGRAMMING

GETS THE AUDIENCE

IN CINCINNATI, ONLY WCKY

GIVES THE ADVERTISER 50,000 WATTS

AND UNDUPLICATED PROGRAMS

WCKY — ON THE AIR 24 HOURS A DAY, SEVEN DAYS A WEEK

INVEST YOUR AD DOLLAR WCKY'S-LY

HERE ARE SOME OF THE NATIONAL ADVERTISERS WHO KNOW THE VALUE OF WCKY'S 50,000 WATTS AND UNDUPLICATED PROGRAMS:

PROCTER & GAMBLE
MGM PICTURES
BLOCK DRUG
SWIFT ICE CREAM
FOUR WAY COLD TABLETS
COLGATE PALMOLIVE PEET
C. F. MUELLER
RALEIGH CIGARETTES
HILLS COLD TABLETS
WHITEHALL PHARMACAL CO.
KILMER & CO.
LUDENS
CAMEL CIGARETTES
MISSION BELL WINE
EATMOR CRANBERRIES
CARLETON & HOVEY
ROBERT HALL CLOTHES
CARTER MEDICINE CO.
BULOVA WATCHES
CORN PRODUCTS
PURITY BAKERIES
VICKS VAPO-RUB
SCHICK RAZORS
LEVER BROS.
CONTINENTAL BAKING
DRACKETT CO.
BLUE BONNET MARGARINE
CHRYSLER MOTORS
GARRETT WINE
KOOL CIGARETTES
NEW YORK CENTRAL RAILROAD
CROSLEY REFRIGERATORS
EX LAX
LADIES HOME JOURNAL
FOSTER-MILBURN CO.
DR. CALDWELL

NOW—MORE THAN EVER
WCKY IS YOUR BEST BUY IN CINCINNATI

Call Collect Tom Welstead
Eastern Sales Manager
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Phone: Eldorado 5-1127
TWX: NY 1-1688
TWX: NY 1-1688

or

C. H. "Top" Topmiller
Cincinnati Phone: Cherry 6565
TWX: CI-281

L. B. Wilson

WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

Editorial

FCC's TV Spot

AFTER a fortnight of hearings on the future of television, several conclusions are inescapable. (1) The FCC is conducting more of an inquisition into TV research, development and manufacturing than it is a hearing on allocations; (2) the FCC (or at least certain members thereof) seems to regard itself as on trial before Congress and is building a record designed to get it off the spot; (3) opening of 42 UHF channels to provide that "truly nationwide" competitive TV allocation is sheer speculative will-o'-the-wisp.

There's no doubt the FCC is in a predicament. The original allocations were badly bungled. It must find means of permitting the art to expand—with black & white and with or without color. Its every move is being watched by the Senate Interstate & Foreign Commerce Committee.

There can be no doubt that color TV possesses distinct advantages over black and white for many kinds of telecasting. But there is some doubt as to the present practical use of color. That's what these hearings evidently are all about.

There are other fundamental questions. This marks the first time that the FCC has attempted to assert its jurisdiction over manufacture and research in the broadcast fields. The FCC does not license manufacturing. It can determine the allocations standards. It is up to art and industry to do the rest.

Some believe—and we are among them—that if artificial limitations were removed so that facilities could be applied for on a first-come, first-served basis, assuming applicants are qualified, perhaps 50% of the present aspirants would drop out of the TV picture. It is because of the feeling that this is the only time the TV hat will be passed that applications have been filed by so many.

An immediate solution would be at hand if the government relinquished, or was dispossessed of, the bloc of VHF channels immediately adjacent to the present VHF TV band. The 12 VHF channels are not adequate for even a token nationwide service. UHF is unknown and untried domain. And, as we have pointed out repeatedly, in time of national emergency, the military has *open sesame* everywhere.

Because of the errors of the past, the confusion of the present and the fate of an art and public service, the FCC must exercise inspired wisdom in shaping a national policy for television. It should not be loath to undo past policy declarations. It should not compromise with scientific fact or political opinion. It must be clear-headed and follow its convictions. After this there can be no turning back.

The World *Serious*

IRRESPECTIVE of who wins the World Series there seems to be little doubt that radio and TV will be the losers.

The no-charge, no-pay television plan may prove so profitable for its sponsor, Gillette, that similar plans for similar extraordinary programs may make their appearance in the audio as well as the television field.

Television stations had little choice this year but to accept the World Series, whatever the terms. National interest in baseball at this season is so intense that a station which values its audience hesitates to follow any other course. Some station managers who first rejected the offer found it expedient to change their minds after feeling out public sentiment.

The argument that the telecaster will profit by adjacencies seems specious. There are always profitable adjacencies for Series broadcasts. Last year there were adjacencies for paid Series telecasts as well.

The whole principle of commercial radio seems at stake. If Gillette gets away with no-charge, no-pay commercials for the World Series, other accounts sponsoring special events of national interest will feel entitled to similar treatment. If their agencies fail to produce such deals they will demand an explanation. And it is possible that some agency executives will find their feet in the same hot water that now singes TV station managers.

Broadcasters and telecasters must decide what their future policy is to be if they are to avoid this very real threat. The rate card must be adhered to if commercial radio is to continue to prosper. For telecasters or broadcasters to carry commercial programs on a sustaining basis will break down the basic principle of radio advertising which has been built up under the U. S. system. It is time now to make a stand.

No NARBA Giveaway

WHEN THE NARBA conference convened last month in Montreal to evolve a working agreement among North American nations on efficient use of the 106-channel AM band, it was evident that an understanding would not be easily reached. At past conferences Mexico or Cuba alternately had outmaneuvered our State Dept.

Even at this early date there are dangerous signs. Mexico, for reasons still obscure officially, has absented herself from Montreal. Hence she could renounce any agreement which might be reached. Little Cuba, with more radio facilities per capita for her five million population, confined to a relatively small area, first tossed in a preposterous proposal that would make the North American radio foot fit the Cuban shoe. Then Cuba began pressing for that which she apparently wants. Strangely some of our delegation are reported willing to accede. The proposal is that nations signatory to NARBA be permitted to use 250-watt transmitters on all regional channels, cutting in half the present lower limit of 500 watts.

The consequences are readily apparent. Cuba doesn't need power to cover her compact area. Use of lowest permissible power on desirable frequencies would mean cheap operation. But it would mean further degradation of U. S. service. The inference that the NARBA standards might be reduced "internationally" but would be ignored nationally (in the U. S.) is short-range gobbledegook.

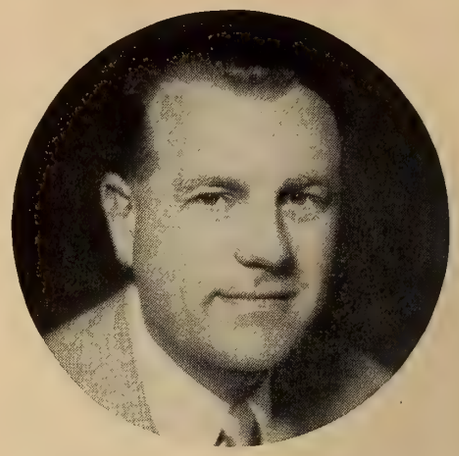
If the standards were dropped internationally the pressure soon would be on here. The whole regional classification—comprising the largest group of metropolitan stations—would face inundation.

We can merely guess why Mexico is on the sidelines. She is using power in excess of the 50,000 watt limit allowable in the United States and Canada. She has assigned a substantial portion of her facilities to border stations operated by U. S. citizens to serve U. S. listeners. And she has squatted on 540 kc with high power in derogation of treaty provisions.

Just this once, we hope the State Department will back up our experts and hold fast against south-of-the-border onslaughts. If they get away with regional degradation, it could be but a short stride to preemption of rights on all other channels.

No one wants an ether war. There are reasons, however, to believe that one would be preferable to any more "giveaways" by our State Dept.

Our Respects To —



ROBERT JOSEPH McANDREWS

MOST people start their business career after graduating from high school or college. But Robert Joseph McAndrews started his at the early age of 12. And experience gained from that day on has well qualified him for responsibilities he holds today.

The story of this enterprising young man, recently appointed to the newly created post of managing director of Southern California Broadcasters Assn., reads like one written by Horatio Alger.

Husky Robert J. McAndrews was Hollywood promotion manager of Young & Rubicam when he resigned to take over his present assignment with the trade association of 39 stations and networks. With a three year wartime interruption, he was for approximately seven years NBC Western Division advertising and promotion manager before joining Y&R.

Born "South o' Market" St. in San Francisco April 10, 1911, Mr. McAndrews comes from sturdy California pioneer stock. Grandpa Patrick McAndrews, for example, in the early 1880's drove the first stage coach between Santa Rosa and Sonoma, Calif.

The business career of young McAndrews started when he was in the seventh grade at Mission Dolores School. He washed bottles and ran errands for a drug store after school hours. With promotion to the eighth grade, he got himself a new parttime job as office boy for Eversharp Pencil Co. and held that down for five years.

Since those days he has had a varied career. Working his way through Sacred Heart High School, San Francisco, and later St. Mary's College, Moraga, Calif., he has run the gamut of waiter, soda jerk, telephone operator and playground director, to mention but a few. While at college, Mr. McAndrews was assistant in the treasurers' office, then the registrar's and next the board of athletic control.

During junior and senior years at college, he was assistant to the graduate manager of athletics. And along with those responsibilities he found time to edit the college newspaper and take an active part in college debates. He was junior class president in 1930.

Graduated *maxima cum laude* from St. Mary's in 1932, he made the baccalaureate address, too. Young McAndrews was a scholarship student. To round out his academic education, he took post-graduate work in English at U. of California at Berkeley.

With journalism his major, Mr. McAndrews planned to be a newspaperman. When he grad-

(Continued on page 62)



The philharmonic in Carnegie Hall or the bow and fiddle at the Jamboree. Boiled shirt sophisticates in sleek limousines or Ma and Pa on the buck board. Deep in the heart of every American lives a love for music that is truly our own. Music born on the western plains in the days of the pioneer—music that is as much a part of America as hot dogs and the 4th of July; it's the same whether you live in the shadows of the Rockies or right here in New York as one of 13,000,000 residents in the biggest city on earth.

Rosalie Allen famed sweetheart of the prairie presents America's music nitely on WOV's Prairie Stars. Her loyal highly responsive audience (64% of whom are women) have made Prairie Stars one of radio's best buys on the basis of delivered sales. Now in its 5th year Prairie Stars is a proven consistent winner for advertisers of consumer products. For increased sales at lowest cost—for listener response—for sustained buying interest buy Prairie Stars... a WOV feature production.

Get the facts on who is listening to Prairie Stars—get the facts on buying power and consumer habits...ask to see WOV's newly completed Prairie Stars Audience Audit. It's proof that on WOV RESULTS IS THE BUY WORD.

PRAIRIE STARS

a WOV feature presented by

ROSALIE ALLEN

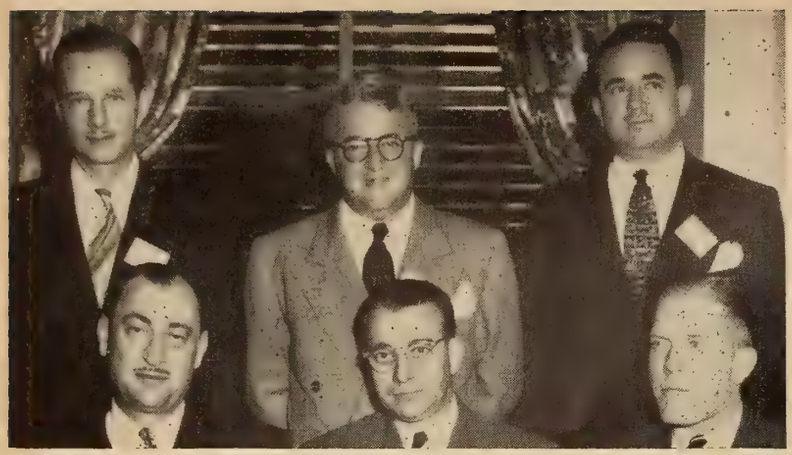
Monday through Saturday 9 to 11:00 P. M.

WOV

NEW YORK

RALPH N. WEIL, Gen. Mgr.

The Bolling Company, National Representatives



NAB District 12 delegates meeting at Wichita included (l to r): front row—Matthew H. Bonebrake, KOCY Oklahoma City; William S. Morgan, KNOR Norman; John S. Major, WREN Topeka; back row—L. A. Blust Jr., KTUL Tulsa; Bob Burton, BMI; Webster L. Benham, KOMA Oklahoma City.



GROUP at NAB District 12 meeting included (l to r): front row—Archie J. Taylor, KANS Wichita; Robert Enoch, KTOK Oklahoma City, district director; Dick Campbell, KOME Tulsa; Bert Lown, Associated Program Service; back row—Jack Todd, KAKE Wichita; Pierre Weiss, Lang-Worth; Frank V. Webb, KFH Wichita; William Wyse, KWBW Hutchinson; Bill Reilly, RCA-Thesaurus.

Rate Card

(Continued from page 29)

president of BMB. Maurice B. Mitchell, director of Broadcast Advertising Bureau, made his now famed "Mitch's Pitch" both in broad outline and reiterated observations made at previous district meetings.

Dr. Baker, in response to an inquiry as to the future of BMB, pointed out that broadcasters had invested a million dollars in the 1946 survey and another million in that which will be released in November or December. "If the industry lets go we would be in a bad way vis-a-vis the newspapers," he said, adding that thousands of newspaper salesmen are waiting to clash out at radio if it does not continue to support a counterpart of the Audit Bureau of Circulations.

Mr. Mitchell, who spoke off the record, ran the gantlet of radio advertising versus sales techniques of the competitive media. He was introduced by Julian Haas, KARK Little Rock, 6th District sales managers chairman.

The convention banquet was held Thursday night.

The Sixth District convention was preceded on Wednesday by meeting of the Mississippi Broadcasters Assn. and the Tennessee Assn. of Broadcasters.

The Mississippi meeting, led by President Robert F. Wright of WTOK Meridian, devoted much of its time to a discussion of better service on football broadcasts. Granville Walters, WAML Laurel; Cy Bahakel of WKOZ Kosciusko; Wiley Harirs, WJDX Jackson, and Mr. Wright were named as a committee to work out plans for better broadcasting service.

At the Tennessee meeting John Hart WBIR Knoxville, urged equal opportunity for all stations in broadcasts of U. of Tennessee football games. Earl W. Winger, WDOD Chattanooga; Luke Medley, WHUB Cookeville, and Harold Krelstein, WMPS Memphis, spoke on advertising and radio's percentage.

A motion was introduced for the stations of Tennessee to sell optimism and it was agreed that starting next week each Tennessee station would put on at least four announcements daily telling of Tennessee's business, industry and opportunities for progress. T. B. Baker, WKDA Nashville, spoke on local news coverage, following a talk by Wilton Cobb of WMAZ Macon, Ga., on local news. Mr. Sowell presided.

Tennessee Associated Press Assn. was formed at a side meeting. Harry Stone, WSM Nashville, was chosen chairman. Vice chairmen named were Cliff Goodman, WETB Johnson City and Leslie R. Brooks, WTJS Jackson. These three will name a committee of three to meet periodically with a committee of the Tennessee Associated Press newspapers for a discussion of mutual news problems.

A record registration of 117 was achieved. Last year's district meeting drew 85 broadcasters.

The morning session Friday was devoted entirely to operating costs, profits and labor, with Richard P. Doherty, NAB's director of employe-employer relations as the discussion leader. Presiding at the seminars was Harry Stone, vice president and general manager of WSM Nashville, and sixth district employe-employer relations chairman.

Mr. Doherty presented his studies on the relation of cost to income, adapting the figures to the sixth district area. His discussion followed the pattern of previous district meeting talks, plus the localized aspects.

Luncheon speaker Friday was Robert Burton, vice president of BMI. NAB President Miller, who delivered the closing address, discussed the reorganized NAB, its functions and its objectives.

Craig, Robinson Wed

MARGARET ANN CRAIG, daughter of Mr. and Mrs. Edwin W. Craig, was married Oct. 4 in Nashville to Walter McLaren Robinson Jr. of New York. The bride's father is chairman of the board of WSM Nashville, president of the National Life & Accident Ins. Co. and chairman of the Institute of Life Insurance. Mr. Robinson is a member of the law firm of Cravath, Swaine and Moore, New York. The couple will reside in New York.

THS TRANSFER

FCC Finds Nothing Improper

FCC SAID last week that it found "nothing improper" in the arrangements for the combined transfers of KTSA San Antonio, KRGV Weslaco, Tex. and KANS Wichita, whereby the long-standing station ownership association of O. L. (Ted) Taylor, Gene A. Howe, and T. E. Snowden would be dissolved.

The Commission made this finding in a memorandum opinion explaining its action in reconsidering and approving the three transfer applications without hearing [BROADCASTING, Sept. 26].

The problem, FCC explained, lay in arrangements for the purchase of KTSA for $385,751 by a company controlled by Mr. Taylor and the immediate re-sale of the station to Express Publishing Co. for $450,000. FCC had feared "trafficking in frequencies" might be involved.

Rejecting this fear after a study of the situation, FCC noted that "over a period of 21 years the business relationship of Snowden, Howe and Taylor has been intimate and one in which Taylor has been heavily relied upon. . . . It appears that Howe and Snowden, being advanced in years and desirous of retiring from the radio business, instructed Taylor to dispose of their interests. In so doing they gave Taylor, because of his long association with them and their desire to reward him for past services, an option to purchase KTSA at the "discount" price of $385,751, knowing that Taylor had contracted to resell that stock to Express for $450,000. . . ."

". . . Taylor, far from spending a momentary and profitable period in the radio business, will continue his long-time association with that business as the owner of two of the stations involved [KANS and KRGV], one of which [KRGV] he was enabled to buy, in toto, because of a sale of the third at a profit," FCC asserted.

His "long association with Howe and Snowden negates any suggestion of his being a broker or a promoter who is simply acquiring a license and trafficking in it," the opinion concluded.

In the transfers, Taylor Radio & Television Corp., headed and 75% owned by Mr. Taylor and having the same stockholders as KANS, acquired assets of KANS for $200,000 and KRGV for $320,000.

UNDUPLICATED PROGRAMS
BUILD AUDIENCE

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

Burger Beer . . . . . DOUBLES SALES in 3 weeks with *"directed"* advertising on . . .

WGRD

Grand Rapids, Michigan

A Service of Broadcasting Newsweekly

TELECASTING

OCTOBER 10, 1949

FCC HEARING

Color Inevitable—CBS; System Shown in D.C.

DEMONSTRATION

CBS TOLD FCC last week that color television is "inevitable" and should be authorized promptly, that for the TV broadcaster the increase in price of equipment for its system would be "probably less than 3% of the entire station cost," and that a receiver with the equivalent of a 10-inch picture could retail at about $220.

The Columbia plea for early approval of color, coupled with a two-day official demonstration of its system (see story this page), occupied the Commission's attention during most of the second week of its color TV hearings.

The week was singularly unmarked by the lengthly questioning, accompanied by occasional temper flares, which attended the opening week's sessions [BROADCASTING, Oct. 3]. The even course of the sessions was attributed to a great extent to the Commission's desire to hear all the direct testimony possible before embarking on actual demonstrations. Another factor, it was felt, was the absence of testimony which, like that of the Joint Technical Advisory Committee and RMA, advocated a slow and cautious approach to color.

The third week opens today (Monday) with the official demonstration of RCA's all-electronic, "completely compatible" color system, on which the bulk of direct testimony was presented late in the preceding week and completed Tuesday morning. No session was held Monday.

CBS President Frank Stanton, opening Columbia's case, called for an affirmative decision on color as the means of producing "stability in the industry." With Peter C. Goldmark, Columbia's director of engineering research and development, who developed its color system, he advocated the CBS technique from the standpoints of "performance, cost, time, and compatibility."

Both Drs. Stanton and Goldmark conceded the CBS system is not perfect, but maintained that the criterion should be what the viewer actually sees, not what he theoretically ought to see, and that cost and practicability must be taken into serious consideration.

Dr. Goldmark voiced belief that "increases in the purchase price of station equipment for the CBS color system will not be more than 10% for the camera equipment alone, and probably less than 3% of the entire station cost." He asserted that "on the basis of analysis on paper" the other principal systems under consideration woud cost the broadcaster more.

Dr. Goldmark said manufacturers will appear and testify that combination color and monochrome table-model receivers can be built for Columbia's system to retail at approximately $220. In another portion of his statement, not yet reached in testimony, he said it will be testified that existing black-and-white sets could be modified at the factory to receive color in monochrome for as little as $15, and might be factory-converted to

(Continued on page 52)

* * *

CBS demonstrated its color television system Thursday and Friday before the FCC and other government officials in an effort to convince the Commission that its method is ready for commercial development.

In a series of studio programs, outdoor scenes and test pattern transmissions, the network showed that it can program many forms of motion in color without serious color breakup. It also transmitted color programs on 2.7 mc and 4 mc cables from Washington to New York and return as well as on a Washington - Baltimore microwave circuit.

The diversified programming shown by CBS is competing against the new RCA color system, which will be unveiled for the first time this morning (Monday).

Columbia's version of spinning-disc color was shown on a bank of custom-built receivers owned by Smith, Kline & French laboratories and used for surgical demonstrations. Two RCA receivers (630TS and 9T246), standard black-and-white models, were equipped with CBS conversion apparatus and one was used as a basis for comparison of black-and-white with color. All sets were equipped with "bubble" magnifying lenses.

The CBS pictures were considerably improved over those shown in Washington in August [BROADCASTING, Aug. 22]. In addition, a long series of tests was conducted to show the color fidelity, networking adapatability and resistance to flicker and color breakup.

Attending the demonstrations were FCC Chairman Wayne Coy and Commissioners Walker, Sterling, Webster and Jones, accompanied by members of the staff. Dr. Edward Condon, director of the Bureau of Standards and chairman of a bureau color TV committee which will report to Chairman Edwin C. Johnson (D-Col.) of the Senate Interstate Commerce Committee, watched the demonstrations.

Directing the showing for CBS were Dr. Peter C. Goldmark, director, CBS Engineering & Development Dept., and John Christianson, chief engineer of the department. Adrian Murphy, CBS vice president and general executive, acted as m.c.

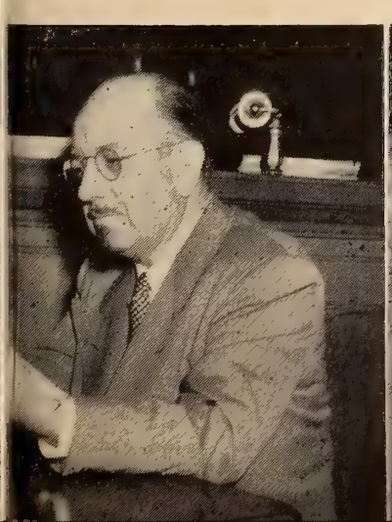
CBS showed its newest version of scanning-disc color in the Carleton Room of the Hotel Carleton, Washington. A studio setup in an adjoining room contained the Smith, Kline & French camera along with fluorescent lighting and props.

Thursday morning tests were fed by AT&T polyethyl cable to the WOIC (TV) Washington transmitter, about three airline miles away. Equipment was moved in Tuesday morning and was operating within a few hours, CBS explained.

First, Dr. Goldmark showed WMAL-TV and WNBW (TV) Washington test patterns in black-and-white on an RCA set with the front adapter moved away. Opening color picture presented Patty Painter, New York model, in black-and-white (144 fields). Only a por-

(Continued on page 56)

* * *









PARTICIPANTS and observers on hand for last week's sessions of the FCC color television hearings included (l to r): Dr. George H. Brown, RCA research engineer; Dr. Frank Stanton, CBS president; Harry M. Plotkin, FCC assistant general counsel, and Paul A. Porter, former FCC chairman; Dr. Charles Willard Geer, professor of physics at the U. of California and developer of one of the color systems under consideration.

TV TALENT WAR

Efforts for Peace Fail

EFFORT to find harmony in one big union for television talent last week ended in declarations of war that divided actors into two camps.

In one camp were some 400 film actors, including the top Hollywood stars, and in the other were 30,000 live actors including stage, vaudeville, radio and concert hall performers.

And from the sidelines, James C. Petrillo, president of the American Federation of Musicians, gave some indications that he might enter the fray—on the side of the screen actors.

The week's eruptions, which some observers called the most serious upheaval in the talent world in ten years, followed an unsuccessful meeting in New York of the international board of the Associated Actors and Artistes of America to settle the television jurisdiction problem and to found the 4A's Television Authority, the proposed one big union for video performers. The session foundered on the very question it was called to solve.

Final Break

The final break came in the small hours of Wednesday morning when the Screen Actors Guild, headed by President Ronald Reagan, issued a blast against efforts to have it yield any of its jurisdiction over films. At the board meeting the guild served notice on other talent unions it would "fight on all fronts" against a proposed raid on its film jurisdiction. The guild thus put itself on record as willing to wage internecine war on the issue with the live talent unions, which also are members of the 4A's.

In its own outline, what SAG threatened if any of its film jurisdiction were taken from it and given to the 4A's television authority, was:

1. Marshall its full strength and that of all its members, including all motion picture stars, to resist the raid on the guild jurisdiction.

2. Wage an all-out campaign to expose alleged pitfalls toward which all performers are being led through creation of the proposed new union, Television Authority.

3. Refuse to obey any orders of the 4A's board that are based on an attempt to split the guild's jurisdiction and infringe on the guild's contractual responsibilities to its members and their employers.

4. Make whatever alliances the guild deems necessary to defend the rights of its members of the field of motion pictures.

5. Reserve its right to ask the guild membership to instruct the guild's board of directors as to whether the members desire SAG to continue as a branch of the 4A's.

The big five live unions on Thursday countered the SAG blast with a statement of their own. They denounced the SAG "jurisdictional war" threatened against the Television Authority and charged SAG and its sister, Screen Extras Guild, with attempting to seize jurisdiction over "thousands of performers who are not now their members and in complete disregard of the wishes of these performers."

The five unions' statement was signed by Clarence Derwent, president of Actors Equity Assn. and of Chorus Equity Assn.; Lawrence Tibbett, president of American Guild of Musical Artists; Gus Van, president of the American Guild of Variety Artists, and Clayton Collyer, president of American Federation of Radio Artists.

The statement closed with an offer to mediate all outstanding issues. It said:

"We believe that mediation is the American way, that no problem of union jurisdiction is insoluble and that there is no excuse for the 'public-be-damned' jurisdictional war that has been threatened in the inflammatory statements made by SAG and SEG leaders without consulting their memberships. In the interests of performers and the public alike, our mediation offer stands."

The mediation offer of the five union presidents was characterized by a spokesman for the Screen Actors Guild, Buck Harris, as being "no olive branch."

He said that was the very point the controversy had reached at the internationl board meeting when the rupture took place. He said the SAG had offered its own mediation resolution. That resolution would have established the Television Authority, given it jurisdiction over live and kinescoped shows, retained in SAG jurisdiction over films made for TV but would have mediated the "gray" or "shadowland" area where live and film talent might overlap. He said that when the SAG resolution was voted down by the live unions, which wanted to mediate the entire question of film jurisdiction, SAG felt it could no longer continue.

The New York section of the Screen Actors Guild then took immediate action. At a general membership meeting Wednesday, it endorsed the position taken by the national guild at the 4A's board meeting and requested the guild's national board to proceed imme-

(Continued on page 55)

SERIES SUCCESS

Theatre TV Scores

WORLD SERIES last week provided theatre television with its biggest commercial operation to date, with six moving picture houses carrying the baseball classic to fans in plush seats.

The operation was called a success by Nathan Halpern, theatre-TV expert of the Fabian chain, whose Fox Theatre in Brooklyn carried the game.

"We feel that our entry into this field has been justified," he said. "We are gratified that other theatres were able to come in."

A Boston, Chicago, Scranton (Pa.) and two Milwaukee theatres also carried the Series.

The first two days of the series, the Fabian house had over 6,000 paid admissions at $1.20 per head.

It was learned that if such a turnout continued for the duration of the Series, the operation would be a financial success. Helping to turn the pioneering venture into the black would be increased revenue from concessions. It was learned that such sales were ten times higher than normal. That huge increase was credited to the fact that most patrons came early in the morning, saw a four-hour double-feature before the game started, and were just plain hungry.

Audience reaction, too, was different from that in the usual movie house. No hero was ever cheered so vociferously nor a villian booed so loudly as the teams on the screen. Partisanship ran high.

As for the telecasting of the Series generally, it was video's biggest special event of the year. Television Broadcasters Assn. estimated that between 17 and 20 million viewers would see the Series.

Final count of the number of stations carrying the games was 51—WAVE-TV Louisville being the last to come in. Off the coaxial line, stations were doing it on a rebroadcast basis from Cincinnati, according to Bob Jamieson, of DuMont Network, the Series TV coordinator for the network's pooled effort.

Cites Camera Positions

Mr. Jamieson also reported that the camera placement finally decided upon was giving good results. Four cameras were being used—two behind the plate, one in the upper stands and one in the bull pen. He said the latter, equipped with a Telephoto lens, was giving a shot over the pitcher's shoulder which he highly regarded.

He reported, too, that stations were all carrying the Gillette commercials and that where there were reports of slip-ups in this regard, investigation showed they were unintentional omissions.

Television and movies debuted as a theatre double feature in Chicago with a near-capacity crowd of 2,500 persons filling the State-Lake Theatre to watch the Series.

Series games were projected on

(Continued on page 55)



ABC holds party for members of *Uncle Mistletoe* cast marking the program's return to WENR-TV Chicago for the second year under sponsorship of Marshall Field & Co. Taking a leaf from his book of characterizations is Johnny Conns (r), voice of "Mistletoe" and others in show. Seated next to him is Jennifer Holt, "Aunt Judy" of the show, and Bud Gore, Field's advertising manager. Standing (l to r) are: Dick Davis, Foote Cone & Belding, Chicago, radio director; James L. Stirton, sales manager of ABC's Central Div.; Richard Oliphant, FC&B account executive.



if you want to cover the country...

talk to Du Mont. 99% of the television receivers in the country can receive your program over the Du Mont Television Network, either live or by teletranscription.

TELEVISION DUMONT NETWORK

America's Window on the World

515 Madison Ave., New York 22, N.Y.

COPYRIGHT 1949, ALLEN B. DU MONT LABORATORIES, INC.

Du Mont programs shown live on these stations

WAAM . . . . . Baltimore, Md.
WNAC-TV . . . . . Boston, Mass.
WBEN-TV . . . . . Buffalo, N. Y.
WGN-TV . . . . . Chicago, Ill.
WCPO-TV . . . . . Cincinnati, Ohio
WEWS . . . . . Cleveland, Ohio
WTVN . . . . . Columbus, Ohio
WHIO . . . . . Dayton, Ohio
WJBK-TV . . . . . Detroit, Mich.
WICU . . . . . Erie, Pa.
WLAV-TV . . . Grand Rapids, Mich.
WJAC-TV . . . . . Johnstown, Pa.
WGAL . . . . . Lancaster, Pa.
WTMJ-TV . . . . . Milwaukee, Wis.
WNHC-TV . . . . . New Haven, Conn.
WABD* . . . . . New York, N. Y.
WFIL-TV . . . . . Philadelphia, Pa.
WDTV* . . . . . Pittsburgh, Pa.
WTVR . . . . . Richmond, Va.
WHAM-TV . . . . . Rochester, N. Y.
WRGB . . . . . Schenectady, N. Y.
KSD-TV . . . . . St. Louis, Mo.
WHEN . . . . . Syracuse, N. Y.
WSPD-TV . . . . . Toledo, Ohio
WTTG* . . . . . Washington, D. C.
WDEL-TV . . . . . Wilmington, Del.

Programs shown on these stations by Du Mont teletranscription

KOB-TV . . . . . Albuquerque, N. M.
WAGA . . . . . Atlanta, Ga.
WBRC-TV . . . . . Birmingham, Ala.
WBTV . . . . . Charlotte, N. C.
KBTV . . . . . Dallas, Tex.
WFMY-TV . . . . . Greensboro, N. C.
KLEE-TV . . . . . Houston, Tex.
WSAZ-TV . . . Huntington, West Va.
WFBM-TV . . . . . Indianapolis, Ind.
WMBR-TV . . . . . Jacksonville, Fla.
KTSL . . . . . Los Angeles, Cal.
WAVE-TV . . . . . Louisville, Ky.
WMCT . . . . . Memphis, Tenn.
WTVJ . . . . . Miami, Fla.
WDSU-TV . . . . . New Orleans, La.
WKY-TV . . . Oklahoma City, Okla.
KMTV . . . . . Omaha, Nebr.
KSL-TV . . . . . Salt Lake City, Utah
KPIX . . . . . San Francisco, Cal.
WTCN-TV . . . . . St. Paul, Minn.
KING-TV . . . . . Seattle, Wash.

**Du Mont owned and operated stations*

WOR-TV

Official Opening Is Tomorrow



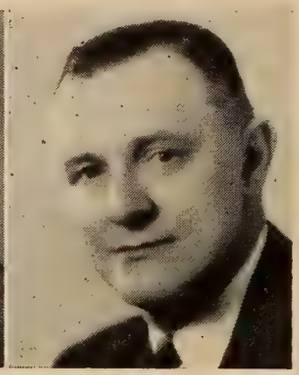
Mr. Poppele



Mr. Maddux



Mr. Streibert



Mr. Seebach

WHEN WOR-TV New York, starts regular programming at 7 p.m. tomorrow (Oct. 11) there will be no fanfare, no searchlights, no celebrity interviews or any of the usual opening night hoopla. The only concession to custom—and sentiment—will be to play, a few minutes before 7, the record of Al Jolson singing "April Showers" with which WOR New York began its broadcasting career more than 27 years ago.

Following "April Showers" an announcer will state: "This is WOR-TV Channel 9," and the station will officially begin its television history. Unofficially, WOR-TV began its commercial career last week when it joined the other video stations telecasting the World Series. Since mid-August it has been telecasting experimentally.

The lack of opening day pomp and circumstance is intentional. It matches the station management's belief that at present television lacks opportunity for the small advertiser. To furnish the low budget advertiser an opportunity to share in this great new advertising medium is set as one of WOR-TV's primary objectives.

Theodore C. Streibert, president of WOR and WOR-TV, said:

"Our aim at WOR-TV is to build a service that will provide the best possible talent and varied program fare to the public, and at the same time provide a service that is within reach of the advertiser with the smallest budget. To a great extent television has been a rich advertiser's medium up to now.

"Although television production costs are still high, WOR-TV hopes to lead the way in low-cost programming.

"Most of our shows are open to advertisers for spots; our schedule is flexible, and we can deliver an audience that can't be challenged by any other television station in the country."

Julius F. Seebach Jr., WOR-TV vice president in charge of program operations, outlined the type of program fare WOR-TV will offer its public. He said:

"We are putting our confidence in building new personalities and novelties. This is very much the same formula that has been used in radio, but we feel it can be an asset rather than a liability because radio has been and is very successful.

"Television is new and reaches a comparatively small percentage of the population. This offers us an opportunity to build new personalities, very much as radio has done.

"We're in an industry that is still in the experimental stage. Its audience, too, is experimenting in a new form of entertainment."

WOR-TV will program 20 hours a week, eight and one half of which will be sports events. The remainder will be programs built around personalities and around novelties, as Mr. Seebach pointed out. Programs already signed by WOR-TV include *Apartment 3 C, The Barry Gray Show, Hazel Shermet, The John Reed King Show, Stan Lomax Show, Meet Your Match, The Old Knick, Road to Success, Toon-A-Vision* and *What Happens Now?*

The first five are personality shows, with formats built around the people in them. *Road to Success, Toon-A-Vision* and *What Happens Now?* are novelties. *Meet Your Match* is an audience participation quiz similar to the AM version on WOR-Mutual, and *The Old Knick* is telecast from the Old Knickerbocker night club.

Sports events will be telecast four nights a week from three arenas—Westchester County Center, White Plains; Broadway Arena, Brooklyn, and amateur boxing, professional wrestling and other events now under consideration.

R. C. Maddux, WOR vice president in charge of sales, said that to date two programs are fully sponsored, one half sponsored and numerous spot and station breaks have been sold.

The *Stan Lomax Show,* a 15-minute sports review on Saturday evenings, has been bought by La Primadora Cigars, who also will continue to sponsor two of Lomax' AM sportscasts. *The John Reed King Show,* Tuesday and Thursday, 7:30-8 p.m., is sponsored by

(Continued on page 75)

* * *

WOR-TV Engineers and Program Department personnel watch a battery of temporary monitors. The three WOR-TV engineers are: (seated l to r): Robert Zagoren, Frank Ennis and Ed Schwartz. Looking over their shoulders are (l to r) Charles Davidson, Robert Brewster, Julius F. Seebach, Jr., Robin Compton, Harvey Marlowe and Mende Brown. Marlowe is an independent TV producer.



WFIL-TV

New 570-ft. Video Tower Debut Oct. 4

NEW WFIL-TV Philadelphia transmitter plant on a ground elevation of 264 feet in the Roxborough section of Philadelphia was dedicated on Oct. 4.

The installation went into operation officially at 9:30 p.m. with a special 30-minute program highlighting television's growth and potentialities as an educational medium. Participating were Dr. Louis P. Hoyer, superintendent of public schools; Walter Biddle Saul, president of the Board of Public Education; Allen H. Wetter, assistant to Dr. Hoyer; Dr. Armand L. Hunter, educational director of *The Philadelphia Inquirer* stations, and Henry Rhea, assistant chief engineer in charge of TV for the station.

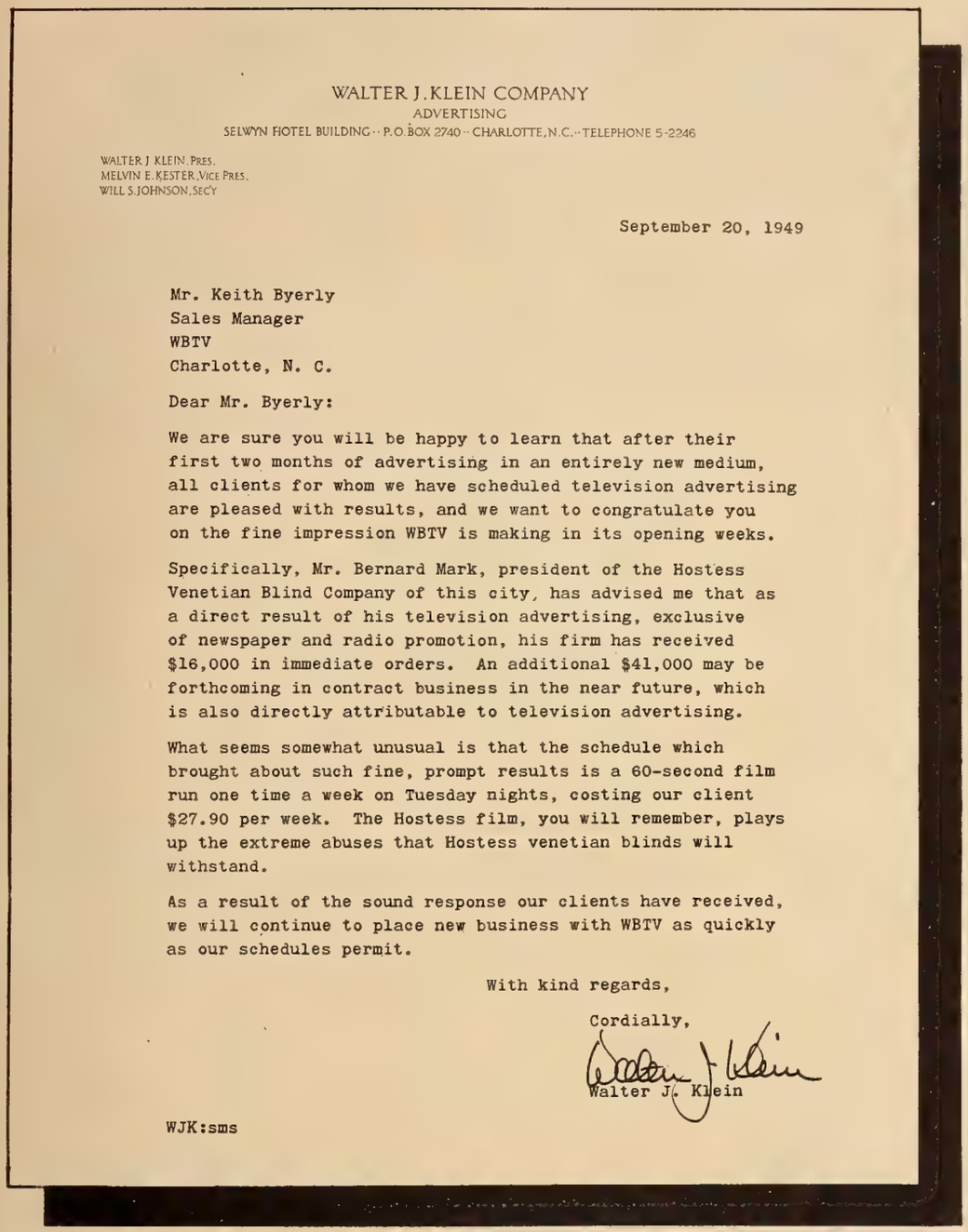
Top-ranking personalities of the DuMont Television Network joined in saluting WFIL-TV in a 15-minute program featuring Morey Amsterdam, comedian; George Putnam, commentator, and Vincent Lopez, pianist.

The station's 570-foot steel tower is equipped with newly-designed micro-wave mounts which permit telecasting of special events from remote points over a wide area. Atop the tower is a 75-foot, five-section-super-turnstile three-and-a-holf-ton antenna with de-icing equipment.

WFIL-TV estimates than an area of nearly 900,000 residents will be added to its present coverage of 3,341,569 persons. Roger W. Clipp, general manager of *The Inquirer* stations, pointed out that use will be made of the maximum amount of power permitted by the FCC for a metropolitan station—the equivalent of 50,000 w at an antenna height of 500 feet above average terrain.

"WFIL-TV's increased power means better reception for viewers not only in the immediate vicinity of Philadelphia, but in the outlying areas of our coverage pattern," Mr. Clipp said. "Coming at a time when rapid advances are being made in television programming, the stronger TV signal promises a superior quality of video entertainment for thousands of persons in such cities as Bethlehem, Allentown, Reading, Lancaster, Trenton and Wilmington."

Commending the WFIL-TV installation were Gov. Alfred E. Driscoll of New Jersey; Harry K. Trend, Bethlehem Chamber of Commerce general secretary; John G. Rader, secretary and treasurer of the Radio Servicemen's Assn. of Reading, Pa., and Bryan Field, vice president and general manager of the Delaware Steeplechase and Race Assn.



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ADVERTISING
SELWYN HOTEL BUILDING · · P.O. BOX 2740 · · CHARLOTTE, N.C. · · TELEPHONE 5-2246

WALTER J. KLEIN, PRES.
MELVIN E. KESTER, VICE PRES.
WILL S. JOHNSON, SEC'Y

September 20, 1949

Mr. Keith Byerly
Sales Manager
WBTV
Charlotte, N. C.

Dear Mr. Byerly:

We are sure you will be happy to learn that after their first two months of advertising in an entirely new medium, all clients for whom we have scheduled television advertising are pleased with results, and we want to congratulate you on the fine impression WBTV is making in its opening weeks.

Specifically, Mr. Bernard Mark, president of the Hostess Venetian Blind Company of this city, has advised me that as a direct result of his television advertising, exclusive of newspaper and radio promotion, his firm has received $16,000 in immediate orders. An additional $41,000 may be forthcoming in contract business in the near future, which is also directly attributable to television advertising.

What seems somewhat unusual is that the schedule which brought about such fine, prompt results is a 60-second film run one time a week on Tuesday nights, costing our client $27.90 per week. The Hostess film, you will remember, plays up the extreme abuses that Hostess venetian blinds will withstand.

As a result of the sound response our clients have received, we will continue to place new business with WBTV as quickly as our schedules permit.

With kind regards,

Cordially,

Walter J. Klein

WJK:sms

WBTV
makes
$16,000
"Impression"

. . . with a $27.90, one-minute film announcement, once per week for 6 weeks, Hostess Venetian Blind Company has sold $16,000 worth of blinds. . . produced leads which promise $41,000 more.

SENSATIONAL SALES RESULTS now complete the television picture in the Carolinas! WBTV brings to 57 counties in North and South Carolina (with over 3,000,000 population) not only a brilliant new medium of entertainment—not only a powerful stimulant for Carolina business—but a new and enormously successful way of selling.

WBTV
CHARLOTTE

JEFFERSON STANDARD BROADCASTING COMPANY

First with Television for the Carolinas

REPRESENTED NATIONALLY BY RADIO SALES

Telestatus

Non-set Owner Televiewers Surveyed

(Report 80)

A SURVEY of television viewing habits among non-set owners has found that 95.2% of these people have seen TV. Of these, 55.9% can be considered viewers, spending at least two and a half hours three times a month in TV viewing.

These conclusions were compiled by Marketscope Research Co., Newark, N. J., after a suvey of 1,054 non television homes in the New York City area. Personal interviews were conducted in Manhattan, Bronx, Brooklyn, Queens, Richmond, Nassau, Westchester, Essex, Hudson and Bergen.

Marketscope reports this is the first in a continuing study to determine the attitudes and acceptance of television among non owners of video sets. The firm will report on reasons for purchase and non purchase, viewing habits, degree of interest, program preference and other factors which affect this group.

In breaking down the classifications of persons interviewed, 50.7% were male and 49.3% female. There were 21.1% of respondents in the upper income bracket, 52.4% in the middle and 26.5% in the lower income classification.

With 95.2% of non-set owners having seen television, 45.6% of these had usually watched the medium in the home of a friend. The home of relatives was indicated as the second most popular spot for viewing, according to Marketscope Research, with 20.4% indicating this as their usual viewing place. Taverns and other public places had 29.9% of the non-set owning viewers with the remainder viewing in other places.

On a viewing per visit basis, 38.8% of the respondents said they watched from one to two hours. Less than one hour was reported by 10.9% and 29.9% spent from two to three hours. A viewing period of from three to four hours per visit was indicated by 14.9% of those interviewed while only 5.5% said they watched over four hours per time.

During the period of a month before the interview, 44.1% of those not owning a set said they had seen television once or twice. Three or four time viewers were reported by Marketscope as 30.3% of the non-owning respondents and 25.6% were reported as having watched the medium five times or more in the preceding month.

Summer Effects

Since the survey was conducted during a period when many television programs were on summer hiatus, Marketscope Research included questions to test the reaction of the non-set owner to the programs which they had seen in the past. It was found that 34.1% of these people made fewer trips during this period to the places where they viewed television. A slight majority, 57.1%, said they made about the same number of trips and 8.8% indicated they made more visits to their source of television viewing.

Keen interest in the return of replaced video productions was expressed by 26.1% of the non-set owning viewers. Only mild interest was shown by 39.7% and 34.2% viewed the return of suspended programs with no particular interest.

Of those not owning a television set but considered by Marketscope Research to be viewers, 22.5% said they were planning to purchase a television set within the next six months. An income breakdown of the potential purchasers showed 10.7% in the upper bracket, 53.6% in the middle income group and 35.7% to be at the lower income level.

Cost was given as the reason for not purchasing a television set by 52.4% of those stating they had no buying plans within the next six months. Second reason for not purchasing was indicated as lack of interest, accounting for 21.4%. "Not perfected" was given by 15.6% and "poor programs" was the reason for not getting a television set given by 5.8% of the non-set owning viewers.



FALL advertising campaign to sell TV accessory equipment through the medium of television itself has been launched by Alliance Mfg. Co., Alliance, Ohio, through Foster & Davies Inc., Cleveland agency. Firm sponsors one-minute sound films in 30 key TV cities east of the Mississippi, and currently is expanding to the West Coast on behalf of its Tenna-Rotor—television antenna rotating device. Spots average two or three a week on each station. Examining coverage map are (l to r): seated—John Bentia, sales manager, Alliance Mfg. Co., and Harold Gallagher, sales manager, WNBK (TV) Cleveland; standing—Miles C. McKearney, account executive, Foster & Davies; "Jack" Treacy, NBC Spot Sales Div. manager and Harold Sweitzer, sales department, Alliance Co.

BEFORE & AFTER TV

Lawton Surveys To Compare Living Habits

WHEN television comes in, do radio listening, reading, movie going and other forms of activity go out the window? From various surveys that have been conducted, the answer to this question would appear to be "Yes." However, another question arises: Is the post-television memory of pre-television activity really accurate?

In an attempt to find an answer to the latter question and to determine accurately the effect of TV on living habits, Sherman P. Lawton, coordinator of radio, U. of Oklahoma, has released a pre-television survey of information obtained in Norman and Oklahoma City—radio listening, reading, movie going, sports, hobbies, etc. At a later date, after approximately six months of television, a similar survey will be conducted in the cities for comparison with present information. WKY-TV Oklahoma City, the area's first video station, started operation June 6.

In the pre-television survey, residents of Norman, home of the U. of Oklahoma, had their radios on an average of 5.84 hours a day. Oklahoma City listeners had their sets on an average of 5.09 hours daily. An inverse relationship between listening and income was noted, with higher income families listening less. No clear-cut relationship was found between the number of sets owned and the amount of radio listening, although the greatest listening was reported among two and three set owners.

A strong tendency was found in both Norman and Oklahoma City for radio listeners to be moviegoers. The correlation of .592 indicates that, in general, as radio listening increases, movie going increases. As radio listening reaches its peak—10 or more hours a day—there is, of course, little time left for movies and this group falls among the poorest movie goers. Non-listeners were fourth in rank on movie going in both cities. Women listeners reportedly attend more movies than men. A correlation was noted between income and movie attendance, with an increase in income levels bringing an increase in movie going. Despite this positive general correlation, the very highest income group reportedly did not attend movies as frequently as some middle income groups.

No general relationship was apparent between newspaper reading and radio listening in either city. Higher income groups were found to take more papers and men spent somewhat more time reading newspapers than women in both cities. No definite connection was found in Norman between the amount of listening and the number of papers taken. In Oklahoma City more avid radio listeners were inclined to take fewer newspapers.

Listening vs. Reading

In both cities an inverse relationship exists between listening and magazine subscriptions, with an increase in listening bringing a decrease in subscriptions. Higher income groups take more magazines and women devote more time to their reading than men.

Book reading showed no apparent effect on listening in either city. A direct relationship appeared between book reading and income, however, with a correlation of .810 in Oklahoma City.

Participation in outdoor activities and attendance at sporting events showed no relationship to radio listening. Income level appeared to be the controlling factor here, showing a high correlation. The survey found that as radio listening increased party-going, church-going, and activities in organization work decreased.



WSB, first in number of Atlanta listeners

more times than all other stations combined

THE RELATIVE SIZE of each ear is based on the latest Hooper Report covering *daytime* listening habits in metropolitan Atlanta. During the three months (June, July, August,) covered by this report, 48 fifteen-minute *daytime* periods were measured.

Of the 48, WSB was first in number of listeners 29 times. The second station was first 8 times. The third station was first 6 times, and the fourth station, first 4 times. There was one tie.

29 to 8 to 6 to 4 — *daytime!*

This ratio shows a pick-up of five firsts by WSB over the same survey of the preceding quarter — a gain which becomes more significant because it occurred during the summer when station preferences are not influenced by routine listening habits.

Morning, afternoon or evening, WSB has ranged an overwhelming first in every survey ever made in Atlanta by any accepted authority.

Because of this dominant audience preference, WSB sponsors consistently have received unusually profitable returns on their investments. Let a Petry man tell you how WSB can serve you.

☆ In television the WSB-TV ratio is 5 to 1

WSB *The Voice of the South*

WSB, AM AND FM, AND WSB-TV ARE AFFILIATES OF THE ATLANTA JOURNAL, ATLANTA, GEORGIA

Hearing

(Continued from page 45)

receive in color or black-and-white for $65.

In comparison he cited RCA's estimates that new sets under the RCA system would cost from $400 to $1,000. The $400 figure, he pointed out, is for a two-color rather than three-color set. This two-color operation, to be demonstrated by RCA today, was singled out for criticism by both President Stanton and Dr. Goldmark. The research chief contended it "does not merely fall short of achieving color fidelity, but in fact does not achieve even a semblance of it."

Dr. Goldman was critical of the respective systems of both RCA and Color Television Inc., the third technique slated for FCC demonstration. He charged they are too complicated to be either practical or economically feasible.

His statement predicted that color television could be "a nationwide fact" in less than a year after approval of the CBS system "if all manufacturers as eagerly sought to bring out color converters as those who are working with us, and if all operating television stations modified a number of their cameras for color pickup."

Picture Sizes

He thought it "fair to assume" that the largest direct-view receiver under the CBS system would have a 12½-inch tube, which with a magnifier would give the equivalent of a 15-inch tube, and that projection-type receivers, necessarily more expensive, would be used to achieve larger pictures.

He called attention to RCA's testimony that the present coaxial cables, accommodating bandwidths of only 2.8 mc, would transform RCA color into black-and-white, but said CBS color had been sent from Washington to New York and back with little change in quality of the color pictures. Intercity transmissions were included in the official demonstrations.

Chairman Wayne Coy, presiding over the *en banc* hearings, made clear that the RCA testimony as to cable effects on RCA color related only to 2.8 mc cables. RCA color would be received in color over 4 mc cables, he recalled, obviously referring to AT&T's announced plans to provide bandwidths of 4 mc or wider.

Like the first week's witnesses —representatives of the JTAC and RMA as well as RCA—CBS went on record for an early lifting of the year-old black-and-white licensing freeze. Thus, Dr. Stanton said, television broadcasting, "in color and/or black-and-white, can move ahead."

He appeared to take cognizance of the belief that some FCC authorities feel the freeze should be continued as a means of hastening work on color. To do this, he felt, would not be wise.

The wind-up of RCA's direct case, started the week before, was presented by Dr. George H. Brown, RCA research engineer, who outlined the technical details of the RCA electronic system.

Asked by Comr. Frieda B. Hennock for an estimate of the time needed to field-test the RCA method, he said he "would take a figure of four months or six months and adapt ouurselves to it." Pressed by Comr. Hennock, he said he doubted the job could be compressed into one month.

Dr. Brown was the target of intermittent questions designed to determine whether the RCA system would require a change in present TV standards. The system permits existing black-and-white sets to receive color in monochrome without modification. Dr. Brown maintained that some additions to the standards might be necessary, but no revisions.

A list of questions designed to elicit information which would be useful to manufacturers in preparing time and cost estimates on color equipment for the various systems was circulated among the participants, to be used in cross-examination of RCA, CBS, Color Television Inc. and others.

The list was prepared by David B. Smith, Philco vice president, upon Comr. Robert F. Jones' request for questions which would draw out the maximum information needed by manufacturers in submitting bids. Mr. Smith made clear that he did it as an individual, not as a representative of Philco or RMA. He was asked, however, to circulate the list among RMA executive committeemen and others, for approval.

Dr. Stanton, Columbia's first witness, said his company had spent $3,500,000 on color television and had in fact been "the symbol of color television."

"It seems to be infinitely preferable," he declared, "to resolve this issue of color television [prompt establishment of color] once and for all, insofar as it concerns the VHF and UHF bands, on the basis of this hearing." He voiced confidence that when the hearing is completed there will be "enough information to permit a final determination."

The CBS chief reaffirmed Columbia's "fundamental position"—that "we will support any color television system which best suits the problem, no matter by whom invented, no matter by whom suggested." He reviewed CBS color work and also outlined plans under consideration to join other ogranizations, such as electronic manufacturers, to expand the principles of color TV into other fields through a jointly owned corporation which would take over the CBS patents and research laboratories [BROADCASTING, Aug. 22].

Stanton Warns FCC

Dr. Stanton warned FCC against overlooking basic policy issues by getting lost in a "maze of conflicting technical data."

The first policy question, he said, is whether it is in the public interest to establish a color system promptly. The answer to this, he continued, must be "yes," because "the public wants color service as soon as possible" and because, if there is to be a transition on present TV receivers with some modifications in existing receivers, an early date is most desirable.

When the decision as to prompt establishment of color has been made, he said, the next major issue is the choice of a system to best serve public interest. On this, he asserted, four fundamental issues must be considered: Performance, cost, time, and compatibilty.

Discussing "performance," Dr. Stanton said there "has been a tendency to get bogged down in confusion over questions of what one theoreotically ought to see instead of determining what one actually does see." He warned against over-emphasis of theoretical technical details.

It would be more in the public interest to approve the CBS system now, he declared, than to lose years in waiting for the next development of one which is theoretical now and might not prove itself in the end.

Referring to RCA's plan for a low-cost receiver based on two colors (green-red and blue-green) instead of three (green, red, blue), the network executive held that it "would be completely inconsistent with the public interest to adopt a double standard—one for the rich and one for everybody else."

On the question of cost, Dr. Stanton contended that even if a system performs adequately its acceptance may not be in the public interest if it is too expensive. He said CBS had sought to keep color costs comparable to the mass black-and-white market—"an objective which I have noted RCA did not mention."

From the broadcasting standpoint he recalled that CBS testified, in the 1946 color hearings, that it could begin a regular color schedule within weeks after standards were adopted. He said the same is true today. Within limits of ordinary economics, he said, CBS would "broadcast color with a view toward stimulating wider and wider manufacture and purchase of sets and converters." He held that competitive factors should be the sole control on rate of transition to color.

'Undue Emphasis'

Dr. Stanton said he thought undue emphasis had been placed on the question of "complete compatibility." (RCA and CTI claim their systems are completely compatible, while Columbia's would require some modification of existing monochrome sets before they could receive color signals in black-and-white.)

Maintaining that the CBS system must not be rejected on the compatibility issue alone, he argued that the problem diminishes in importance "because it is a temporary matter" which will exist "only during the transitional stage." He thought the transition period is "likely to be shortened under the CBS system" because of economic and other factors.

He contended the ability to receive black-and-white pictures from color signals must be subordinated to the transition from monochrome to color, which he considered the significant problem of compatibility. He held that "by adopting the device of a two-color system, RCA appears to have fatally degraded color compatibility—both in terms of cost and particularly performance."

Pushed by Comr. Robert F. Jones for reasons why CBS hasn't "evangelized" more for color, Dr. Stanton



SIGNIFYING first venture of Gimbel Bros. Inc. into New York TV programming, Bernard Gimbel, president of department store chain, contracts for weekly half-hour television program, *The Truex Family*, on WPIX (TV), *New York News* station. Series gets underway this Thursday at 7:30 p.m., with Mr. and Mrs. Ernest Truex in starring roles. Present for ceremony are (l to r): Robert L. Coe, WPIX station manager; F. M. Flynn, president of WPIX Inc.; Mr. Gimbel, and Joseph Eckhouse, executive head of Gimbels, New York.

said Columbia had always made its data available to the industry and has continued its development and demonstrations despite FCC's rejection of its color bid in 1946.

Dr. Goldmark backed up President Stanton's arguments with detailed technical analyses. He emphasized the relative simplicity of the CBS system, which he claimed will result in lower costs, better performance and stability, and more rapid establishment of a color service than could be possible under either the RCA or CTI systems.

The CBS system's color switching rate, he pointed out, is 144 per second as against 15,750 per second for the CTI system and 11,400,000 per second for that of RCA.

CBS' Less Complex

"On the basis of presently known facts," he said, "it can be stated that the higher the color switching rate the greater the complexity, cost, and instability of the overall apparatus required. Only the CBS system, with its low color switching rate, can take advantage of the least complex, least costly, and most reliable apparatus."

A "further advantage," he testified, is that "the flexibility inherent in the CBS system is such that it can use any of the specific types of apparatus required with the other systems if time should prove such apparatus to be technically practical and economically feasible."

In answer to questions Dr. Goldmark reported that CBS demonstrated an all-electronic receiver to FCC a year ago but did not plan to show it in the official demonstration for this hearing. Comr. Jones wanted to know why not.

"I don't think it's good enough," Dr. Goldmark replied. Compared with black-and-white, he said, its registration is inadequate over a period of time and its color reproduction also is inadequate. He added, however, that overall he thought its performance would match that of other electronic receivers.

Among standards of "broadest interest" under the CBS system he

(Continued on page 58)

Film Report

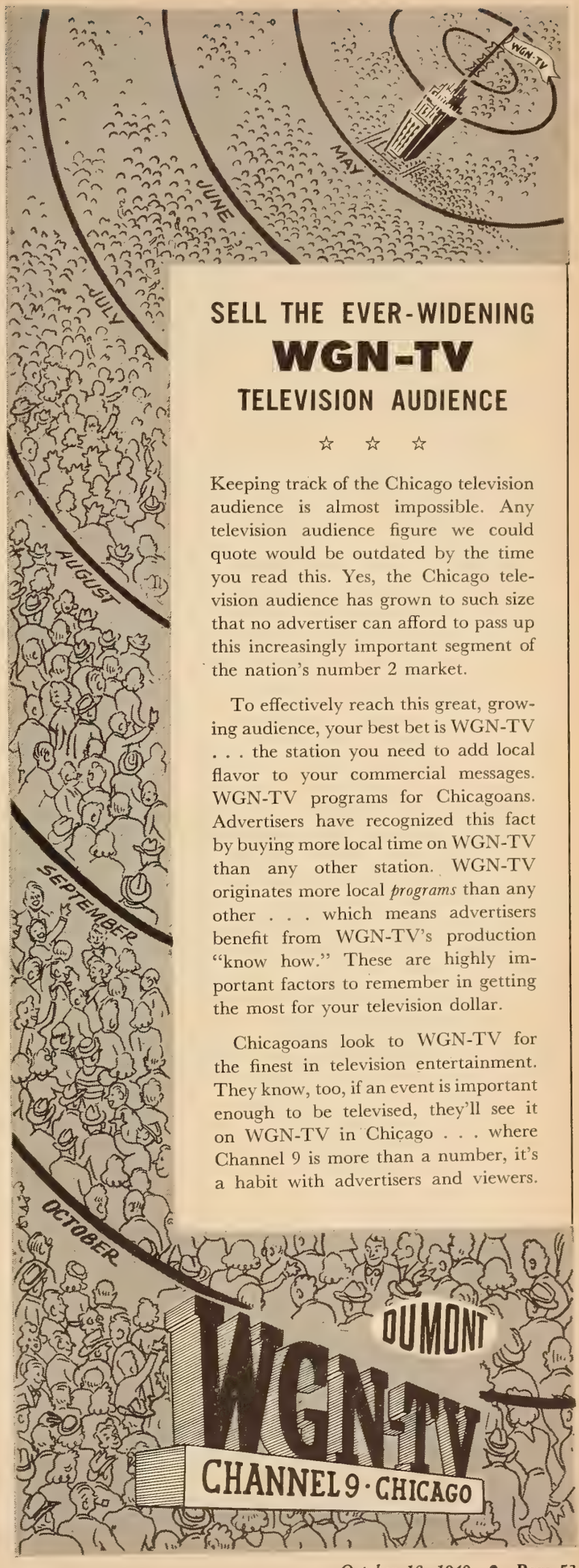
TEEVEE FILM Co., Los Angeles, has started production of series of 13 12½-minute TV films entitled "See It and Believe It." Films feature wild animals of world jungle compound, and will be sold separately or as one-hour package. . . . **Phil Harris** and **Alice Faye** have formed **H-F Productions Inc.**, Hollywood, to handle their radio, and ultimately television film, plans. . . . **Jerry Fairbanks Productions**, Hollywood, has been signed to produce eight film commercials for TV for **Alexander Smith & Sons**, carpet company. Agency: **Anderson, Davis & Platte**, New York. Same company to do series of 50-second live action films for **Radio Div., General Electric Co.** Agency: **Maxon Inc.**, New York.

American Releasing Corp., Los Angeles, named to distribute **Bachman-Strimer's** "The Kirkwoods." Series of 52 quarter-hour golf films for television to feature the Joe Kirkwoods, sr. and jr. . . . **Wayne Wirth**, formerly director of television at Van Diver & Carlyle, New York, has joined **West Hooker Telefeatures**, same city. . . . **Tele-Movie Pictures Inc.** has opened offices at 220 S. State St., Chicago. Three partners in firm previously did television work in Los Angeles. . . . **KFI-TV Los Angeles** has started weekly telecasting of *The Magic Lady and Boko* series. Product of **Telemount Pictures Inc.**, Los Angeles, series is composed of 13 ten-minute shows featuring Geraldine Larsen, magician.

Production has started on last 26 quarter-hour subjects which will comprise next 13 half hours of **Procter & Gamble** *Fireside Theatre* on NBC-TV network. Films being supervised by **General Television Enterprises** with Pramid Productions, Hollywood handling production under executive producer **Manning J. Post**. . . . **Dick Von Albrecht** has joined **Herbert Laufman & Assoc.**, Chicago, as video production chief. Film specializes in TV commercials and shows. Mr. Von Albrecht was formerly with WNBQ same city, as producer.

Robert Longini has jonied staff of **Sarra Inc.**, Chicago. Mr. Longini, cameraman and director, was photograhic Army officer during last war and previously had been associated with Chicago Institute of Design, *Coronet*, Instructional Films and Bowman films. . . . **Telepix**, Los Angeles, producing first of series of six one-minute TV singing commercials for **King's Tropical Inn French Dressing**, Los Angeles. Distribution will be in western states. Agency: **Ross, Gardner & White, Los Angeles.**

Series of eight TV slides including two featuring Al Capp's Li'l Abner, Daisy Mae and Shmoos, designed to aid in recruiting blood donors, are being distributed by **American Red Cross** to TV stations in cities where its national blood program is operating. Kit of spot announcements for live narration with or without musical background accompanies slides, which are available through local Red Cross chapters. . . . **Allardale Productions**, 8822 W. Washington Blvd., Culver City, Calif., has been formed by **Albert Allardale. Norman Cerf**, former movie film editor and director, is producer and director of new firm. First four films in series *Hollywood Star Time* already in production by new company.



SELL THE EVER-WIDENING

WGN-TV

TELEVISION AUDIENCE

☆ ☆ ☆

Keeping track of the Chicago television audience is almost impossible. Any television audience figure we could quote would be outdated by the time you read this. Yes, the Chicago television audience has grown to such size that no advertiser can afford to pass up this increasingly important segment of the nation's number 2 market.

To effectively reach this great, growing audience, your best bet is WGN-TV . . . the station you need to add local flavor to your commercial messages. WGN-TV programs for Chicagoans. Advertisers have recognized this fact by buying more local time on WGN-TV than any other station. WGN-TV originates more local *programs* than any other . . . which means advertisers benefit from WGN-TV's production "know how." These are highly important factors to remember in getting the most for your television dollar.

Chicagoans look to WGN-TV for the finest in television entertainment. They know, too, if an event is important enough to be televised, they'll see it on WGN-TV in Chicago . . . where Channel 9 is more than a number, it's a habit with advertisers and viewers.

Home Town Makes Red Mayor — and other WLS Doings

Last Thursday, Pittsville, Wisconsin chose a new Mayor—Donald "Red" Blanchard, once a Pittsville farm lad, now comedy star of the WLS National Barn Dance and the ABC-TV Barn Dance. The whole county and section turned out to honor "Red" and his family in as gala a day as mid-Wisconsin has had.

Tiny Stokes of the Buccaneers, he of the tenor voice, and 240 pounds, has moved from his trailer to a house near Palos Park. Bill Bailey, emcee of the Phillips 66 Barn Dance, is a new resident of the Elmhurst vicinity. Both boys are enjoying the problems of new home owners.

The WLS staff is throwing a welcome-home luncheon for Josephine Wetzler, just back from Europe full of fresh ideas for her educational and service programs on WLS.

And the sales department still has a few resultful minutes to sell to advertisers who like an active, busy station with a loyal, affectionate audience, like—

WLS
Chicago 7

Represented by John Blair & Company

Adv.

TV SET SALES *Chicago Group Sees Good Season*

CHICAGO TV set makers unanimously reported a successful fall selling season, with prospects for its continuance, at the regular luncheon meeting of the Chicago Television Council Wednesday. They attributed the "tremendous" local sales increase to a general post-summer pickup, better programming and transmission and anticipated Christmas buying.

The speakers panel, introduced by President George Harvey, included E. G. May, general sales manager of Sentinel Radio; Samuel Insull Jr., vice president and manager of radio-television, Stewart-Warner; William J. Halligan, founder and president of Hallicrafters; Paul Galvin, president and co-founder of Motorola Inc.; Joseph Marty, manager of the TV division, Admiral Corp., and Fred Parsons, manager of the Chicago Zenith Distributors Corp.

"All kinds of thinking is needed to get television out of its present difficult situation," asserted Mr. Halligan of Hallicrafters. He called on the FCC to "resolve soon" the problems of color television, to "sensibly allocate the UHF" and to break the freeze in VHF. "Although we've had a famine in the last few months, we are now feasting, and I think it will last," he concluded.

Speaking for Sentinel, Mr. May pointed out that "tough selling" during the past five months was caused largely by the summer vacation season and the slowness of the industry reaching a 10% sales saturation, "which must precede any heavy buying period. . . . Sales are now going like a prairie fire on a dry October day. It's difficult to build enough for the demand, and business will probably continue just as good through next spring," he said.

Improvement of summer programming, to keep it on a par with winter shows and thus maintain momentum of sales, was the speaker's major suggestion to his agency and station audience.

"There's no end to the TV set market, although demand may come in spurts and jumps," in the opinion of Mr. Marty. Admiral believes "the future is as high as you think and as wide as you want to look."

"Admittedly TV is a sort of backscratching industry, because customers buy sets for only one reason—the picture on the end of the tube. We have nothing to sell except that picture." He urged continued development of good program fare.

Excessive Demands

Current consumer demand for Motorola sets exceeds what the firm will be able to produce before Christmas, claimed President Galvin. He attributed increased sales to "an ever better job by station, network and agency personnel," and to improved transmission and picture clarity. "Better programming creates a demand for sets," he pointed out.

Mr. Galvin asserted the need for manufacturers realizing sales will "always be seasonable to a certain degree, especially in the summer."

Discussing color in TV, Mr. Galvin admitted "no one knows the answer or what's behind the confusion dusted up about color. The public will follow black-and-white for a long time if we give them good black-and-white and good programming."

Mr. Parsons pointed out that it has taken only a year and a half to sell one million TV sets, whereas it took 15 years for refrigerators, 13 each for vacuum cleaners and washing machines and four and a half years for radios. "These figures prove the accelerated sale of television compared with any other home appliance." He predicted that 60% saturation would be arrived at within three years in the Chicago area, five years from the time of original mass distribution. Approximately 12% saturation is found in Chicago now, he reported, with 180,000 sets installed among 1,344,000 homes. "We are headed for the biggest business we ever had the opportunity to be part of," the distributor executive said.

C. J. WITTING
Gets DuMont Executive Post

CHRIS J. WITTING, assistant director of DuMont Television Network, in charge of administration and operations since May, has been appointed executive assistant to Comdr. Mortimer Loewi, network director.

In his new post, Mr. Witting will assume full active charge of the entire organization, giving his major attention to the network's overall affairs. He joined DuMont in June 1947.

Mr. Witting formerly was comptroller and an officer of USO Camp Shows and of Veterans Hospital Camp Shows. He currently retains the positions of comptroller and assistant treasurer of Veterans Hospital Camp Shows Inc., successor organization to the former outfits.

WBNS-TV Columbus, which took to the air Sept. 28, has sold two days per week of Telenews-INS daily newsreel to Ohio Oil Co., INS reported last week.

First In Every Way

WSJS

Dominates Winston-Salem!

(Gives Bonus Coverage of Greensboro and High Point)

- 1st IN LISTENING (Hooper)
- 1st IN NETWORK (NBC)
- 1st IN POWER (5000 watts)
- 1st ON THE DIAL (600)
- 1st ON THE AIR (1930)

Naturally, it follows that WSJS is FIRST in Advertising!-Local-General-Network

Your FIRST and BEST Buy!

Affiliated with NBC

WSJS AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS

Represented by HEADLEY-REED CO.



ole' MacDonald . . .

If ole Mac farmed or ranched in Montana, he made money. $265 million to be exact for Jan.-Sept. 1948. Farming is just one of 4 major industries which together toted up retail sales of over $100 million in 1948.
A good portion of Montana's rich areas sit in the KGVO-CBS signal. And the best portion of sales in the area are KGVO-made sales. Yours?

The Art Mosby Stations



CBS KGVO·KANA·KGFM

5 KW DAY—1 KW NITE MISSOULA | ANACONDA BUTTE 250 KW | GREAT FALLS 5 KW IN PROGRESS

Know MONTANA ★

★ NOT ONE, BUT SEVEN MAJOR INDUSTRIES

Cable Cutout, Putout

MIDWESTERNERS nearly missed seeing the World Series game Thursday on television. All network telecasts destined to points west of Cleveland were cut off when a plumbing contractor in that city accidentally severed the coaxial cable on Cleveland's East Side. Just 20 minutes after Wednesday's World Series game had been telecast, all TV sets in Chicago, St. Louis, Detroit, Milwaukee, Erie, Buffalo, Rochester, Cincinnati, Columbus, Dayton, Toledo, and Cleveland went dark. Cable repairs were completed by 6:30 a.m. Thursday.

Series Success

(Continued from page 46)

the State-Lake screen after being telecast by WBKB (TV), Chicago station owned by Balaban and Katz, which also owns the theatre. It is located at ground level beneath the video station. WBKB Telestranscription equipment enabled theatre goers to see the Series within one minute after baseball plays were made. Regular morning admission of 50 cents was upped to $1.25 for the double feature. Patrons queued up at the box office long before it opened at 9 a.m.

At MBS, the exclusive AM Series operator, it was said that the number of stations finally carrying the event was 740 outlets, 520 of them Mutual affiliates and the others independents, and stations in Canada, Cuba, Puerto Rico, South America and Hawaii.

Some AM partisans, comparing the AM and TV coverage of the games, said that the Series was proving that the AM announcer's wit and voice were faster than the TV camera's eye. They maintained word descriptions of fast long shots, particularly of the famous first-game Henrich homer in the ninth, were superior to the video pictures of the swat.

The QUA in WQUA means QUAlity Service and QUAntity Audience among the 225,000 People in the QUAd Cities

DAVENPORT • ROCK ISLAND
MOLINE • EAST MOLINE

WQUA FULL-TIME MUTUAL

RADIO CENTER, MOLINE, ILL.

TV Talent War

(Continued from page 46)

diately with the complete organization of the field of motion pictures used in television.

Mr. Harris said SAG intends to start bargaining in New York right away. All the some 500 SAG contracts contain a clause permitting reopening of wage discussions for television, he said. Currently, in the absence of a fee scale for video, the SAG minimum of $55 has been paid for SAG performers employed in TV production, he said.

Mr. Petrillo and the AFM were interjected into the dispute when it became known he would give the screen actors support if called upon to do so.

The AFM already is engaged in a jurisdictional dispute with American Guild of Variey Artists, one of the 4A's unions, and the 4A's international board has sought the support of AFL president William Green in the dispute. He deplored a suit by one AFL union against another. However, Mr. Green has thrown his support to AFM by denouncing a court action begun in New York by AGVA against AFM. By the court action, AGVA seeks to stop the AFM from carrying out its order that all musicians must resign from AGVA, even if the musicians speak lines. The guild has contended anyone who speaks lines must join AGVA. Hearing for a temporary injunction in the AGVA action will be held today in New York Supreme Court.

TALLEST TOWER
WCON-TV Buys RCA Unit

WCON-TV Atlanta soon will have one of the tallest broadcasting towers in the country when it installs a new super-gain antenna developed by RCA to meet TV requirements for higher power, greater power gain and limited directional effects, according to a joint announcement by Clark Howell, president of the Atlanta Constitution Publishing Co., station owner, and RCA Engineering Products Dept. The new antenna, surmounted by a 56-foot FM Pylon antenna, will be mounted upon a 1000-foot tower now under construction by the International Derrick & Equipment Co. of Columbus, Ohio.

A distinct departure from present TV types, the new antenna consists of an array of dipole and reflecting screen combination units measuring 8½ x 11 feet and weighing 600 pounds. Forty-eight of the new antenna units will be mounted in 12 layers around all four sides of a specially constructed tower. The station will thus be able to achieve 50 kw effective radiated power to give TV coverage to rural areas within a 100-mile radius of Atlanta. The antenna is expected to produce a power gain approaching 12.

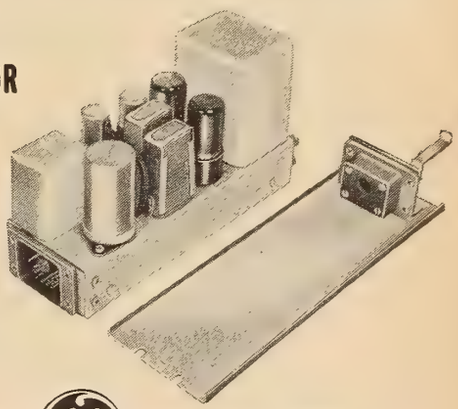


Check these advantages—

- ✓ Compact—requires minimum mounting space. Six pre-amplifiers or 4 program/monitor amplifiers mount in 7-inch rack space.
- ✓ Simple Maintenance—plug-in construction permits easy removal for servicing. Tubes and parts readily accessible.
- ✓ Electrical performance far exceeds FCC requirements for FM and TV.
- ✓ Plug and receptacles have gold-plated pins and sockets for noise-free contacts. Sturdy, long-lasting components.
- ✓ Convenient push-buttons on front chassis permit rapid tube checking.

G-E PROGRAM/MONITOR AMPLIFIER

A single unit serves as either program or monitor amplifier. Eight watts output. Four of these amplifiers mount in shelf shown above.



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General Electric Company
Electronics Park—Bldg. 1, Room 1
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Please send me free bulletins with specifications and price information on G-E Plug-In Amplifiers and accessories.

NAME.....

ADDRESS.....STATION.....

CITY.....STATE.....

Demonstration

(Continued from page 45)

tion of the 150 viewers could see the first tests.

DuMont officials called for measurement of the viewing angle on the sets, and this was found to be between 30 and 40 degrees plus or minus.

Both black-and-white and color pictures were shown on the adapted sets from color transmissions. A specially equipped color-only set showed color test patterns via 4 mc and 9 mc channels. Resolution was described as 190 lines on the 4 mc band and 325 lines on the 9 mc band. Some comment was made by viewers about flutter in color sections of the pattern.

When all the color-only sets were turned on, Miss Painter and Jody Miller, "Miss Washington of 1948," appeared on the screen in brilliant gowns. Miss Miller sang a selection from "South Pacific," seated for a while on a davenport and then walking slowly around the room. Some viewers thought the black-and-white picture was sharper than that seen on color sets, which showed magnified images about a foot wide.

Further test pattern demonstrations brought comment from DuMont officials that color was not evenly distributed, which Dr. Goldmark ascribed to the image orthicon tube. David B. Smith, Philco vice president, said he saw flicker. Dr. Goldmark called it flutter and Mr. Murphy said it was not system trouble.

Miss Miller and test patterns provided subjects for a series of transmissions in which the signal was routed to New York and back via coaxial cable before being fed to the WOIC (TV) transmitter. Many observers noted a loss of detail in the test pattern when a 2.7 mc cable was used instead of the 4 mc cable. This loss in detail was less apparent when Miss Miller provided live program material. A radio relay circuit to Baltimore was substituted for the New York loop. Some flutter was noted but this was ascribed to the haste in which the circuit had been set up. The tests were repeated as three mannequins staged a fashion show. A copy of the *New York American* with red streamer was shown. Letters an inch high were legible.

Col. William A. Roberts, DuMont counsel, stated for the record that he saw "little color breakup in this series of tests."

Ambient illumination on the front of the receiving sets was measured at about ½-foot lambert. A card held by Comr. Robert F. Jones showed 1½-foot lamberts.

Miss Painter did her familiar scarf demonstration as the studio door was opened so actual and received color could be compared. Some loss of yellow was noted in her striped dress but this yellow loss was not apparent on a Dole pineapple can, a majority of viewers felt. Boxes of Wheaties and Hi-Ho crackers were held up by Miss Painter.

In the afternoon 4 mc and 9 mc color pictures were shown on the special receiver, employing crispening circuit. A 300 w floor lamp was aimed at a color set and a black-and-white picture, with the color image showing little loss whereas the black-and-white World Series picture appeared badly washed out.

When attention was called to specular reflection of room lights from the magnifying lenses, Mr. Murphy conceded the effect existed. Dr. Allen B. DuMont, head of DuMont Labs, observed that no major manufacturer uses a lens on a black-and-white receiver.

The color pictures were measured for light intensity, showing a reading of 18 foot lamberts. A series of colored slides was shown at the request of DuMont officials.

Betty Cannon, Alexandria (Va.) dancer, wearing a blue costume, demonstrated resistance of the CBS system to color breakup. When she lost her lace skirt, color cameras were turned off and the black-and-white set turned on. Since it was the opening of the ninth inning of the second World Series game, the observers agreed to study black-and-white fidelity until the last man was out. Majority sentiment appeared to indicate satisfaction with a Brooklyn victory.

Juggler Demonstrates

A juggler garbed in a brilliant red clown suit tossed white balls, with no apparent color breakup. His image was about half the height of the frame. He shifted to red balls, with equally good results. This resistance to breakup was well maintained as he violently bounced a white ball. He concluded by juggling vertically three blue-gray indian clubs. Most observers agreed the juggling demonstration was not marred by apparent color breakup.

Tests also were made of color fringing and the demonstration wound up with use of different color values on a live model, ranging from 225 foot candles downward.

At the conclusion of the CBS tests Dr. DuMont held a news conference in the Carleton. He declared color TV will not be commercially ready for another 10 to 20 years. "All you have seen is a limited range of subjects," he said. Any color standards adopted by the FCC should be compatible with the present system, he said, capable of being sent and received either in black-and-white or color.

Dr. DuMont predicted color programs will cost more to produce and transmit, with color film more expensive. The big problem is to develop a practical receiver that can be put in the home, he declared. He said CBS has lost definition in shifting to a 6 mc band width, realizing only a maximum of 405 lines instead of the 525-line black-and-white standard. All present receivers must be changed to receive the system, he said.

The public won't be satisfied with this system, he forecast. RCA's color is costly and complex, and presents a difficult registry problem, he indicated, winding up with the declaration that neither RCA nor CBS color has been properly tested.

At the conclusion of the DuMont news conference, CBS President Frank Stanton issued the following statement:

"Dr. DuMont's statement speaks for itself in showing his continued attempts to keep color television from the public. The observers at the CBS demonstration today clearly indicated their approval of the color pictures we broadcast and sent to New York and back. But in any event his statements will be met and are being met before the FCC which is the proper forum for determining the true facts. I do not think that it is fitting for me to try this case outside the Commission hearing room and the demonstration where it belongs."

KF&O on Color TV

VIDEO series *Kukla, Fran & Ollie* goes before color cameras today (Monday) for the first time in a special demonstration by RCA of its all-electronic color television before the FCC in Washington. Burr Tillstrom, creator of the five-a-week show from Chicago, and his cast will originate the half-hour feature in Washington at NBC every afternoon this week (7 to 7:30 p.m. EST). Co-sponsors are RCA Victor and Sealtest Ice Cream.

Gaylord Durham

FUNERAL services for Gaylord (Gene) Durham, 51, KECA-TV Hollywood engineer, were held last Wednesday in Burbank. Mr. Durham died of a heart attack at his home in Los Angeles Oct. 4. He had been with ABC Hollywood for the past two years and previously with NBC Hollywood and KFSD San Diego. He is survived by his wife, Ethel, and one daughter, Mrs. Leonard Rumsey of Los Angeles.



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TV AUXILIARIES

NAB Files Statement On Proposed Rules

FCC's proposed rules to move TV relays and pickups from experimental to permanent status [BROADCASTING, July 4] contain clauses which might be regarded as "a back-door declaration of basic policy," NAB contended in a statement filed with the Commission last week.

A number of other industry organizations which also have filed comments in the proceeding indicated that although generally approving the proposals, they object to certain aspects of the language used. Deadline for briefs is Oct. 24.

NAB commented especially on a clause limiting pickup or STL stations to cases "where wire service is not practicable." Cost of using such a station is less than that of wire service, NAB said, and stations may carry a minimum of local remote programming if compelled to use wires.

The statement, submitted by Don Petty, general counsel, and Richard Jencks, attorney, was based on a survey of operating TV stations. NAB urged the FCC to provide extra pickup channels for stations in larger cities by providing three frequencies in the 7000 mc common carrier band; exempt TV stations from requirement of prior authorization for remote operation; hold in abeyance requirements for frequency monitors and measurements until economic means are developed and available.

FCC should study further the problem of identification at beginning and end of each period of TV auxiliary station operation, NAB suggested, and called for increase from 100 to at least 400 feet the distance before operation is deemed remote control. Call-letter rules would require a camera or some other device not available commercially to provide visual identifications, it was explained.

Westinghouse Radio Stations Inc. took similar view to NAB regarding use of wire service and certain other features, as did Scripps-Howard Radio Inc. The latter also thought that common carrier reservations should be made secondary to private use or at least on share basis since greater utility and efficiency attends private operation.

Raytheon Mfg. Co. held that all frequencies should be available to both private and common carrier groups at the "discretion of the Commission on an individual case basis." To give inter-city relays exclusively to common carriers, allowing only temporary private use, "would retard progress of television by discouraging the construction of much needed relay links in many areas" and impede development of new equipment. Raytheon also indicated AT&T would gain a monopoly contrary to the spirit of the Communications Act.

AT&T, while generally supporting FCC's proposals, indicated that it would be to television's advantage to extend the common carrier policy to other parts of the proposal not now so designated.

KVOS Bellingham, Wash., suggested that TV license applicants be given temporary relay authorizations to bring programs into an area while their station was under construction. This would stimulate advance set sales and reduce economic problems for the pioneer in any area.

McMurray to CBS-TV

MAURICE E. McMURRAY, recently director of television subscriber relations for C. E. Hooper Inc., New York, has joined the CBS-TV sales staff as account executive. Mr. McMurray was with WHO Des Moines from 1940 to 1948 on sales and audience research assignments, eventually becoming sales promotion manager. Just before joining Hooper, he was associated with the Midland Broadcasting Co., owner of KMBC Kansas City, a CBS affiliate.

LONE RANGER

Set for Regional TV Net

VENTURING into regional network television for the first time, American Bakeries Co., Atlanta, will sponsor ABC-TV telecasts of *The Lone Ranger* over five southeastern video stations.

The firm, which entered regional radio network initially with sponsorship on 36 southeastern stations of ABC broadcasts of *The Lone Ranger* early last summer, has signed a 104-week contract with the video network, effective last Thursday. Contract covers film telecasts of the Western serial on WSB-TV Atlanta, WAFM-TV Birmingham and WMBR-TV Jacksonville, starting Thursday, Oct. 6; WDSU-TV New Orleans, starting Saturday, Oct. 8, and WTVJ (TV) Miami, starting Saturday, Oct. 15. Telecast times in each city vary.

Tucker Wayne & Co., Atlanta, is the American Bakeries agency for radio and television.

WSAZ-TV & WMCT (TV)

Join DuMont TV Network

TWO additional stations have joined the DuMont Television Network, bringing to 47 the network's total number of affiliates. Latest stations in the DuMont fold are WSAZ-TV Huntington, W. Va., and WMCT (TV) Memphis, Tenn.

WSAZ-TV, owned by WSAZ Inc., will start commercial operations on Nov. 15, and is also affiliated with CBS-TV. WMCT (TV), owned by the Memphis Publishing Co., is also affiliated with CBS-TV and NBC-TV.

'RED FEATHER'

TV Networks Back Fund Drive

IN a combined effort toward public service entertainment, the four television networks, ABC-TV, CBS-TV, NBC-TV, and DuMont, each are contributing not only time, but filmed acts of their outstanding performers to create a half-hour Community Chests of America program, *Red Feather USA*.

The film will be telecast on a staggered schedule by all four networks. Telecast times are as follows: CBS-TV, Monday, Oct. 17, 7-7:30 p.m.; ABC-TV, Tuesday, Oct. 18, 9:30-10 p.m.; DuMont TV, Wednesday, Oct. 19, 10-10:30 p.m.; NBC-TV, Thursday, Oct. 20, 8-8:30 p.m.

HUBBELL SHIFT

Names Richardson, Wisse

BOB RICHARDSON, managing director of Richardson - Hubbell Television Networks Ltd., London, was appointed last week vice president in charge of European operations for Hubbell Television Inc., New York. He will continue as managing director of the London operation.

Liese Wisse, former executive secretary to the late Robert Ripley, was appointed executive secretary and personal assistant to Richard W. Hubbell, president of the New York television Film Financing, Production & Distribution Co.

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Joseph Hershey McGillvra, Inc.

RADIO AM-FM-TV REPRESENTATIVES

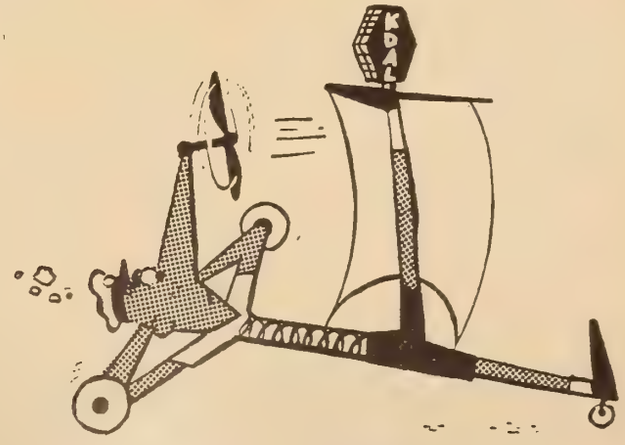
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EASY "SALE-ING"

DULUTH, MINN.—"If it's easy 'sale-ing' you're looking for in this rich Duluth-Superior Market," complacently chortles our Otto Mattick, "it's a breeze with KDAL." KDAL is the favorite of audiences in this favored market . . . favored because of its stability, its ever-important buying power. Incidentally, Otto Mattick doesn't trust to fate to keep him sailing full speed ahead. He creates his own impetus and maintains top speed via KDAL's own continuing promotion plan. KDAL Hoopers tell an indisputable story of audience dominance. Why not put it to work for you?



Avery-Knodel will welcome the opportunity to tell you more about how KDAL can sell for you. You'll profit by giving them the chance to do so.

Hearing

(Continued from page 53)

listed the following:

The number of lines per picture is 405, as compared to the black-and-white standard of 525.

The field frequency is 144 per second, as compared to the black-and-white standard of 60.

CBS also suggests that standards include a color sequence phasing pulse to permit in addition to manual locking also automatic locking of the respective colors of the cameras and receivers together—that is, so that when the camera sees one color, the viewer sees the same color.

The standards also include specifications for the color primaries. . . .

Station equipment necessary for the CBS system he said, includes standard TV broadcast and relay transmitters, without modification; standard RMA-type synchronizing signal generator, modified to produce line-scanning frequency of 29,160 per second, field-scanning frequency of 144 per second, and to inject color sequence phasing pulse each 1/48th of a second for automatic color phasing; disc-type color monitors; and a color mixer, a piece of equipment additional to the standard monochrome station's normal studio complement.

Dr. Goldmark asked FCC to distinguish between a system "which exists wholly or in part on paper, and one which is in actual operation under normal conditions." He also drew a distinction between a color system and its apparatus, declaring that the color disc is not essential to the CBS system. He added:

On the other hand, RCA and CTI, as far as I know, must use multi-image electronic apparatus and hence if there are limitations in that apparatus, as there now appear to be, these are the limitations of the systems themselves and discussion of potential performance apart from the apparatus inherent in them can only serve to confuse the issue of performance. . . . It is important to bear in mind that although there may be no eventual limit to the feats which can be performed within the electronic art if cost is no consideration, there may be, and often are, serious limitations imposed when cost must be taken into account.

Dr. Goldmark said opponents of the CBS method "seem to have concentrated most of their criticism . . . on the ground of definition." He conceded the CBS system has lower "geometrical resolution" than standard black-and-white, but insisted this is more than offset by such equally important factors as contrast, variation in color hue and saturation, and crispness.

He said the "hypothetical geometrical resolution" of other systems is satisfactory, but claimed "it is exceedingly doubtful that the hypothetical can in fact be realized."

He maintained there is "no validity" in the contention that the CBS system using disc-type equipment has inherent registration problems. "But the same is not true as to the other systems," he asserted. "They have major image registration problems arising from the fact that before the original scene can be perceived by the eye of the viewer 15 separate images—nine at the camera and six at the receiver—must be registered and must permanently be kept in register."

Mr. Plotkin brought out, by questioning, that the RCA three-tube equipment would have the same registration problems when used with the CBS system as when used with the RCA system.

Dr. Goldmark reported that "the CBS color television system for 6 mc is in almost all respects indentical, from camera to viewed image, with the present standard television system which has already been fully field tested in practice." He saw no need for further field tests on that score. To give FCC "a maximum amount of pertinent information" before the hearing ends, he said, 29 color receivers of various styles will be installed in the Washington area for further demonstrations.

In a portion of his prepared statement not yet covered in testimony Dr. Goldmark rated the CBS system relatively inexpensive for the broadcaster and public alike. Costs for a single field camera equipment permanently converted to color were reported at $3,358; for single field camera equipment switchable from monochrome to color and from color to monochrome, $4,331; for dual camera field equipment permanently converted to color, $6,032, and for the same equipment made switchable, $7,197.

Will Hear Manufacturer

The statement also said a manufacturer will testify that a black-and-white set may be adapted to receive color signals in monochrome for $15 retail if the modification were made at the factory and for about $35 plus service charge if the change were made in the home by means of an external scanning adapter. Cost of converting a monochrome set to receive color in color, he said, will be estimated at about $70 at the outset and about $50 when production is refined. This cost would not include the scanning adapter. For a conversion-adaptation job done at the factory, it was estimated the total cost can be as low as $65.

Dr. Goldmark said he could not conclude "in all honesty" that the RCA converter "is a converter at all" since it seems "about six times as large as the little black-and-white set it is supposed to convert.

He thought color converters under the CBS system could be shipped within 60 to 90 days after FCC authorization, that scanning adapters and sets with internal adaptation could be shipped sooner, that complete color sets would take only a little longer than converters, and that color cameras could be ready in "a matter of months."



RENEWING Detroit Oldsmobile dealers sponsorship of Michigan U. grid games on WWJ-TV Detroit (l to r): seated—H. O. Crisler, Michigan athletic director, and Olds General Sales Manager G. R. Jones; standing —W. E. Walbridge WWJ-TV general sales manager; L. F. Carlson, Olds national advertising manager; Sportscaster Paul Williams.

Dr. Goldmark encountered sharp protests from counsel for other companies when he undertook his discussion of set costs. They claimed he was attempting to give testimony of witnesses who had not yet appeared. They were over-ruled by Chairman Coy, however.

Dr. Goldmark is slated to continue with his presentation when the hearing resumes tomorrow (Tuesday) after today's official demonstration of the RCA system.

FCC meanwhile denied a petition by Allen B. DuMont Labs asking that CBS be directed to make a color pickup of Friday's World Series baseball game and relay it from New York to Washington as part of its official demonstration. This, DuMont argued, would provide "a more appropriate test" of Columbia color than the scheduled pickup from a Washington high school football game which was slated for Friday and the Thursday demonstration of transmissions via 2.7 and 4 mc cables.

KECA-TV Hollywood extends beaming of its test pattern from five to seven days weekly. Pattern will now be transmitted 1-4 p.m. PST, Mon. through Sat., and 5-6:45 p.m. PST Sun. It was formerly shown three hours Mon.-Fri. only.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

"PROOF OF THE PUDDING"

Because Local advertisers know that WDBJ excels in coverage, distribution and RESULTS in Roanoke and Southwestern Virginia*, 34 LOCAL accounts have maintained continuous advertising schedules from 5 to 15 years on WDBJ.

*Ask your Free & Peters Colonel for survey material.

WDBJ CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES-WORLD CORPORATION
ROANOKE, VA
FREE & PETERS, INC., National Representatives

FOR RESULTS

—Over a million people in 79 counties of Georgia, South Carolina and Florida.

—3½ times more people than any other station in this market.

—A $557,206,000 retail sales area.

It's 630 in Savannah WSAV
630 kc. 5,000 watts Full Time
Represented by Hollingbery

NEWSPAPERS

Eisen Urges Use of Radio-TV

SUBSTANTIAL USE of radio and television to stimulate newspaper circulation is advocated in a study published last month by Max Eisen, president of New York's Assn. of Advertising Men, and former special assistant to the publisher of the European edition, New York *Herald Tribune*.

Mr. Eisen, who is currently engaged in publicity work, urges that newspapers, in addition to broadcasting news, should use radio announcements on articles, features and serials, and sponsored program to attract specific groups. He suggests the use of newspaper staff writers on radio and video programs, to acquaint the public with those who write the paper.

Mr. Eisen feels that television is an excellent medium for newspaper circulation building, and points out that while circulations have decreased slightly in New York since video's inception on a mass scale, once the novelty factor has declined, TV will increase traffic and increase newspaper sales.

The study, "How to Increase Daily Newspaper Circulation," is available for $2 (mimeographed) from Columbia U. Bookstore, New York. Mr. Eisen is a Columbia journalism graduate.

VIDEO VIEWERS

High Among Non-Owners

MORE than half the people who do not own television sets can nevertheless be considered regular television viewers, according to a survey by Marketscope Research Co., Newark, N. J.

Marketscope made its survey in the New York metropolitan area. It reported that 95% of non TV owners had seen television, that 55.9% were regular viewers in terms of Marketscope's definition of regular—viewing two and a half viewing hours at least three times a month. Among non-owners of TV sets most see television in the homes of friends or relatives; 30% see it in taverns or other public places.

MEMO TO:

Joe Sudik, MC

Neighborhood Polka Hour

Your program at 8-8:30 PM daily and on Sunday 9-10 AM is doing a fine job. Your average mail pull for weeks has been over 350 cards and letters. During the past month, fifteen additional advertisers have been added to your program. Keep up the good work.

John Deme

General Manager

WICH NORWICH, CONN.

MOVIE STARS IN TV SOON

Thornburgh Reviews Hollywood-Video Status

PREDICTION that a great number of big name motion picture stars will be in television within the next year was made by Donald W. Thornburgh, president of WCAU Inc., Philadelphia, in an address to the first fall meeting of the Television Assn. of Philadelphia Sept. 28.

Discussing the relationship of Hollywood with TV, Mr. Thornburgh called attention to the fact that the motion picture industry has been negative in its approach to the problem of what to do with the new medium. He reminded that 13 years ago the movies were afraid to let their stars go on radio and now they are loathe to let them appear on TV for fear of losing their audiences. However, Mr. Thornburgh noted, the stars look to TV as their next great endeavor.

He discussed the motion picture industry's problem in trying to retain Hollywood as the center of its nation-wide distribution of film. The big test will come with the transcontinental development of the coaxial cable, for then the question will be whether kinescope recordings can compete with live performances, he said.

Mr. Thornburgh predicted there will be 300,000 TV sets in Philadelphia by Jan. 1. He said that the city offers a great field for advertisers since there are but three channels. A prime objective, he pointed out, should be to sell the efficacy of TV advertising to the public.

James D. McLean, manager of the industrial division of Philco Corp., also addressed the meeting, discussing the current FCC television hearings.

Al Bernsohn of RCA Victor and president of the association, served as toastmaster. Among those attending were: Roger W. Clipp, general manager of the *Philadelphia Inquirer* stations WFIL-AM-FM-TV; Rolland V. Tooke, assistant general manager of the Philco Television Broadcasting Corp.; Joseph B. Elliott, vice president of RCA in charge of RCA Victor consumer products; Paul W. Harron, president of WIBG Philadelphia; Benedict Gimbel Jr., president and general manager of WIP Philadelphia; James Tabor, of the Foley Agency; Halz S. Lamb, Geare-Marsden, and Mrs. Billie Farren, Nield-Ivey Assoc.

TV POTENTIAL

Held Tremendous by Just

TELEVISION has a "tremendous potential" in science and education as well as in entertainment, Paul A. Just, executive vice president of Television Shares Management Co., Chicago, told members of the Boston Investment Club Sept. 28. Mr. Just's firm distributed Television Fund Inc.

The future of TV, as a part of electronics, "challenges every investment-conscious person to consider this industry carefully and re-appraise all others," he charged. "TV is only one part of the vast field of electronics, through which newly-developed devices perform human actions with greater speed and sensitivity."

Mr. Just described video as an element in the current "second phase of the industrial revolution, where brain power is mechanized and electrified in comparison with muscle power during the first phase."

TV Lab Auditions

TWIN City Television Lab annual auditions of talent for future casting in this year's Lab TV productions were held last Wednesday at the firm's studios in the Lyceum Theatre, Minneapolis. Supervised by Casting Director Harriette Hoyt and Mary Ellen Fedora, of TV Lab faculty, actors and actresses were auditioned at morning, afternoon and evening periods, two hours each. Twin Citians of all ages, regardless of experience, were invited to try out for these TV productions which were carried on in a full-scale TV studio under actual on-the-air conditions. Shows are produced and directed by student personnel from all parts of the country studying TV production techniques.

KRABER REJOINS CBS

Resigns DuMont TV Post

TONY KRABER, manager of program presentation at the DuMont Television Network, has resigned to rejoin CBS-TV as executive producer. Mr. Kraber was a member of the prewar CBS-TV staff and an executive in the network's shortwave department from 1942 to 1948.

In addition to his assignment as executive producer, Mr. Kraber will head a committee of three, comprised of himself, Arthur I. Rothafel and Arthur Heineman, of the CBS-TV program staff, to screen new talent and program material.

ADVERTEST STUDY

Shows TV Effect on Sports

IN ITS study of "The Television Audience of Today," Advertest Research, New Brunswick, N. J., has released a study of sports and television. Covering homes throughout the New York metropolitan area, 588 men respondents were questioned about their interest and attendance in sporting events before and after the purchase of a television set.

Sports covered were baseball, basketball (pro and college), boxing, football (pro and college), hockey, horse racing, roller derby, trotting races, wrestling. Questions also included sponsor identification and product use, type set and tube size.

WOC FIRST IN THE QUAD Cities

DAVENPORT, ROCK ISLAND, MOLINE, EAST MOLINE

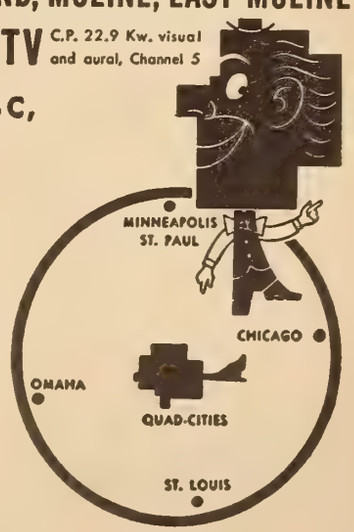
AM 5,000 W 1420 Kc. FM 47 Kw. 103.7 Mc. TV C.P. 22.9 Kw. visual and aural, Channel 5

Basic Affiliate of NBC, the No. 1 Network

Monday through Sunday . . . morning, afternoon, evening . . . WOC Hooper Ratings average as much as 5.9 points higher than the national averages for the same programs. That's the story told by the last Fall-Winter Quad-City and Comprehensive Hooper Reports. Thus WOC gives NBC Network and spot advertisers bonus audiences in this wealthy industrial area . . . proof of the listener-loyalty that makes WOC the Quad-Cities' FIRST station.

Col B. J. Palmer, President
Ernest Sanders, Manager

DAVENPORT, IOWA



FREE & PETERS, INC., National Representatives

"VIC" DIEHM says:

IT TAKES ALL KINDS of SHAPES

to run a RADIO STATION

GORGEOUS



BEAUTIFUL



AWFUL!



for further Enlightenment write to Vic Diehm c/o

WAZL

HAZLETON, PENNA.

KPHO PHOENIX

Increases Power to 5 kw

KPHO Phoenix is now a full-grown radio voice in Arizona with its power increase from 250 w on 1230 kc completed to 5 kw on 910 kc. Station reports that Arizona radio listeners heard for the first time Sept. 21 at 9:10 p.m. the full meaning of the phrase "nine-ten will get you five thousand."

Bill Reddick, program director of KPHO, says the new "Voice of Phoenix" is the result of 15 years engineering research and development combined with the excellence of complete Western. Electric matched unit installation.

Over 4,000 ft. of coaxial cable and 15 miles of copper wire went into the construction of the new KPHO transmitter. The new antenna and transmitter are located northwest of the city at 27th Avenue and Missouri. Technical construction has been under the direction of Walter Stiles, engineering consultant of Stiles & Waring, Washington. Mr. Stiles is also in charge of engineering for the new TV station, KTLX.

Rex Schepp, president of KPHO, licensed to Phoenix Broadcasting Inc., announced executive personnel to include: J. R. (Dick) Heath, commercial manager, Mr. Reddick, program director; Cliff Baker, chief engineer, and Robert Bohannan Jr., office manager. Mr. Reddick adds the new power increase "means extended coverage, improved reception, and top quality programming to a vastly greater number of Arizonans."

Statement of The Ownership, Management, Circulation, etc., Required by the Acts of Congress of August 24, 1912, and March 3, 1933

Of BROADCASTING-TELECASTING, published weekly, at Washington, D. C., for October 10, 1949.

District of Columbia—ss.

Before me, a notary public in and for the District aforesaid, personally appeared Maurice H. Long, who having been duly sworn according to law, deposes and says that he is the business manager of BROADCASTING-TELECASTING and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, circulation, etc. of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Publisher and Editor—SOL TAISHOFF, Washington, D. C.

Managing Editor—ART KING, Washington, D. C.

Business Manager—MAURICE H. LONG, Washington, D. C.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincoporated concern, its name and address, as well as those of each individual member, must be given.)

Broadcasting Publications, Inc., Washington, D. C.; Sol Taishoff, Washington, D. C.; Betty Tash Taishoff, Washington, D. C.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers, during the twelve months preceding the date shown above is 15,150.

MAURICE H. LONG.

Sworn to and subscribed before me this 4th day of October, 1949.

MINNIE JACOBS.

(Seal) *Notary Public.*

(My commission expires November 14, 1951.)

ILL. SPORTS NETWORK

Eight Carry Games

EIGHT stations are carrying nine U. of Illinois football games via the Illinois Sports Network. They are WKID Urbana, WTAX Springfield, WWXL Peoria, WAAF Chicago, WBNU-FM Aurora, WVLN Olney, WCIL Carbondale and WQUA Moline. Home games from Champaign include those with Iowa State, Wisconsin, Missouri, Michigan, Indiana and Northwestern. Out-of-town games are scheduled at Iowa, Purdue and Ohio State, with the season ending Nov. 12.

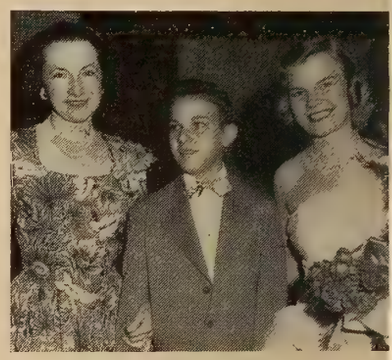
The network also will relay 22 U. of Illinois Basketball games to subscribing stations, according to G. Max Kimbrel, manager of WKID and Sports Network director. Illinois, Western Conference defending champions, will play 12 regulation league games. Final broadcast will be of the Illinois-Northwestern match from the Chicago Stadium. Mr. Kimbrel said the station roster for the schedule has not been completed.

SUMMER broadcast on "World Trade and the British Crisis" on the *U. of Chicago Round Table* over NBC Aug. 14 will be rebroadcast in England by the BBC Oct. 15.

TEEN SUCCESS

WONE Staffer Is Star

SUCCESS story in the creation of *Rhapsody of Youth*, teen-age talent program, gives credit to the tireless effort on the part of Betty Ann Horstman, energetic teen-age staff member of WONE Dayton. Popularity of the show has grown each week since the radio premiere on Aug. 24, when Mrs. Frank J. Lausche, wife of Ohio's governor,



First nighters (l to r) Mrs. Frank Lausche, Roger Haas, teen-age piano virtuoso, and Betty Ann Horstman, producer and star of show.

* * *

and a host of other civic leaders, appeared at the Ames Theatre in Dayton with police escort amid the popping of flashbulbs.

The Gallagher Drug Co. of Dayton, sponsor of the program over WONE, wanted it known that the show would be devoted to giving local youngsters an opportunity to display their talents and possibly assist them to reach stardom. Gallagher's advertising agency, Hugo Wagenseil & Assoc., Dayton, recommended a grand introduction to the city with civic and youth leaders and the press made aware of the program's potentialities.

With the agency's outline in hand, Miss Horstmann arranged for the personal appearances, the police escort, invitations, theatre facilities, press coverage and of course, the entertainment. Show presents skilled, hand-picked talent and has a backlog of several hundred youths from which to draw.

UNDUPLICATED PROGRAMS BUILD AUDIENCE

•

See Centerspread This Issue

•

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

GARVER BOOK

Is Guide to Low-Cost Shows

SUCCESSFUL RADIO ADVERTISING, First Edition. By Robert I. Garver. New York: Prentice-Hall Inc. 329 pp. $3.75.

SUCCESSES with sponsor participation programs by radio advertisers are discussed with diligent acumen in this new book by Mr. Garver, who presents observations and conclusions well-detailed with survey reports, charts and tables. The book is called by the publishers the "first guide ever published for successful radio advertising" on such low-cost types of shows as disc jockey, farm, musical, musical clock, women's service, audience participation and husband-wife.

To back up this claim, Mr. Garver, former radio and TV director of Alley & Richards Inc. and previously sales manager of WJZ New York, takes up each of these show classifications and analyzes its origin, growth and success. Following these fact-full chapters, the author points up factors important to the sponsor: How to choose and get results of a program; ratings of programs, and the future of these types in AM-FM-TV.

One-half of the book is given over to close scrutiny of a national survey taken by Mr. Garver city-by-city of AM sponsor participation programs. Survey tabulates data on the program policies of stations in each locality with information on program types, rate structures, merchandising aids, mail response, taboos, permissible number of commercials, and transcription rules. Also included is a geographical list of stations broadcasting such shows with information about network affiliation, names and types of programs, costs and station representatives.

For assistance in the survey, Mr. Garver drew upon the knowledge of 260 station executives and their representatives. C. E. Hooper Inc., A. C. Nielson Co., and ABC.

OUTSTANDING guest speakers will participate in courses on World Radio conducted by Dr. Arno Huth at New School for Social Research, New York.

Programs

BROADCAST service to more than 3,500 youngsters who act as safety patrols at elementary schools is carried by WWDC Washington. Every school morning, broadcasts include specific safety information, patrol assignments, citations for excellent work, round-up of elementary school events, weather reports and birthday greetings. "Safety Patrolman of the Month" is selected and receives award from program's monthly special guest. Show, titled *Orders of the Day*, was given successful trial run last spring.

Teen-Age Quiz Show

STUDENTS from public, private and Catholic schools in Philadelphia and surrounding areas take part in unrehearsed half-hour show, *Teen-Age Quiz*, over WPEN Philadelphia. Questions concerning current events that are local, national and international in nature are sent in by students. Show serves to keep students well informed as to news of the day and has found favor with school authorities, WPEN reports. Six pupils participate in weekly show and eventually all schools will be represented.

Narrow Escapes

AS PART of safety campaign in Dade County, Fla., WIOD Miami, sent two staff members, Scott Bishop and Harry Munyan, on train trip between Miami and Palm Beach. Messrs. Bishop and Munyan rode in cab of diesel engine and tape recorded accounts of three near-accidents when motorists drove across tracks in front of oncoming train. Recordings were then aired on WIOD to illustrate dangers of careless driving in vicinity of train crossings and tracks.

Fire Prevention

TWO-CITY hook-up featuring executives of Lawrence, Mass., and Boston Fire Depts. will be feature of Fire Prevention Week show, aired by WLAW Lawrence. Show will be broadcast at 10:45 a.m. tomorrow (Oct. 11), opening with alert to Lawrence central fire headquarters. Chief Retelle will respond to call to WLAW studios, describing maneuvers that firemen go through on way to answering call. Chief will then climb ladder from street to studios' windows where he will be interviewed. Boston's Chief Inspector Francis W. Kelley will be in studio and take part in broadcasts. Space in front of WLAW studios will be roped off and traffic officers will be on duty to prevent confusion.

School Music Class

NEW TWIST on music programs for school children has been endorsed by Moncton (N. B.) School Board and incorporated into school curriculum for all eighth grade pupils. CKCW Moncton airs *Basic Course in Music Appreciation* every school day. Show embraces lectures and music with added feature of review questions. In this way, students receive practically entire music course via radio. Examination questions are answered immediately following program and from grades made on them, pupils' yearly marks will be given.

TV Styles

PHILADELPHIA'S leading style shops and best known models are featured by WCAU-TV that city on daily fashion show, *Take 10*, seen for 2½ hours every afternoon, Mon.-Fri. Each of 16 member stores of Philadelphia Fashion Group Inc., is responsible for putting gowns and models before cameras and supplying its own stylist as commentator. Some 65 fashion shows have been set, with various member stores planning on average of one TV appearance each per month. Each store receives monthly opportunity to showcase its latest fashions. Interviews are presented with outstanding designers.

PROGRAM FIRM

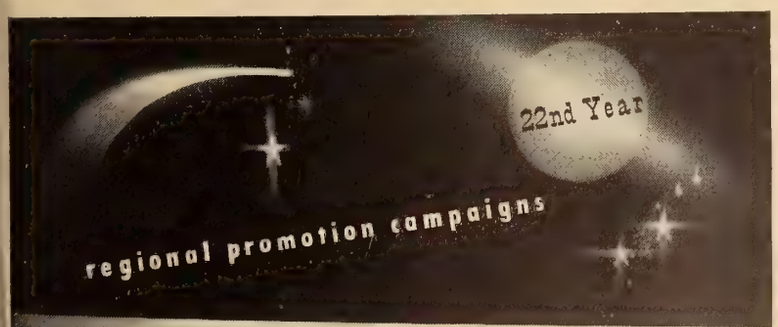
Formed by Searle, Parks

FORMATION of Searle & Parks, a California corporation, has been jointly announced by Don Searle, former vice president of ABC Western Division, and James Parks, owner of James Parks Co., program agency. Address is 6331 Hollywood Blvd., Hollywood.

Purpose of the new firm, with capitalization of $250,000, will be to establish a radio program service, National Home Institute, which will include national product testing, and to create, represent and sell radio packages.

Mr. Searle, who returns from semi-retirement, will head the company as president. He was associated with ABC from 1943 to 1948, first as general manager of KGO San Francisco and later as vice president and general manager of the network's western division. Earlier, he owned and managed stations in Iowa, Kansas and Nebraska.

Mr. Parks' program agency represents his interest in the *Quiz Kids* program. He formerly was vice president and director of Broadcasters Guild. Previously he was in charge of radio for General Artists Corp. and William Morris Agency in Chicago.



HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·

THE PICK OF THE NEW HITS!
on special "DJ" platters*


TEX BENEKE
Over Three Hills
I Can Dream, Can't I
DJ-773


FREDDY MARTIN
Bluebird On Your Windowsill
I've Got A Lovely Bunch of Coconuts
DJ-774


SAMMY KAYE
Let's Harmonize
Makin' Love
Ukulele Style
DJ-775


TONY MARTIN
Toot Toot Tootsie Goodbye
You Call It Madness
DJ-776


TOMMY DORSEY
East of the Sun (and West of the Moon)
I'll See You In My Dreams
DJ-777

*"DJ" disks are special platters for disk jockey and radio station use!

RCA VICTOR RECORDS

Respects

(Continued from page 42)

uated jobs on newspapers were to be had "for experience" only. Young Mr. McAndrews did the next best. He took the post of director of public relations for St. Mary's College where he remained until June 1935.

During fall terms he was advance man for the football team. Spring of each year found him doing a similar tour for the college debaters. Along with his many public relations chores, Mr. McAndrews managed to teach speech and coach debate teams.

His job entailed contact with radio, too. As director of public relations, he worked up educational features with various stations in the area for his alma mater. He had a weekly book review and authors interview series on KSFO San Francisco; college debates on KYA San Francisco; faculty lectures on KRE Berkeley, and student plays on KROW Oakland.

Enjoying this radio experience, Mr. McAndrews decided to become part of the fast growing industry. So he started bombarding local stations and the networks for a job.

He became an NBC San Francisco junior announcer on Jan. 15, 1936, and three months later was boosted to senior grade. On the side, he wrote book reviews for the San Francisco *Chronicle* and handled other freelance writing assignments.

Within a year he was holding down the combination assignment of night program manager and script writer. Some six months later a shift was made to press relations, then headed by Milton Samuel, now West Coast publicity director of Young & Rubicam.

When Charles B. Brown, then NBC Western Division advertising and promotion manager, wanted a bright young man as his assistant in June 1937, Mr. McAndrews was chosen. A few months later Mr. Brown shifted his major operations to Hollywood which in the meanwhile had become the network's Western Division headquarters. Mr. McAndrews was made promotion manager of the San Francisco office.

Logical Successor

With Mr. Brown elevated to promotion manager of NBC operated stations and transferred to New York in early 1940, logical man to succeed him in Hollywood was Mr. McAndrews who became Western Division advertising and promotion manager.

Then came World War II, and in early 1942 Mr. McAndrews was commissioned a second lieutenant in the Army Air Forces. He became assistant public relations officer at AAF West Coast Training Center, Santa Ana, Calif. Transferred to AAF Headquarters, Washington, in November 1943 as assistant public relations officer, he spent the next year as newsreel and picture officer for AAF public relations. Next 18 months found him as radio liaison officer between AAF headquarters and commercial radio. He was discharged a major in December 1945.

Back to NBC he went on Jan. 1, 1946, taking over his former post of Western Division advertising and promotion manager. It was 14 months later that he joined Young & Rubicam's public relations department as promotion manager. And Milton Samuel was again his "boss."

But that association was terminated last May 15 when Mr. McAndrews resigned, this time to join Southern California Broadcasters Assn. as its first fulltime salaried managing director.

Professionally Mr. McAndrews considers a weekly radio advertising course which he has conducted since 1946 for the U. of California Extension Division his prime extra-curricular activity. But magazine writing, too, might be classified as extra-curricular. An astute student of economics, he has contributed articles to dozens of publications.

Unhurried and Definite

Six-foot-two, blue-eyed and tipping the scales at 200 lbs., his manner is that of quiet unhurried reflection, but he doesn't hesitate to speak his mind once a question or problem is put.

Adelina Clara Ciabarri, a Los Angeles girl, was teacher of home economics at East Bakersfield (Calif.) High School until she became Mrs. Robert J. McAndrews on Feb. 13, 1943. Hugh Higgins, one time assistant advertising director of NAB and now manager of WMOA Marietta, Ohio, was best man. Mr. McAndrews says he commuted between the two cities many week-ends before Miss Ciabarri consented to change her name.

The McAndrews, with Peter Francis, 5, and Michael Anthony, 2, make their home today in the Crenshaw district of Los Angeles.

On the hobby front, Mr. McAndrews goes in for a lot of gardening and wood chopping to keep in trim. He admits playing "a little tennis" and also likes to swim.

Organizationally he's a director of Greater Los Angeles Chapter of the National Safety Coucil; St. Mary's College Alumni Assn., and Hollywood Ad Club. He is in addition West Coast representative on radio executive committee of the National Council of Catholic Men. As vice president of the Advertising Assn. of the West, Mr. McAndrews instigated founding of both the Hollywood and Santa Barbara Ad Clubs.

NATIONAL labor leaders and midwestern government officials heard in discussion of current labor crisis over KMBC-KFRM Kansas City, Mo. Among those heard were Frank Carlson, governor of Kansas, and William Green, president of AFL.

Management

F. J. KELLEY, formerly with RCA's southwest sales division, Dallas, Tex., appointed vice president and general manager of WTSP-AM-FM St. Petersburg, Fla.

JOHN C. HANNER, former part-owner of WCPS Tarboro, N. C., named manager of WFNS Burlington, N. C.



Mr. Hanner

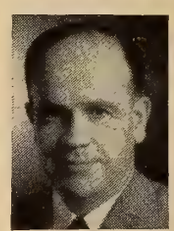
HUGH B. TERRY, vice president and general manager of KLZ Denver, recently addressed Denver teachers on subject, "UNESCO Radio." He was American broadcasting representative at UNESCO conference which was held in Paris last May.

ART BARRIE, formerly of WSPD Toledo, Ohio, joins WFRO-AM-FM Fremont, Ohio, as vice president. WFRO-AM is scheduled to be in operation by Nov. 15.

WARREN H. BREWSTER, president and general manager of WLNH Laconia, N. H., elected president of Laconia Chamber of Commerce.

HARRY WISMER elected to board of directors of WGAR Broadcasting Co., Cleveland.

LLOYD E. YODER, general manager of KOA Denver and president of Denver Chapter of American Red Cross, officiated at ceremonies honoring a Denverite for outstanding Red Cross contributions.



Mr. Yoder

JOHN PATTISON WILLIAMS, executive vice president of WING Dayton and WIZE Springfield, Ohio, named chairman of Advanced Gifts Group for 1950 Community Chest Campaign in Dayton. **ADNA H. KARNS,** general manager of WING and WIZE, named to board of directors of Social Hygiene Assoc. of Dayton and Montgomery county.

NEW YORK Yankee football games will be aired by WSCR Scranton this season.

There's a New Bold Look in Northeastern Ohio

IT'S A **NEW LOOK** BECAUSE . . .
IT SPARKLES WITH GREATER SALES RESULTS FROM TODAY'S MORE CONSERVATIVE AD EXPENDITURES

IT'S A **BOLD LOOK** BECAUSE . . .
THE PATTERN NO LONGER CONFORMS TO OLD FASHIONED AND OUT-MODED TRADITIONS IN TIME-BUYING

THREE THINGS HAVE HAPPENED DURING THE PAST TWO YEARS TO PRODUCE THIS NEW BOLD LOOK IN NORTHEASTERN OHIO

1. A station 58 miles from us increased its power and therefore a station 24 miles from us lost more than half its audience in the Canton Market.
2. Another station 58 miles from us lost some of its best features and therefore lost several percentage points in its Canton Market audience ratings.
3. WHBC increased its power to 5,000 watts . . . became an affiliate of ABC . . . and therefore another station 24 miles from us lost practically all its Canton Market audience.

RESULT:

WHBC in Canton is now the station that completes your coverage picture in NORTHEASTERN OHIO because WHBC has gained audience while listening to all other stations has split several ways.

CHECK TAYLOR-BORROFF ABOUT . . .

. . . Brand New Hooperatings
. . . More listeners at less cost
. . . Retail sales that still hold firm
. . . Local promotion that sells
. . . A 5-county "BRIGHT SPOT" market

ASK WHBC CANTON about the NEW BOLD look in NORTHEASTERN OHIO

In
Altoona, Pa.,
It's
ROY F. THOMPSON
and
WRTA

A prize radio combination in the rich industrial market of Central Pennsylvania.

Represented by
ROBERT MEEKER ASSOCIATES

ANA MEETING

AM-TV Discussion Set

VIEWPOINTS on the subjects, "Don't Give Up AM Radio" and "Television Has Reached the Pay-Off Point," will highlight the radio and television session of the 40th annual meeting of the Assn. of National Advertisers, to be held Monday, Oct. 10, through Wednesday, Oct. 12, at New York's Waldorf Astoria hotel.

The Tuesday afternoon session, open only to ANA members and their advertiser guests, will feature the view-points of the following speakers: for AM radio—W. N. Connolly, advertising manager, S. C. Johnson & Son, Inc.; Hugh M. Beville Jr., NBC director of research; William C. Gittinger, CBS vice president in charge of sales. For television—Robert S. Peare, vice president, General Electric Co.; Sylvester L. (Pat) Weaver Jr., NBC vice president in charge of television; George L. Moscovics, CBS manager of television sales development.

Case histories on radio and television will be presented by Thomas H. Brown Jr., vice president of C. E. Hooper Inc., and I. W. Digges, ANA counsel will speak on the FCC giveaway order and the Commission's review of color television.

Ludens Takes Giveaway

LUDENS Inc., Reading, Pa., will sponsor a quarter hour of the CBS *Sing It Again* program, hour-long Saturday night giveaway. The candy and cough-drop manufacturer has purchased the 10:45-11 p.m. segment of the 10-11 p.m. broadcasts, starting Saturday, Nov. 26. Agency is J. M. Mathes Inc. Other sponsors of the program is Carter Products Inc., which has the 10:30-10:45 portion of the musical quiz.

CHAMBER music concerts from Library of Congress will be heard over WQQW-FM Washington during 1949-50 season.

Commercial

JAMES T. BUTLER, formerly of WMBD Peoria, Ill., and sales manager of WMMJ same city, appointed sales representative of WIRL Peoria.

DONALD P. CAMPBELL, formerly with MBS sales department, joins New York television sales staff of Edward Petry & Co., station representative. Prior to joining Mutual, he was with NBC, ABC and WEST Easton, Pa.

PAT WENDLING joins sales staff of WBBM Chicago.

WAYNE B. GLASGOW, new to radio, appointed to advertising sales department of WLAC Nashville, Tenn.

LEE FONDREN, national sales manager for KLZ Denver, appointed radio instructor for Colorado Woman's College, Denver, for third consecutive year.

MACK SWITZER, KLZ public service director, reappointed radio instructor at Regis College and Loretto Heights College, both Denver.

HAROLD W. BATCHELDER, former sales manager of WBAL-TV Baltimore and before that vice president and general manager of WFBR same city, appointed sales manager of WTVJ (TV) Miami, Fla. He succeeds **M. J. WEISFELDT**, who resigned to become vice president of Charles Anthony Gross Adv.

DuMONT Television Network appoints Richard Railton Co., San Francisco, as Western sales representative for network and affiliated stations.

GEORGE LaRUE resigns as sales manager of KFBC Sacramento to enter insurance business.

LEIGH STUBBS, formerly with CKEY Toronto, Ont., becomes sales promotion director for CHUM same city.

KLIF Dallas appoints **Adam J. Young Jr. Inc.**, New York, as its national representative.

KEVIN B. SWEENEY, sales manager of KFI and KFI-TV Los Angeles, on three weeks tour visiting Eastern agencies.

ANN M. WRIGHT of DuMont TV Network spot sales staff, and Dr. Alfred G. Cerchione have announced their marriage.

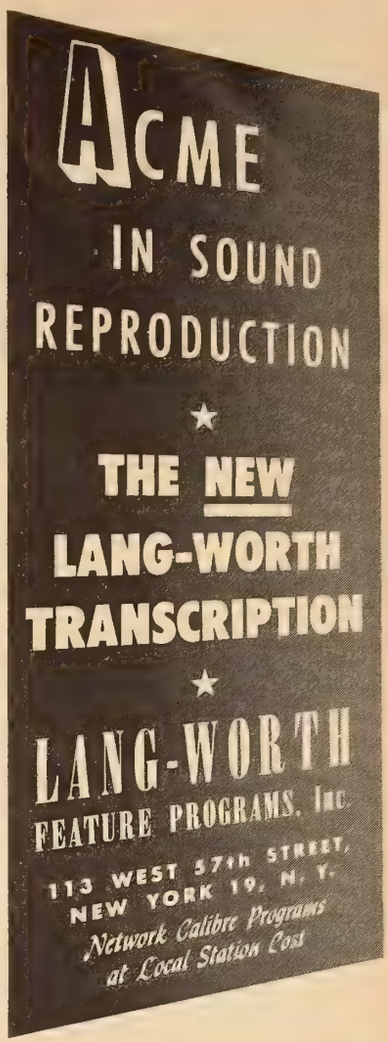
KRMG Tulsa, Okla., scheduled to take the air near Christmas as ABC affiliate, names **John Blair & Co.**, Chicago, as its national representative.

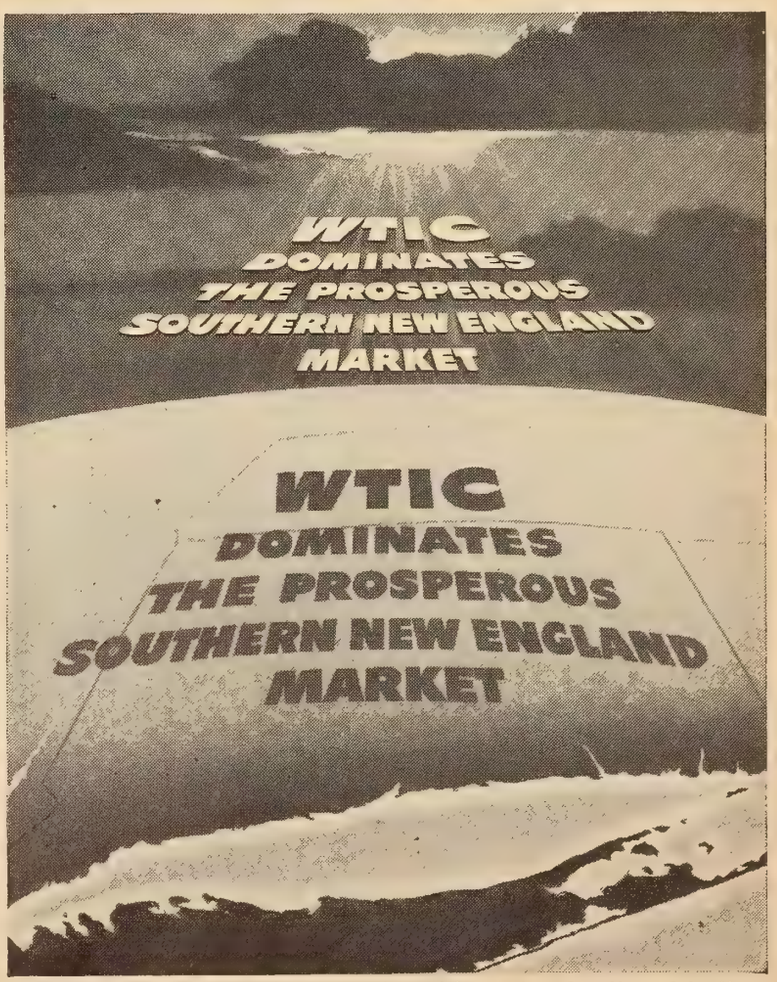
GEORGE E. LEDELL Jr., account executive of KFI-TV Los Angeles, is the father of a girl, Patricia Ann.

Jewelry Booklet

THE WATCHMAKERS of Switzerland, in conjunction with the Jewelry Industry Council sponsored "Watch Parade," are offering a merchandising booklet to retailers which contains suggested radio spots, local publicity releases, and copy for direct mail in addition to a five-piece window display. Foote, Cone & Belding-International Corp., is handling the account.

CONSOLE incorporating AM and FM announced by Motorola Inc., Chicago. Console, Model 79K21 sells for $99.95.





Paul W. Morency, Vice-Pres.—Gen. Mgr. • Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.

WTIC's 50,000 WATTS REPRESENTED NATIONALLY BY WEED & CO.



ALTMAN VS. FREY

Asks $10,000 From KBLF

SUIT claiming $10,000 damages has been filed in Red Bluff, Calif., against Dr. R. G. Frey, president of KBLF in Red Bluff, by Harold N. Altman, formerly general manager, alleging the latter was wrongfully discharged as manager and that he was primarily responsible for the station's licensing by the FCC. Mr. Altman, released from KBLF last July, bases all his charges on an alleged verbal contract made in August 1948.

The suit maintains Dr. Frey hired Mr. Altman as manager at a minimum salary of $110 and that as a consideration of the latter moving from Alameda to Red Bluff and his rendering assistance in obtaining the FCC license, the station president promised Mr. Altman "steady and permanent employment." Mr. Altman's attorneys are Stanley Pugh and William Stoffers.

'Let George Do It'

THE PROGRAM, *Let George Do It*, is on Don Lee-MBS network. In the San Francisco section of the Fall business roundup in BROADCASTING, Sept. 5, the program was listed on NBC.

PICNIC for Connecticut political leaders held at home of Edward N. Allen was aired by WDRC Hartford, Conn.

Promotion



YELLOW card mailpiece of WPEN Philadelphia depicts cactus country and reads: "Greetings, Senor and Senora (and Senorita, too, eh?): Hola! We are coming to Station WPEN . . . me, the Cisco Kid, and Pancho. You have heard of us, si? I do not like to brag, but everybody know that the Cisco Kid ride faster, shoot straighter and sing sweeter love songs than any caballero in the whole Southwest. . . . And Pancho! . . . he is some hombre, that one. All the time hungry, but a heart so big like his appetite. . . . For thrilling, adventuresome listening, tune in on us. . . . The Cisco Kid and Pancho . . . over Station WPEN every Tuesday, Thursday and Saturday at 7:30 p.m. Hasta la vista, amigos! The Cisco Kid." Series is Frederick W. Ziv package.

Italian Pilgrimage

THREE-FOLD bulletin announcing itineraries and rates of various Holy Year tours sponsored by WOV New York has been designed and distributed by Fugazy Travel Bureau, New York. Diana Baldi, of station's Italian language staff, will accompany tourists. Pictures of highpoints of tour are included.

Big Promotion

OVERSIZED booklet has been sent to TV dealers by Alliance Mfg. Co., Alliance, Ohio, for its Tenna-Rotor TV antenna. Booklet is illustrated with pictures and map showing locations of television stations in U. S. Last page of booklet has pocket with letter explaining company's use of TV to sell television equipment; format of newspaper ads which may be used by dealers; bulletin with additional information about Tenna-Rotor, and over-sized letter from TV dealer commending company for its Tenna-Rotor. Additional copy of map also is included.

Happy Station

POSTERS printed in three colors and illustrated with "laughing microphone" symbol of WNEW New York are currently being displayed on bus and cab cards. Poster proclaims that no "sob stories or murders" are heard on "Your favorite station for music and news, WNEW."

Special Invitation

NOVELTY promotion for *Inside U. S. A. With Chevrolet* over CBS-TV network was formal invitation from producer, Arthur Schwartz. Card invited listeners to tune into show and enclosed with it was playbill for CBS Studio 52, scene of variety show.

Cultural Booklet

BOOKLET on Wednesday evening cultural programs for winter season has been issued by Canadian Broadcasting Corp. Profusely illustrated with photographs of artists and composers, booklet describes five operas to be produced during season, various classical and modern musical programs to be performed, and specially written Canadian musical comedy to be performed early in 1950. Concluding with quotations from awards won by earlier Wednesday evening cultural programs.

Personnel

ARTHUR MILLER appointed New York public relations counsel for WTAG Worcester, Mass. His primary duty will be servicing of news of WTAG to radio and advertising press. **WILLIAM CULLENWARD**, formerly with San Francisco *Call-Bulletin* and San Francisco bureau of *Chicago Sun*, named manager of press information for KCBS San Francisco. He replaces **LYNN FRENCH**, resigned. **SHIRLEY SMITH**, formerly on press information staff of KCBS, promoted to position of promotion writer for station.

JOE SAGE, photo editor in CBS press information department, is the father of a boy.

ROBERT MacPHERSON, formerly of broadcast regulations division of Canadian Broadcasting Corp., Toronto, transferred to CBC press and information service in charge of pictorial publicity and distribution.

ALLAN KALMUS, TV manager of NBC press department, is the father of a boy.





WELL-ROUNDED promotion campaign was staged by WTTT Coral Gables, Fla., to plug airing of U. of Miami and Miami High School football games. These bathing beauties walked about Miami's main street for several days, drawing crowds that brought out police reserves. Top photo shows front view with signs reading "What are we doing?" Bottom photo gives answer: "We are listening to WTTT—1490 on your radio dial, broadcasting football from Orange Bowl."

Now you can afford

BIG NAMES

on your commercials

For the first time in radio history, big name announcers and entertainers are within the budget reach of your local advertiser.

Now you may have transcribed announcements, voiced by the nation's top talent, written and produced *especially for your advertiser*...at a cost comparable to locally produced spots. How do we do it?...Write, wire or phone for complete information.

Celebrity Commercials by

Keith Kerby Ltd.

111 SUTTER ST • SAN FRANCISCO • CALIFORNIA • YUKON 2-5532

covering the nation's 25th market...

WBBW

Youngstown's ONLY Independent

serving Ohio's 3rd market...

REPRESENTED BY FORJOE

National Nielsen-Ratings Top Programs

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)

AUGUST 21-27
NIELSEN-RATING†

Current Rank	Previous Rank	Program	— Current Ratings — Homes (000)	Homes %	Points Change
EVENING, ONCE-A-WEEK (Average for All Programs) ..			2,278	5.8	+0.7
1	3	Mr. Keen	4,832	12.3	+3.2
2	2	Mr. District Attorney	4,596	11.7	+1.8
3	5	Crime Photographer	4,478	11.4	+2.5
4	6	Our Miss Brooks	4,399	11.2	+2.3
5	1	This is Your FBI	4,399	11.2	+0.9
6	9	The Fat Man	4,321	11.0	+2.4
7	10	Big Story	4,007	10.2	+2.0
8	15	First Nighter	3,850	9.8	+2.3
9	11	Mystery Theatre	3,771	9.6	+1.8
10	4	Adventures of Sam Spade	3,732	9.5	+0.6
11	19	Mr. & Mrs. North	3,692	9.4	+2.2
12	8	Corliss Archer	3,692	9.4	+0.7
13	12	Inner Sanctum	3,653	9.3	+1.5
14	14	Henry Morgan Show	3,339	8.5	+0.8
15		Day in the Life of Dennis Day	3,260	8.3	
16	18	Curtain Time	3,260	8.3	+0.8
17	28	Mr. Chameleon	3,260	8.3	+2.1
18	16	Your Hit Parade	3,221	8.2	+0.7
19	26	Stop the Music (4th qtr.)	3,142	8.0	+1.8
20	23	Stop the Music (3rd qtr.)	3,025	7.7	+1.3
EVENING, MUTLI-WEEKLY (Average for All Programs)..			1,336	3.4	+0.3
1	1	Lone Ranger	2,671	6.8	+0.2
2	2	Counter-Spy	2,435	6.2	—0.2
3		Beulah	1,964	5.0	
WEEKDAY (Average for All Programs)			1,846	4.7	0.0
1	1	Arthur Godfrey (Ligg. & Myers) ..	2,907	7.4	—0.2
2	4	My True Story (Sterling)	2,828	7.2	+0.3
3	2	Right to Happiness	2,710	6.9	—0.3
4	16	Wendy Warren	2,671	6.8	+0.6
5	5	My True Story (Libby)	2,671	6.8	—0.1
6	3	Pepper Young's Family	2,632	6.7	—0.4
7	12	Arthur Godfrey (Nabisco)	2,593	6.6	+0.3
8	7	Backstage Wife	2,553	6.5	—0.3
9	9	Aunt Jenny	2,553	6.5	—0.1
10	8	Ma Perkins (CBS)	2,475	6.3	—0.4
11	6	Our Gal, Sunday	2,475	6.3	—0.5
12	17	Guiding Light	2,396	6.1	0.0
13	10	Stella Dallas	2,396	6.1	—0.4
14	21	Rosemary	2,357	6.0	+0.4
15	13	Perry Mason	2,357	6.0	—0.3
DAY, SATURDAY (Average for All Programs)			2,121	5.4	0.0
1	2	Grand Central Station	3,575	9.1	+0.3
2	3	Armstrong Theatre	3,417	8.7	+0.1
3	1	Stars over Hollywood	3,378	8.6	—0.8
DAY, SUNDAY (Average for All Programs)			1,139	2.9	+0.3
1	1	Martin Kane, Private Eye	2,750	7.0	+0.2
2	2	House of Mystery	2,710	6.9	+0.5
3	4	Mr. Fixit	1,375	3.5	+0.4

Copyright 1949, A. C. Nielsen Co.

NOTE: Number of homes is obtained by applying "NEILSEN-RATING" (%) to 39,281,000—the 1949 estimate of Total United States Radio Homes.
(†) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

ROBERTS ELECTED

Heads Chicago Ad Club

HARLOW P. ROBERTS, vice president and former radio director of Goodkind, Joice & Morgan, has been elected president of the Chicago Federated Advertising Club for a one-year term.

Other officers include three vice presidents—John V. Sandberg, vice president, Pepsodent Div., Lever Bros.; Mabel Obenchain, Midwest manager, Famous Features Syndicate, and Gordon E. Taylor, vice president, Reincke, Mayer & Finn. Harry Kovats, vice president, Runkle-Thompson-Kovats, is secretary, and G. W. Cunningham, general mail order sales and advertising manager of Sears, Roebuck & Co., was re-elected treasurer.

BW&S To Build

BRISACHER, WHEELER & STAFF advertising agency has completed plans to construct its own office building in San Francisco. Construction of the new building, cost of which is estimated at $250,000 to $300,000, will begin in a few weeks. It will be a modern, one-story-and-mezzanine structure located on Bush St., between Franklin and Gough St. on the edge of downtown San Francisco. The new building will give the agency a total of 13,000 feet of floor space, about 50% more space than it now occupies in its offices in the Crocker and de Young buildings.

National Advertisers

When Shopping for BIG RETURNS in the Maritimes, your best "MARKET BASKET" is CHNS . . . Ask

JOS. WEED & CO.
350 Madison Ave., New York

They also know about our new 5000-WATT TRANSMITTER
HALIFAX NOVA SCOTIA

CHNS

HALIFAX NOVA SCOTIA

T. DORSEY DISCS

Starts at Standard in Dec.

FIRST recording session for Tommy Dorsey under his new long term transcription contract with Standard Radio will take place in New York in December, it was learned in Hollywood last week.

If that recording session is held, as planned, the platters containing 10 tunes per side should be in hands of subscribing stations approximately four weeks thereafter, according to the company. In addition, the firm announced it has enlarged its custom-built library shows to six and one half hours weekly, with addition of *Chapel In The Sky*, religious musical half-hour.

Michigan FM Network

THE MICHIGAN FM Network has expanded this fall to carry U. of Michigan football games throughout the state. Edward F. Baughn, general manager of WPAG AM-FM Ann Arbor, the key station, says the network includes nine AM and five FM outlets in nine cities. They are: WPAG AM-FM; WUOM-FM Ann Arbor (Michigan U. station); WTTH AM-FM Port Huron; WKNX Saginaw; WBCK Battle Creek; WKZO Kalamazoo; WHFB AM-FM Benton Harbor; WJEF Grand Rapids; WTVB Coldwater, and WABJ AM-FM Adrian.

A super Hooper station in a super dooper market

WGBI SCRANTON Wilkes-Barre

...nationally represented for 13 years by

JOHN BLAIR & COMPANY

Offices in Chicago • New York • Detroit
St. Louis • Los Angeles • San Francisco

We are now

50,000 WATTS

Middle of the Dial, 800 kc.

THE DETROIT AREA'S better-than-ever Best Buy

Coverage of a 17,000,000 population area in 5 states

CKLW

Guardian Bldg., Detroit 26

National Rep., Adam J. Young, Jr., Inc.

LEVER TO N. Y.

Moving Nearer Ad Center

LEVER Bros., an $8 million annual radio and television advertiser, will move its headquarters on Dec. 1 from Cambridge, Mass., to New York City, where eventually it will erect a new 20-story building located on the west side of Park Ave. between 53d and 54th Sts. at a cost of $6 million, Charles Luckman, president, announced Wednesday.

Moving along with the parent company, are the executive and the general offices of the company's three subsidiaries: The Pepsodent Co., the John F. Jelke Co., and Harriet Hubbard Ayer Inc.

In explaining the move Mr. Luckman said: "We will, for example, be adjacent to the primary sources of radio, television and advertising, all of which play a vital role in our continued growth and progress. This will enable us to meet the challenge and opportunity of highly competitive industry and of an expanding economy."

Lever Bros.' seven agencies are located in New York. They are Federal Adv. Agency, Ruthrauff & Ryan, J. Walter Thompson Co., SSC&B, BBDO, N. W. Ayer & Son, and Foote, Cone & Belding. The firm's two other agencies, located in Chicago, are Needham, Louis & Brorby and Tatham & Laird.

FACULTY members of Teacher's College of Connecticut, New Britain, will discuss problems connected with their classroom work on series over WDRC Hartford, beginning Oct. 23.

Allied Arts



MILTON S. WOLKEN appointed regional sales manager and director of sales promotion for Consumers Aid Inc., in-store broadcasters in Chicago and Midwest. He formerly was with Radio Market Advertising Co. and WWXL Peoria, Ill.; KSTT Davenport, Iowa, and WMOR Chicago.

HALLACK McCORD, advertising and research man, announces organization of **McCord Research Bureau** to conduct sampling research in fields of marketing, advertising, journalism, radio and public opinion. Firm's temporary address is 1049 Pearl St., Denver.

W. O. CRAMPTON, staff member of RCA public relations department at RCA Exhibition Hall, New York, appointed publicity manager of hall. He formerly worked in radio, music, photography and publicity in Toronto.

TOWNLEY A. ELLINGTON, formerly member of general advertising department of *Detroit News*, joins sales contact staff of Jim Handy Organization, Detroit.

HENRIETTE K. HARRISON, national radio director of National Council, YMCA appointed radio director for Visiting Nurse Service Campaign, to begin Oct. 18.

JOHN J. ANTHONY contracts with **Charles Michelson Inc.**, New York radio transcriptions firm, for five-a-week across the board quarter-hour transcribed series entitled *Your Problem, Please.*

TRANSIT RADIO Inc., Cincinnati, releases handbook covering important operating phases of Transit Radio for FM station operators. Book covers market analysis, rate structures, transit contractual relations, financing of equipment, time sales and programming. Material was furnished by affiliates of Transit Radio Inc.

CINEMART Inc., New York recording firm, announces that facilities and studios of WMCA New York will be used by firm to make more complete service available to clients.

PAX Productions, San Francisco radio and TV packaging firm, moves to new quarters in Shreve Bldg., 210 Post St. Telephone remains Sutter 1-5022.

CARDINAL Co., Hollywood, announces new plan whereby stations may purchase all its current transcribed shows for flat weekly fee, based on each station's national one-time quarter-hour rate. Included in package at present time are five syndicated programs—half-hour weekly *Anderson Family;* quarter-hour Art Baker *The Notebook;* half-hour *Adventures by Morse;* quarter-hour *Sleepy Joe;* and five minute daily *Storyteller.*

DON GIESY & Co., New York publicity and public relations firm, moves to new offices at 62 West 46 St. Phone: JUdson 6-4958.

Equipment

BOB RICHARDSON, managing director of Richardson-Hubbell Television Networks Ltd., London, appointed vice president in charge of European operations of Hubbell Television Inc., New York.

EMERSON RADIO & PHONOGRAPH Corp. has started manufacturing plant at Montreal and first Canadian-made Emerson radio and television sets are to be ready for marketing in Canada early this month. Canadian Fairbanks-Morse Ltd. franchised as exclusive Canadian distributor.

SECOND prize in fifth bi-monthly Radio Ideas Contest sponsored by National Research Bureau Inc., Chicago, went to *Shopping With Polly* show on WLAW Lawrence, Mass.

'Forum' Starts Oct. 30

OLDEST broadcast discussion program, *American Forum of the Air*, with Theodore Granik as moderator, will become a regular weekly simulcast feature of NBC starting Sunday, Oct. 30, 4:30-5:00 p.m. [BROADCASTING, Sept. 26]. Presented on both radio and TV networks, the program will originate in the Wardman Park Hotel in Washington with an audience of several hundred persons permitted to ask questions of speakers, NBC announced last week. In 21 years on the air, the program has presented as speakers 90% of all Senators, Representatives and Cabinet members, as well as two men who became President, NBC said. Program, telecast by NBC during the past summer as *American Television Forum*, reportedly has been optioned by the Assn. of Eastern Railroads, through Kenyon & Eckhardt, New York [CLOSED CIRCUIT, Oct. 3].

Court Helper

INITIATIVE by WSON Henderson, Ky., not only has served the public interest but also has helped carry out justice in a local court. Hecht S. Lackey, manager of WSON, requested permission of the court to broadcast trial proceedings in the contesting of an August primary election of city commissioners. Request at first was denied on grounds of invading the rights of witnesses. Permission, however, was granted to place a microphone behind witnesses to record testimony for subsequent broadcast. It finally developed that a court reporter could not be obtained during proceedings and the court and attorneys in the case requested WSON to make recordings of the entire trial. Later, the Judge in company of the attorneys visited the station in order to hear the testimony for purposes of review and, of course, WSON gained permission to make its broadcasts.

CKEY Toronto sent discs of its coverage of *S. S. Noronic* fire to all Toronto advertising agencies.

Sensational!
COLUMBIA
MICROGROOVE
TRANSCRIPTIONS

TO COLUMBIA TRANSCRIPTIONS, N. Y. 10/5/49
WLW, CINCINNATI -- " ... A DISTINCT TECHNICAL ADVANCE ..." KWTO, SPRINGFIELD -- " ALL COMMENTS FROM THE ENGINEERS... ARE OF A COMMENDATORY NATURE. " CJOR, VANCOUVER -- " QUALITY OF THE TRANSCRIPTIONS IS EXCELLENT. BANDING ... OF IMMENSE VALUE. " WHLN, HARLAN -- " EASILY HANDLED AND HAVE EXCELLENT QUALITY WITH A MINIMUM OF SURFACE NOISE. "

For details phone, wire or write:
COLUMBIA TRANSCRIPTIONS
A Division of Columbia Records, Inc.
Trade-Marks "Columbia" and Reg. U. S. Pat. Off. Marcas Registradas
LOS ANGELES NEW YORK CHICAGO

WOULD BUY AT THE RIGHT PRICE
IN PHILADELPHIA
FM BROADCASTING STATION
IF YOU WANT TO MAKE A QUICK DEAL
GIVE DETAILS, INCLUDING PRICE
WRITE OR WIRE
BOX 757c, BROADCASTING



FORMER All-Americans Cy Casper (l) and Bob Fenimore, who played for TCU and Oklahoma A & M respectively, team up behind KTOK Oklahoma City's microphone to describe Aggie games each Saturday. Bowing together as sportscasters when A & M played TCU, no conflict ensued while the game ended in a tie. Mr. Fenimore, in his first year in radio, formerly played for the Chicago Bears, and his co-caster formerly played with the Green Bay Packers among others. KTOK originates and feeds all A & M games to the Oklahoma Aggie Network.

WALTER ELECTED

Heads Wisconsin Network

JOHN M. WALTER, general manager of WJPG Green Bay, Wis., was elected president of the Wisconsin Network at a special stockholders meeting held Sept. 27 at Fond du Lac. He succeeds the late William F. Huffman of WFHR Wisconsin Rapids.

George T. Frechette, general manager of WFHR Wisconsin Rapids, was named managing director and secretary-treasurer of the network and Earl Huth of WHBY Appleton, was named vice president, succeeding Mr. Walter. Network offices are maintained at Wisconsin Rapids. The nine full time affiliates are WFHR Wisconsin Rapids, WHBY Appleton, WRJN Racine, WHBL Sheboygan, WCLO Janesville, WGEZ Beloit, WIBU Poynette, KFIZ Fond du Lac, and WJPG Green Bay.

COMPLETE U. of Detroit 1949 football schedule is being aired by WJBK Detroit for fourth consecutive year.

HARMONY IN SEATTLE

Engineers Form Vashon Island Radio Club

THE RIVALRY which characterizes programming and commercial operations of Seattle's stations does not extend to their transmitter engineers.

Four leading Seattle stations—KIRO KOMO KVI KING—have transmitters on Vashon Island, in Puget Sound, and the some 20 employes of the stations, plus their wives, have formed a friendly though informal organization which fosters camaraderie among the theoretically competitive engineers.

The Vashon Island Radio Club—a convenient handle, since the group has not gotten around to finding an official name in the two years of its existence—started with occasional dinner meetings in various homes. Popularity of the gatherings and rapid increases in membership have since resulted in a regular schedule of bi-monthly dinners and social get-togethers, now held in a hall rented for the occasion.

Whenever possible, studio engineers from Seattle and Tacoma are invited to join the islanders for the evening. Talent from the group itself often provides entertainment after the dinner hour—a skit at a recent meeting made such a hit that it established its cast as top billing at several subsequent Vashon Island affairs.

Social Activities

Summer activities this year were highlighted by an old-fashioned barn dance at the KOMO transmitter, and a family picnic attended by some 70 people at Dockton State Park, not far from the KING and KIRO transmitters. The first event this fall was a "School Daze" dinner Sept. 28 at Madrona Lodge.

Present Officers are Dallas Jensen, KIRO engineer, president; Marc Miller, wife of Cliff Miller, KOMO chief engineer, vice president; Alice Jordan, wife of Andy Jordan, KING engineer, secretary-treasurer.

In times of emergency, as when a station is forced off the air, personnel at any or all of the other transmitters pitch in with help or equipment. For example, when lightning struck the KVI transmitter last May, men from all the other stations worked shoulder to shoulder with the KVI staff to help locate the trouble, and furnished equipment to make speedy repairs. The wives got together too, and had coffee and cake ready for the men at the end of the four-hour job.

Garland (Mrs. Lawrence) Norin, wife of a KIRO engineer, summarized the values of the club as follows:

"Although primarily social, the group takes an active part in civic affairs of the island too, and assists with local benefits and charity drives. A team to compete in local sports events is also contemplated. Members are unanimously agreed that these radio roundups of the past two years have done much to create a spirit of cooperation and unity within the profession, and a feeling of fellowship that might not otherwise have existed."

RADIO CONSOLE, with AM and FM for $99.95, has been released by Motorola, Chicago. Model 79K21 has 10-inch dynamic speaker, six-tube circuit and long-life selenium rectifier. Record player may be attached.

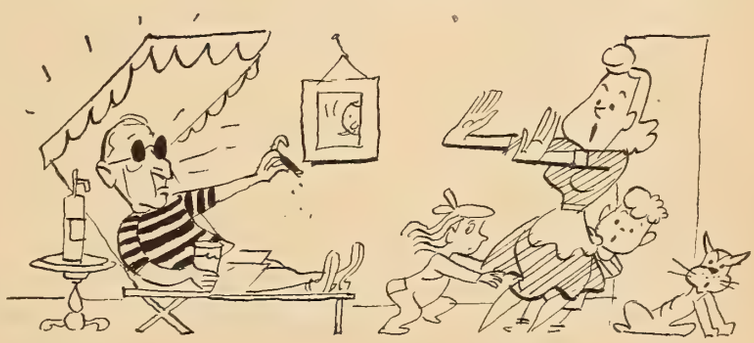
CBC FUNDS

Tabled in Parliament

NEW FUNDS for Canadian Broadcasting Corp. were tabled in Parliament at Ottawa on Sept. 28, and include $4,500,000 loan for two television stations and studios to be built at Montreal and Toronto by CBC, and $200,000 for receiving license fees and other expenses in CBC taking over Newfoundland Broadcasting Corp. this April 1. CBC now operates all but three privately-owned stations in Newfoundland.

Insofar as TV is concerned, the estimates, which still have to be approved, will cover equipment of American manufacture or design, but to be made or assembled mainly in Canada, for the two CBC TV stations. Original loan announced last spring was for $4 million, but increases in equipment costs in the United States have added $500,000 to the loan to be made to the CBC. The CBC estimates it will be 12 to 18 months from time loan is granted to first operation on Canadian TV stations. Sites at Montreal and Toronto have been picked, and equipment has been ordered.

SECOND series of new RCA Victor Bluebird releases feature Ralph Flanagan, Ella Logan, Cab Calloway, the Main Street String Band and Jesse Rogers.



KGW

KGW-FM

PORTLAND, OREGON

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

SUPERIORITY COMPLEX

My husband, advertising manager of the Ding-Bat Company, used to be a nice fellow with just enough of an inferiority complex to make him easy to live with. Since he picked KXOK, sales have gone up so fast my husband thinks he's the smartest advertising manager in town. Now he has a superiority complex and he's positively obnoxious.

Unhappy Wife

Dear Unhappy Wife:

Maybe KXOK should have the superiority complex instead of your husband. During March, 1949, KXOK was within share of audience striking distance of first place in St. Louis. Briefly, this means KXOK delivers more Hooper audience per dollar than any other St. Louis network station. No wonder Ding-Bat products are going to town. When your husband checks KXOK's low-cost-per-Hooper point, KXOK's wide coverage, and KXOK's low-in-St. Louis rates, he'll be even cockier!

KXOK, St. Louis

630 on the dial

Basic ABC | 5,000 Watts | A "John Blair" station

ACTIONS OF THE FCC

SEPTEMBER 30 to OCTOBER 7

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur.-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis.-visual** | **unl.-unlimited hours**
STA-special temporary authorization | **CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

September 30 Decisions . . .

BY COMMISSION EN BANC

Petition Granted

Allen B. DuMont Labs Inc.—Granted petition filed Sept. 27 insofar as it requests that (1) full opportunity be afforded petitioner, and any other interested party, to demonstrate black-and-white television at comparative monochrome and color TV demonstrations to be held in November in connection with current television proceedings; (2) said demonstration include provision for demonstration of color and black-and-white TV over intercity transmitting facilities under like conditions; and (3) schedule and content of demonstrations of CBS' color TV system and RCA's color TV system scheduled Oct. 6. 7, and 10, be submitted to Commission by those companies and made public by Commission in advance of said demonstrations. DuMont petition was denied in all other respects.

September 30 Applications . . .

ACCEPTED FOR FILING

License for CP

WGGH Marion, Ill.—License to cover CP new AM station.
WKRS Waukegan, Ill.—Same.
KGAR Garden City, Kan.—Same.

Modification of CP

WSFL-FM Springfield, Mass.—Mod. CP new FM station for extension of completion date.

TENDERED FOR FILING

SSA—1280 kc

WMRO Aurora, Ill.—SSA for operation after sunset to 10 p.m. with 100 w on assigned 1280 kc for period not to exceed 6 mo.

October 3 Decisions . . .

BY COMMISSION EN BANC

Oral Argument Set

Radio Commission of Southern Baptist Convention and Executive Board of Baptist General Convention of Texas—Ordered oral argument Nov. 4 on joint petition filed Feb. 23 requesting Commission either: (1) to amend its rules and regulations governing low-power noncommercial educational FM stations to make religious organizations expressly eligible as licensees of such stations; or (2) to promulgate new rules and regulations establishing separate category of low-power noncommercial religious broadcast stations to operate on 88-92 mc FM band presently allocated exclusively to low-power noncommercial FM stations; or (3) to promulgate new rules and regulations allocating group of frequencies elsewhere in FM band for system of low-power noncommercial religious stations analagous to class of low-power noncommercial FM educational stations. There are two issues: (1) "whether the Commission may, consistently with the provisions of the First Amendment of the Constitution of the United States, establish a specific category of religious broadcast stations"; and (2) "to determine whether, in the light of the showing made in the petition, the public interest, convenience and necessity would be served by the issuance of proposed rules as requested in the petition." Interested parties may file appearance or briefs on or before Oct. 21.

KXXL Reno, Nev.—Granted extension of authority to remain silent pending rebuilding after fire pending final action in proceeding in re application for renewal of license.

WHAS-TV Louisville, Ky.—Granted extension of completion date to April 1, 1950, for TV station (Comr. Jones dissented).

STA Denied

Comerford - Publix Theatre Corp., Scranton, Pa.—Denied STA to pick up World Series television broadcasts from station operated by Scranton Times, Scranton, Pa., and relay broadcasts to Comerford's Westside Theatre, Scranton, commencing Oct. 5. (Comr. Sterling voting to grant).

STA Extended

Paramount Television Productions Inc.—Granted extension of outstanding STA, covering exp. TV relay KA-2027 KA-2213 KA-2215 in area of New York to Jan. 3, 1950; cond.

Twentieth Century-Fox Film Corp.—Granted extension to Jan. 3, 1950, of outstanding STA covering exp. TV relay station KA-2461 in area of New York; cond.

ACTIONS ON MOTIONS

By Comr. Webster

Pomona Bcstrs. Pomona, Calif.—Granted petition to dismiss without prejudice application.

Charles Wilbur Lamar Jr., Morgan City, La.—Granted petition to dismiss without prejudice his application subject to right of reinstatement pursuant to Sec. 1.365(c) of rules.

FCC General Counsel—Granted petition to dismiss without prejudice applications of Washtenaw Bcstg. Co. Inc., Ann Arbor, Mich.; T-C Bcstg. Co., Lansing; Motor State Bcstg. Co., Ypsilanti, and Suburban Bcstrs., Jackson, Mich.: all filed contingent upon WJIM vacating its frequency.

WMFJ Daytona Beach, Fla.—Granted petition to dismiss without prejudice his application and petition for dismissal without prejudice and waiver of Rule 1.363 filed on Aug. 26 is dismissed.

Long Beach Bcstrs., Long Beach, Calif.—Dismissed petition requesting 60-day continuance of consolidated hearing.

United Nations Bcstg. Corp., San Fernando, Calif.—Denied petition requesting dismissal without prejudice of application without prejudice to petitioner's filing, within 45 days from date hereof, petition requesting dismissal of its application with prejudice. Further ordered that hearings in this proceeding be continued to Jan. 12, 1950, at Los Angeles.

Selma-Smithfield Bcstg. Co., Smithfield, N. C.—Granted petition insofar as it seeks leave to amend application to increase power from 250 w to 1 kw; specify new trans. and increase costs of equipment, etc. Commission on own motion removed application from hearing docket. Insofar as petition requests reconsideration and grant of application, it is dismissed.

By Examiner Bond

FCC General Counsel—In memorandum opinion and order granted petition for continuance of hearing on application of Easley Broadcast Co., Easley, S. C., from Oct. 4 at Easley to Nov. 3 in Washington, D. C., for receiving evidence upon technical issues, and thence to such other times and places, if any, as may be ordered.

By Examiner Litvin

KRMD Shreveport, La.—Granted petition for leave to amend application to correct discrepancy in amendment to application filed and accepted by Commission Aug. 26.

KXXL Reno, Nev.—Granted petition to accept late written appearance in re applications for renewal of license and voluntary assignment.

By Examiner Cunningham

KTVU Portland, Ore.—Denied requests for continuance of hearing on application for extension of time within which to complete construction of TV station.

October 4 Applications . . .

ACCEPTED FOR FILING

AM—1550 kc

WSPC Anniston, Ala.—CP to change from 1 kw unl. DA on 1390 kc to 5 kw-D 1 kw-N DA AMENDED to request 1550 kc 10 kw unl. DA-N.

AM—680 kc

WIKY Evansville, Ind.—CP to change from 820 kc 250 w D to 680 kc 250 w unl. DA.

License for CP

KCNI Broken Bow, Neb.—License for CP new AM station.

SSA—1280 kc

WMRO Aurora, Ill.—Request for SSA to operate on 1280 kc with 100 w from sunset CST, to 10 p.m. CST for period not to exceed 6 mos.

SSA—1410 kc

WDOV Dover, Del.—Request for SSA to operate on 1410 kc with 1 kw from sunset EST to 10 p.m. EST for period beginning Oct. 1.

License Renewal

WNNT Warsaw, Va.—Request for license renewal AM station.

Modification of CP

Mod. CP new FM station for extension of completion date: WJLB-FM Detroit; KCMO-FM Kansas City, Mo.; WRMV Richmond, Va.; WISC-FM Madison, Wis.

KMJ-FM Fresno—Mod. CP new FM station to change ERP to 7.8 kw, ant. to 633 ft.

Request for renewal of license FM station: WHVA Poughkeepsie, N. Y.; WPLH-FM Huntington, W. Va.; WSAV-FM Savannah, Ga.; WKJG-FM Fort Wayne, Ind.; WDBQ Dubuque, Iowa; KYSM-FM Mankato, Minn.; WSOC-FM Charlotte, N. C.; WRAL-FM Raleigh, N. C.; WRAK-FM Williamsport, Pa.; KPRC-FM Houston, Tex.; KTEM-FM Temple, Tex.

License for CP

WSTP-FM Salisbury, N. C.—License for CP new FM station.

TENDERED FOR FILING

SSA—1570 kc

WLIO E. Liverpool, Ohio—Request for SSA to operate on 1570 kc with 100 w nighttime for period of 12 mos.

AM—1600 kc

KBOR Brownsville, Tex.—CP to change from 1600 kc 1 kw D to 1600 kc 1 kw unl. DA-DN.

APPLICATION RETURNED

KCNY San Marcos, Tex.—RETURNED Sept. 19, incomplete request for transfer of control of Central Bcstg. Co. thru sale of 30% voting stock from Charles L. Cain to Edward C. James.

(Continued on page 76)

SWEDEN HEP
Airs WWDC Be-Bop Record

THE BE-BOP craze apparently is not confined to America alone—it has reached such proportions in Sweden that the Swedish Broadcasting Authority sent a special representative to the U. S. to fetch a first-hand recording of real American be-bop.

The recording, now on Swedish stations, was made through the cooperation of John Massey, WWDC Washington disc jockey. Mr. Massey rounded up a group of amateur Negro musicians in Washington and arranged for two American experts on be-bop to attend the waxing session for an interview.

A translator from the Swedish embassy staff gave a running commentary, in Swedish, of Mr. Massey's announcing. Everything was translated into Swedish except the music—it needed no explaining to the "hep" Swedish youngsters who requested it, according to Gunther Steele, Sweden's radio representative.

TWO-page letter to principals of high schools in Greater Boston area calling attention to children's programs on WCOP Boston distributed by station. Second page is intended to be posted on bulletin boards.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

Commercial Radio Monitoring Co.
successor of
COMMERCIAL RADIO EQUPT. CO.
Monitoring Division
PRECISION FREQUENCY MEASUREMENTS
Engineer On Duty All Night Every Night
PHONE LOGAN 8821
Porter Bldg. Kansas City, Mo.

CLARENCE R. JACOBS
Studio Consultants
Planning - Design - Acoustics
Box 69 - Princeton, Illinois - Tel. No. 4200

* VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities. Write or wire . . .
BROADCASTING



CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
*Member AFCCE**

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D.C. Santa Cruz, Cal.
*Member AFCCE**

40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
Labs: Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.
*Member AFCCE**

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
*Member AFCCE**

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
*Member AFCCE**

GAUTNEY, RAY & PRICE
(successors to John Barron)
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

RAYMOND M. WILMOTTE
1469 CHURCH ST., N. W. DE. 1232
WASHINGTON 5, D. C.

JOHN J. KEEL
Warner Bldg., Wash., D. C.
National 6513

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
*Member AFCCE**

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
*Member AFCCE**

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
*Member AFCCE**

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
363 E. 75th St. TRiangle 4400
CHICAGO 19, ILLINOIS

Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
REpublic 7236

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave. MI. 4151
DALLAS, TEXAS
1728 Wood St. Riverside 3611
*Member AFCCE**

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
*Member AFCCE**

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
*Member AFCCE**

KEAR & KENNEDY
1703 K ST., N. W. STERLING 7932
WASHINGTON, D. C.
*Member AFCCE**

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
*Member AFCCE**

H. V. ANDERSON
AND ASSOCIATES
Consulting Radio Engineers
134 Clarence St., Phone 7-277
Lake Charles, La.

William E. Benns, Jr.
& ASSOCIATES
3738 Kanawha St., N. W.
ORdway 8071
Washington, D. C.

Philip Merryman & Associates
- Heatherdell Road
- ARDSLEY, N. Y.
- Dobbs Ferry 3-2373

RADIO CONSULTANTS

GUY C. HUTCHESON
1100 W. ABRAM ST. PHONE 1218
ARLINGTON, TEXAS

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oshkosh, Wisc.

A. R. Bitter
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO
Telephones—Kingswood 7631, 9541

SILLIMAN & BARCLAY
SPECIALIZING IN ANTENNA PROBLEMS
1011 New Hampshire Ave. RE. 6646
Washington, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
820 13th St., N. W. EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Radio Engineering Consultant
EXecutive 5851 1833 M STREET, N. W.
EXecutive 1230 WASHINGTON 6, D. C.

LEE E. BAKER
Consulting Radio Engineer
826-28 Landers Bldg.—Ph. 3621
SPRINGFIELD, MISSOURI

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Executive offices: 40 East Ave.
Laboratory: 114 Northgate Rd.
Riverside, Ill. — Riverside 6652
(A Chicago suburb)

Ben Adler
TELEVISION FACILITIES ENGINEERS
15 Gedney Circle, White Plains, N. Y.
White Plains 8-3796
Shop and laboratory—720 Milton Rd.
Rye 7-1413 Rye, N. Y.

ROYAL V. HOWARD
1600 16th St., N. W., Wash., D. C.
NOrth 6600
Windsor Hotel
Montreal, Que.

THE ASSOCIATION OF RADIO TELEVISION COMMUNICATIONS CONSULTING ENGINEERS
*Member AFCCE**

Production



GENE PARKER, formerly program director of WCOU-AM-FM Lewiston, Me., appointed staff announcer for WWCO Waterbury, Conn.

CHARLES S. HERMAN, former copywriter with Newark, N. J. advertising agency, joins WMTR Morristown, N. J., as continuity writer.

BOB PERRY, formerly of WORL Boston, joins WLAW Lawrence, Mass., as m.c. of *Melody Merry-Go-Round* show.

JO RICHEY, formerly of KECA Hollywood continuity acceptance department, transfers to KECA-TV to do literary rights and assist in clearance of scripts.

JEAN LEWIS, formerly secretary to publishers of *Western Family* magazine, joins ABC *Breakfast in Hollywood* as assistant to **RALPH HUNTER,** show producer.

ROBERT J. KERR appointed editor of food and drug clearance in CBC broadcast regulations division at Toronto. He formerly was with CBC news service before joining Royal Canadian Navy.

OWEN JAMES, formerly ABC Hollywood announcer, joins anouncing staff of KECA-TV Hollywood.

STAN FACEY becomes daytime Negro disc-jockey for WFPG-AM-FM Atlantic City, N. J.

KENNETH HIGGINS, for past few months executive producer of KFI-TV Los Angeles, named program director to replace **RONALD C. OXFORD,** who resigned after holding post for two years. Mr. Oxford, who went to KFI-TV from NBC, was executive producer and later program director. He plans to devote his time to development of programs for network and kinescope release. Mr. Higgins joined KFI-AM nine years ago as vacation relief announcer, advancing to producer-director, before transferring to KFI-TV.

FRANK PLATH joins WFJL (FM) Chicago as play-by-play sports announcer. He formerly was news director at WTTS-WTTZ Bloomington, Ind.; sports director for WCBC-WHBU Anderson, Ind., and program director for KTRC Santa Fe, N. M.

ROBERT L. (Mickey) FINN resigns as associated producer and writer of CBS Hollywood *Meet the Missus* show to assist producer **HOWARD BLAKE** in writing and production of Columbia Pacific Network *Carnation Family Party.* **ROY GRANDEE** replaces Mr. Finn on *Meet the Missus.*

LOUIS LENNON appointed assistant art director for WAAM (TV) Baltimore. **ROBERT DEMETRICIAN** becomes chief lay-out artist for station.

DEL ROY, former assistant to program director of WKYW Louisville, Ky., rejoins station after teaching for Southern Television Productions.

BALDWIN HARPER, program director of WKBN Youngstown, Ohio, resigns to accept position with CBS-TV New York.

JACK STEINHARDT, formerly with Art-Copy Adv., Newark, N. J., joins WASA Havre de Grace, Md., as program director.

JIM LOUNSBURY, formerly of WHAS Louisville, joins WIND Chicago as disc jockey succeeding **JERRY SAXON,** who resigned to freelance.

BILL FONTAINE, music conductor of CBS *Meet Corliss Archer,* is the father of a girl.

EVELYN SIBLEY LAMPMAN, educational director for KGW Portland, Ore., is author of book, *The Bounces of Cynthiann,* which has been selected for Junior Literary Guild.

ROBERT DALY, NBC Chicago TV cameraman, and Jean Holm have announced their marriage.

HY AVERBACK, announcer on NBC *Bob Hope Show,* is the father of a girl, Amy.

JAMES W. MANSFIELD, formerly with KVGB Great Bend, Kan., and WMRC-AM-FM Greenville, S. C., and now production director for Armed Forces Radio Service, Tokyo, Japan, has received commendation from U. S. Army for "excellence in producing various documentary programs." He also was presented with Far East Network's "Gold Mike" award.

GEORGE RAMSBY, staff musician and vocalist for WBBM Chicago, is the father of a girl, Heidi Lynn.

ERIC HARRIS, film editor at KLAC-TV Hollywood, is the father of a boy, David Alan.

The Texas Rangers

"AMERICA'S FINEST WESTERN ACT"!



The Texas Rangers, stars of stage, screen, radio and television, early this summer made a personal appearance tour in the Midwest. They are pictured here in Oklahoma City, when they were commissioned honorary Colonels of the State of Oklahoma by Governor Roy J. Turner.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations — ask about our new sales plan!

Wire, write or phone

ARTHUR B. CHURCH *Productions*
KANSAS CITY 6, MISSOURI

PLANE CRASH

NBC Hollywood Trio Recovering

THREE NBC Hollywood radio figures injured in the Los Angeles plane crash, which brought death to Buddy Clark Oct. 1, were all recovering at week's end.

Most seriously injured was Jennings Pierce, NBC western division director of station relations and public service, recovering from a basal fracture of the skull, lacerations and minor shock at St. Joseph's Hospital, Burbank.



Mr. Pierce



Mr. Berend

Frank (Bud) Berend, western division sales manager, suffered minor shock and lacerations about the body, but was expected to be released from the hospital by the week-end.

Sam Hayes, NBC newscaster, was slightly injured in the crash but was released immediately following treatment for lacerations. Sally Hayes, his wife, is recovering from deep lacerations about the head and a fractured ankle.

The entire group was returning from the Stanford-Michigan football game at Palo Alto, earlier in the day of Oct. 1. Reported fuel failure led to the plane crashing on one of the main thoroughfares in Los Angeles, striking two power poles as it sought to make an emergency landing.

Mr. Clark, 38, who had been star of the Carnation Milk radio program, died of a multiple skull fracture approximately 90 minutes after the accident. The Oct. 2 show, which was to have marked the shift from NBC to CBS, was cancelled by the sponsor.

As soon as news of the crash was known, C. H. Cottington, radio director of Erwin, Wasey & Co. (Carnation Co.), reports that numerous calls were received from many of radio's top vocalists, all offering to sing without fee in honor of Mr. Clark on his CBS show. But Mr. Cottington said that it was decided to pay silent tribute to the star by omitting the first program of the series.

Accordingly the program was to resume Oct. 9 on CBS, with no immediate replacement for the late singer, according to Mr. Cottington.

Funeral services were held Oct. 4 with burial at Forest Lawn Cemetery. He is survived by his wife, Nedra; daughter, Penny; and two other children by a previous marriage.

TEEN PROBLEMS

WISN Show Draws Civic Praise

WISN Milwaukee has been commended by city officials, civic and welfare leaders for two programs on juvenile delinquency broadcast recently on its *Your Question, Please* program.

Looking for basic reasons why teen-agers get into trouble, the station decided to put the question to boys and girls who had been in difficulties themselves. Through the cooperation of state welfare authorities, panel discussions by teen-agers at both the Wisconsin School for Boys, at Waukesha, and the Wisconsin School for Girls, at Oregon, were transcribed.

The programs, entirely unrehearsed, were moderated by Gertrude Puelicher, who writes about teen-agers for a national newspaper syndicate. She reported that both the boys and girls were "more than happy" to give advice to parents and other teen-agers, based on their own experiences. Pressings of the transcriptions have been made available to Parent-Teacher associations and other groups as a public service of WISN.

CORNY?

WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.

WIBW The Voice of Kansas in TOPEKA

St. Louis TR Hits 766

NUMBER of St. Louis busses and streetcars completely equipped with Transit Radio has reached 766, according to C. L. (Chet) Thomas, president of Transit Radio Inc. and general manager of KXOK-FM St. Louis. Other information reveals total of 587 busses and 179 streetcars equipped with FM are equally distributed throughout the city's transit lines, covering all sections of St. Louis and St. Louis County.

WCAU SALES

To Close N. Y. Office Oct. 17

WCAU Philadelphia will close its New York radio sales office on Oct. 17 and from that date will be represented in Manhattan by Radio Sales, CBS station representative organization [CLOSED CIRCUIT, Oct. 3].

About a year ago, Radio Sales began representing WCAU in television in cities all over the country, also in radio with the exception of New York. This plan worked so well that WCAU considered its New York radio clients would get better service from Radio Sales and therefore decided to eliminate its New York office.

Decision will not leave WCAU's New York personnel on the unemployed list. Harold (Buzz) Davis, head of the New York office, will join Radio Sales as a radio representative contacting all stations. Anne Lawton will come back to Philadelphia to handle WCAU sales in the local territory.

It is probable that Miss Lawton will specialize on the TV side. Donald W. Thornburgh, WCAU president, recently split the sales staff of WCAU-AM & TV into separate units [BROADCASTING, Oct. 3]. Should this be the case there will then be six salesmen on TV and four on AM, with a service man on each side and Alex Rosenman in charge of both units.



CELEBRATING Tide Water Associated's annual kickoff luncheon at San Francisco's Ad Club, marking 23-years radio sponsorship of all Western State football games, are (l to r): Harold S. Deal, advertising and sales promotion manager of Tide Water Associated; Glen S. (Pop) Warner, former Stanford U. football coach; Carroll Hansen, CBS sportscaster; Thor Smith, president of the San Francisco Ad Club; Jack Shaw, Tide Water radio and TV sportscaster.

GRAND CENTRAL VOICE

Commercial Broadcasts In Gotham's Depot

COMMERCIAL broadcasts are the latest additions to the daily diet of travelers who pass through New York's Grand Central Terminal.

Using the terminal's public address system, sponsors of periodically-aired messages have taken over sound-waves formerly reserved for train and track information. Travelers, seeking the latter, must get it at information booths or station gates.

Profiting from this venture is the newly-formed Terminal Broadcasting Inc., with offices in room 1837 of the Grand Central Bldg. Commercials are sold at $350 weekly for the first 13 weeks. Sponsors receive 100 20-second spot announcements weekly, about 10 daily, some 50 minutes apart, on a rotating basis. The company reports that its 12-advertiser limit is sold out for the first 13 weeks.

Announcements aired after 2½ minute intervals, which are devoted to recorded music by Muzak and bulletins on news and the time are broadcast daily from 7 a.m. to midnight.

Among the first advertisers are Studebaker, Old Gold, Hamilton Watch, N. Y. *World-Telegram*, American Express, Schaefer Beer, National Carbon Co. for Prestone Anti-Freeze and for Ever-Ready Flashlight, Beechnut Gum, *American News* and *The Daily Mirror* and Luden's Cough Drops will start in November when Michael Todd for his broadway show, "As The Girls Go" drops out.

President of the company is F. Le Moyne Page, also president of Transportation Displays Inc., and vice president is Richard Blackwell, also BBDO vice president.

Gladys Hall Named

GLADYS L. HALL, secretary to A. D. Willard Jr. during his four years as NAB executive vice president, has been named secretary to Fred W. Albertson, partner in the Washington law firm of Dow, Lohnes & Albertson. Before joining NAB Miss Hall had been secretary to Harry Butcher, then CBS Washington vice president.

Woodruff Assoc. Plans

FRANK L. WOODRUFF, Assoc., New York, newly formed radio-television package firm, announced last week that it would hereafter be known as Woodruff Assoc. with offices at 1619 Broadway, New York. The firm also announced the appointment of Thomas A. Brownell, formerly with Shell Oil sales department and previously advertising manager of Cooper Cabinet Corp., as sales manager.

FIRST fall meeting of CBC board of governors will be held at Winnipeg, Oct. 17 and 18.

COOKE ADDS

Office and Key Personnel

APPOINTMENT of three new managers and the opening of new offices in Cleveland and Detroit were announced last week by Donald Cooke Inc., station representative.

The company has opened a Cleveland branch at 402 Swetland Bldg., with Howard McClenahan, formerly with Pan American Broadcasting Co., as manager.

Detroit office is at 1323 Penobscot Bldg. with Charles J. Sheppard, formerly of Lorenzen & Thompson, as manager.

In Chicago, the Cooke company has appointed Fred R. Jones, former manager of the Chicago office of Pan American Broadcasting Co., as manager. Mr. Jones succeeds Jerry Campbell, resigned.

Fred Symanski, former space salesman in Chicago, has joined the Cooke company's Chicago office. Coincidentally, it was announced that Cooke's Chicago office had been moved from 360 No. Michigan Ave. to 228 No. La Salle St.

Bond Appoints Cayton

BOND CLOTHES STORES, New York and coast to coast stores (men's and women's clothing), has appointed Cayton Inc., New York, to handle its television advertising. Effective Oct. 14, Bond Stores will sponsor *Bond Sports Show* on NBC-TV interconnected network.

Mr. Al Durante
J. Walter Thompson Co.
New York City

Dear Al:

Drapped in th' WCHS permotion office t'other day an' seen a buncha purty gals' pitchers on th' desk. I snooped 'round a leetle an' d'ya know what Al? Them pitchers was th' 15 year old gals what entered th' Lux Radio Theeater contest ter pick th' purtiest gal borned in 1934! Boy, waz some o' them gals purty, an' there waz a flock o' them, too! But what really impressed me wuz th' fact thet some o' them pitchers come from a hunnerd mile away! Jest think o' thet! Folks livin' way off a hunnerd miles considers WCHS their radio station! Yessir, ole WCHS really reaches out an' drags in th' business whether it be sales fer fellers like you, or pitchers o' pretty gals!



Yrs.
Algy

W C H S
Charleston, W. Va.

UNDUPLICATED PROGRAMS BUILD AUDIENCE

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Salesmen

Experienced commercial man for network station in large, fast-growing southwestern city. Ability to sell and maintain large accounts necessary. Splendid opportunity and permanency for right man. Box 674c, BROADCASTING.

Wanted — Salesman by progressive southwestern Mutual station. Commercial manager's job open. Salary plus commission. Box 763c, BROADCASTING.

Salesman for independent in large midwestern city. Must have proven sales record on independent station. Unlimited opportunity. Box 816c, BROADCASTING.

Salesman, single, preferably (because trips of 3 and 4 weeks duration) to contact radio stations over large area in southwest selling complete lines of supplies. Necessary to be familiar with station requirements, able to advise technically and be a salesman. Car is required. Company is well established. Satisfaction of accomplishment and earnings to the full extent of sales production. Box 817c, BROADCASTING.

Sales: Experienced commercial manager for 250 w network station, Iowa. Excellent opportunity for exceptional earnings, no ceiling. Send complete details, background, sales record, executive experience, references, photo, working arrangement desired. Confidential. Personal interview required. Write Box 829c, BROADCASTING.

Salesman. Real opportunity for aggressive hard working man in progressive market. Drawing account and commissions. State background, references. WGGA, Gainesville, Ga.

Announcers

Combination announcer-engineer for N. C. kilowatt. Accent on announcing. Tell all first letter. Send disc. Box 788c, BROADCASTING.

Wanted. Deep voiced, easy going "farmer's Arthur Godfrey" to disc jockey hillbilly participating record programs, natural ad-lib, occasional easy humor, ability to sell sponsor's products. Box 798c, BROADCASTING.

Opening for versatile announcer 1000 watt independent near Chicago. Personal interview required. Box 802c, BROADCASTING.

Announcer, veteran eligible for GI training. Must possess potentialities for developing into staff announcer. Mid-Atlantic. Box 823c, BROADCASTING.

Wanted for small progressive ABC affiliate, announcer to do steady staff job. Good opportunity for worker. Will consider inexperienced announcing school graduate but experience preferred. Send information and disc to Box 1792, Brownsville, Texas.

Announcer, strong on platters and news for CBS affiliate in eastern Pennsylvania metropolitan market. Good salary, pleasant working conditions. Send disc and letter to WHOL, Allentown, Pa.

Combination announcer-engineer. Strong on announcing, permanent, attractive offer. Send disc and information to WITZ, Jasper, Indiana.

Immediate opening. Engineer with announcing experience or potential. Pleasant working conditions, moderate climate. Write qualifications, salary requirements. WWGS, Tifton, Georgia.

Production-Programming, others

Wanted. Program director who is sales-minded, in a 600,000 population market. We go 5000 watts shortly. Midwest. Must be sober. Box 797c, BROADCASTING.

Help Wanted (Cont'd)

Radio director: Experienced male producer of educational programs wanted by eastern university. Producer over 30 years who can also announce and write shows desirable. State salary. Box 824c, BROADCASTING.

Program director and news editor combined, progressive small station in deep south. Community of 20,000 with application for 1 kw. Character and permanency as important as ability. Reasonable starting salary with advancement and earnings depending upon abilities shown. Give full qualifications and salary expected in first letter. Box 826c, BROADCASTING.

Situations Wanted

Managerial

Head of radio advertising agency thoroughly experienced in all types station operation desires station ready to capitalize on his experience to cut down expenses and increase radio audience and sales. Proven sales and program plan. Box 705c, BROADCASTING.

Looking for a man with showmanship, sales ability and managerial know-how? Modest personable fellow, experienced in programming, sales and station management? A family-man in his thirties? A "dyed in the wool" New Englander? Write to Box 791c, BROADCASTING.

Manager, 8 years experience 250 and 1000 watters. Combine sales and management. Box 806c, BROADCASTING.

Hard working, steady manager looking for change. Experienced in sales, program director and announcing. Prefer Ohio or vicinity. Married, college graduate, presently employed. Will consider all reasonable offers. Write Box 810c, BROADCASTING.

Commercial manager: Outstanding sales record. Highest references. Experience covers 250 and 50,000 watt operation. Must be able to earn minimum $5000 per year with bonus over stipulated volume of department sales. Available within 30 days. Box 813c, BROADCASTING.

Salesmen

Desire start in sales. Full knowledge of broadcasting. Six years as engineer, aggressive. College business administration, Box 807c, BROADCASTING.

Announcers

Disc jockey, college graduate, two years first string music critic on major New York paper, later columnist with daily feature on music and recordings. Author of several books on recordings and the record industry. Following one year on large eastern regional in major metropolitan market have genuinely impressive sales record and an excellent rating against severe competition. Program is distinctive, friendly definitely not pompous. Own one of world's largest private record libraries, new four-place airplane. Available because present station is leaving the air. Desire to become part of community and do conscientious job for community, station and commercial accounts. Will guarantee show to attract interest, listeners and sales results and to be a credit to your station. Able to co-operate fully with sales department and promotion. If you are looking for a feature to build up your station rating, sales record and prestige, I can supply it. Box 681c, BROADCASTING.

Just completed summer replacement, one disc jockey-announcer. Independent and affiliate experience three years. Married, family. Expert console operation. Disc on hand. Prefer personal audition. Extensive knowledge pops and classics. Box 718c, BROADCASTING.

Situations Wanted (Cont'd)

Announcer. College grad, 22, available immediately, anywhere. Disc, photo and references on request. Box 682c, BROADCASTING.

A-1 experienced morning man for regional to 50 kw station anywhere in United States. College graduate, 27, 9 years experience announcing, programming and selling. Excellent record. Excellent references. Trained and telegenically suitable for television. Seeking advancement. Desire to make change before or shortly after April 1, 1950. Will endeavor to arrange personal interview and audition anywhere east of Mississippi River. If your Hooper's draggin', I'll soon have you braggin'! Box 699c, BROADCASTING.

Experienced announcer, salesman. "You tell me your tale I'll tell you mine." Box 720c, BROADCASTING.

Announcer proficient in variety of programs including play-by-play baseball. Experienced five years in midwest. References excellent. Veteran, unmarried. 26. Box 729c, BROADCASTING.

Experienced play-by-play and staff. Presently employed metropolitan New York area station. Desire immediate change. Disc plus top references. Box 739c, BROADCASTING.

Excellent newsman and staff announcer, easy ad-lib interviews. Extensive experience programming and production, married, degree, desires permanecy with future. Box 770c, BROADCASTING.

Announcer, car, experienced, DJ, news, spots, remotes, sports. State offer. Must have day off. Box 804c, BROADCASTING.

Experienced top sportscaster, single, 25, play-by-play all sports. Box 781c, BROADCASTING.

Announcer, radio training two years. Excellent deep voice, pleasing style and selling power. Want initial break to get needed experience. Excelling in commercial copy and newscasting. Can handle all sports. Know control board. Will travel anywhere. Available immediately. Disc and background on request. Answer all offers. Box 782c, BROADCASTING.

Play-by-play announcer, experienced in all phases of college and high school sports and staff work. Desires station with full sports schedule. All offers considered. Box 785c, BROADCASTING.

Announcer, program director. Experienced. Single, excellent references either position. Box 786c, BROADCASTING.

Announcer. Experienced. Presently employed NY station. Top commercial delivery that will sell. Seek staff position with northeast station only. Console. Disc on request. Box 787c, BROADCASTING.

Eight years, sports, discs, events, news, college graduate, married, employed. Box 789c, BROADCASTING.

Versatile announcer-singer; own piano accompaniment. Anywhere. Disc, details. Box 790c, BROADCASTING.

Announcer, three years experience in all type air show except play-by-play sports. Now with topflight midwest station. Wants position in good market career station. Box 793c, BROADCASTING.

Wanted. Position on announcing staff of station assuring security and promotion. To offer three years of experience in special events, news, production, personality shows, promotion, programming. Excellent references. Box 799c, BROADCASTING.

Announcer, 25, three years, want to assist news editor. Have done rewrite and broadcast news. Box 800c, BROADCASTING.

Combination man experienced commercial copy, sports, DJ, remotes. What is your offer? Desire off day. Box 805c, BROADCASTING.

Announcer, qualified for console, copywriting, DJ, music librarian, newscasting-editing, production. Non-commercial experienced. Always strives for perfection. Desires position in or west of Rockies. Start $40 per week. References, photos, dics on request. Box 809c, BROADCASTING.

Situations Wanted (Cont'd)

Eight years commercial, disc, news. Eighty-five guarantee after ninety days. TV experience. Married. Employed. Box 815c, BROADCASTING.

Schooling, had it. Ambition, got it. Experience, want it. Letter, photo, disc and references upon request. Box 819c, BROADCASTING.

Announcer, 8 years experience all phases on rural independent kilowatt and net affiliate. Employed farm editor, assistant PD. Desire southeast. Available immediately. Box 811c, BROADCASTING.

Inexperienced announcer, good voice, graduate of leading radio school. Willing to travel. Want to learn. Box 821c, BROADCASTING.

Staff announcer, one year experience with all types of shows, single, veteran. Available immediately. Box 822c, BROADCASTING.

Newsman-emcee-announcer. Three years radio, two years newspaper reporting. University degree in radio broadcasting. Warm, friendly voice, proven record. Presently employed, desire midwest. Full details on request. Box 825c, BROADCASTING.

Experienced, competent news-editor, 'caster. Versatile announcer. Baseball play-by-play, some football. Excellent references. Married. All offers answered. Box 834c, BROADCASTING.

All-round announcer and writer with one year experience. Conscientious and dependable. Thank you. Box 835c, BROADCASTING.

Alaska-Canada stations. This experienced announcer, continuity writer, newsman, who can operate console desires position. Excellent references, disc available. Box 837c, BROADCASTING.

Announcer: Age 30, single, 3 years experience all phases. Accent on news. Information on request. Box 838c, BROADCASTING.

Announcer, experienced, topflight disc jockey, good commercial man, lively and polished personality, combination man, news, remotes, program ideas, good following, fine appearance, want new horizons. Box 839c, BROADCASTING.

Attention Wisconsin. Combo man, 18 months training, 6 months experience California, wishes to settle in home state. Married, sober, willing student. Available immediately, will travel. Box 322, Evanston, Ill.

Announcer, 14 months experience Mutual affiliates. 24 single, operate console. Michael Gulla, 5009 S. Talman, Chicago 32, Ill. Republic 7-5791.

Sports and news are specialties; also thoroughly experienced disc, commercials and console operation. Full details play-by-play audition. Available to established stations and new ones on air by January first. Paul Klose, 1519 South Second, Louisville, Ky.

Announcer, need opportunity to demonstrate I can do good general announcing. Emphasis on news and sports. 15 months experience. University radio graduate. Dale Low, 212 Bedford, Moberly, Mo. Telephone 726.

Announcers, good early morning men. Top commercial men available. Trained in all-round announcing, writing and production. Pathfinder School of Radio, 1222-A Oak St., Kansas City, Mo. HA-0473.

Experienced announcer, 2 years. Full knowledge of control board operations, will travel. Bill Webber, 1199 Hancock St., Brooklyn 21, N. Y.

Young announcer wants starting position with small progressive radio station. College radio major with excellent references. Also continuity writing. Will send disc. Fred Wright, 2540 Hemlock St., Cincinnati 6, Ohio.

Announcer or engineer. Near Chicago. Good references. Previously employed WATT. Art Youngdahl, 1400 E. 53 St., Chicago 15, Ill.

Technical

Engineer first phone, graduate leading school, AM-FM-TV, car, willing to travel. Box 743c, BROADCASTING.

Holder of first class telephone license. Young, vet, married. Any offer will be considered. Box 758c, BROADCASTING.

Chief engineer, 2 years college. 5 years experience in installation, maintenance and operation of AM and FM studio and transmitter equipment. Want permanent position with progressive station. Sober, excellent references. Box 780c, BROADCASTING.

Situations Wanted (Cont'd)

Experienced transmitter operator desires permanent position with progressive station. Married. Will travel. Box 783c, BROADCASTING.

Combination engineer-announcer, first phone, inexperienced, learn quickly. Graduate leading school. Single, car, immediately available. Prefer southeastern part. Box 784c, BROADCASTING.

Chief engineer now employed. Desires change to larger station. Box 792c, BROADCASTING.

Available immediately. Transmitter engineer. Vacation experience. Attended two well known schools. First class license. Remotes, console experience. Car. Will travel. Box 801c, BROADCASTING.

Engineer, first phone. Two years experience. Net affiliate and independent. Willing travel. Box 814c, BROADCASTING.

Engineer, married. Fourteen years experience studio, recording, transmitter. Give details. Box 818c, BROADCASTING.

Engineer with two years experience, single, 23 years old desires engineering position. Available immediately. Box 827c, BROADCASTING.

Engineer, 1st phone, 1 year broadcast experience xmitter, console, remotes, single, 21, presently employed, desire change. Available short notice. Have car, travel anywhere. Box 828c, BROADCASTING.

Engineer, 21 months experience transmitter and remotes. Graduate RCA Institutes. Prefer within 750 mile radius NYC. Box 833c, BROADCASTING.

Engineer, nine years varied technical radio. Last 2½ broadcast. Presently chief regional. Will consider all offers including chief regional or local or other job with larger station. Married. Permanent. Sober and hardworking. Box 836c, BROADCASTING.

Engineer—Radiotelephone first, married, car, will travel anywhere, dependable, sober. Want permanent location, can announce. Pay secondary, available immediately. V. P. Bochenko, 58 Concord St., Johnson City, N. Y.

Young man, 1st phone license. High school and radio television school graduate. No experience, would like a start in broadcasting. Will travel middle Atlantic or New England states. Robert Clarkin, 431 78 St., Brooklyn 3, N. Y.

Man with first class ticket desires position. Single, will go anywhere. W. M. Dickinson. 515 West 5th, Mitchell, S. D.

Position desired, graduate 18 months engineering course, holder first class phone license, 7 months broadcast experience AM-FM transmitters, also some experience mobile equipment, one year servicing AM, age 29, married, references upon request. State wages. Nobel Garrett, Box 121, Hiawassee, Georgia.

Wanted. Position in broadcasting field. Hold first phone license. Impartial to locality. Recent graduate of ERTI in Omaha. Age 19. For further information wire or write Elmore Haney, Bureau, Ill.

Plus, plus, plus. Engineer, first class license. 22 years experience. 17 years WDRC 5 kw directional with 7 as transmitter supervisor. Last 21 months chief KSIL 250 watts. Plus program, writing, control room, recording experience. Plus top references. Desire permanent position southwest or Florida. Available now for personal interview. Jim Keefer, KSIL, Silver City, New Mexico.

Job seekers—First class license, forty weeks schooling in radio. No experience. Married. Will take job anywhere. Vernon McMullen, Clarinda, Iowa.

First phone license. Vet, 25, have car, will travel. James Turner, 6609 Avenue T, Brooklyn 34, N. Y.

Production-Programming, others

Writer-announcer, AB Swarthmore College, radio work at Northwestern University, acting experience. Desire contact with small progressive station. Will go anywhere. Salary secondary to possibilities for advancement. Details and disc upon request. Box 756c, BROADCASTING.

Available immediately for Washington, D. C. area—trained college graduate, experienced in traffic and copy. Excellent voice. Box 795B, BROADCASTING.

Top newscaster. Age 30. 3 years experience. Particulars on request. Box 865c, BROADCASTING.

Newsman to report, write, broadcast. 50 experience. Journalism degree. Box 581c, BROADCASTING.

Situations Wanted (Cont'd)

Continuity writer, radio school graduate, reliable, energetic, excellent commercial copy. Box 751c, BROADCASTING.

Program director—Knows programming, production, administration. Can deliver these plus excellent newscasts and ad-lib interviews. College degree. Experienced rural and metropolitan areas. Wife experienced writing and airing women's programs, traffic. Available October, personal interviews. Box 769c, BROADCASTING.

Young woman, nine years experience general routine all departments. 250 network station. Capable handling office, sales, accounts, correspondence, bookkeeping, payroll, traffic, script. Box 771c, BROADCASTING.

It's a family affair. Two top drawer radio people desire position with large established station. Both husband and wife offer three years experience in air work, programming, production, promotion. College background. Now with midwest network affiliate. Box 794c, BROADCASTING.

Production—programming. Highly competent writer, announcer. Experienced program director. Capable, conscientious. Seven years of radio. $75 per week. Box 796c, BROADCASTING.

Desire position combination program director-announcer. College and radio school. News, sports, remotes, commercials, deejay. Have car. State offer outlining duties. Box 803c, BROADCASTING.

Editor: Newspaper editorial background. Experienced newscaster and radio copywriter, local and national. Excellent mike voice. Washington news connections. Highest references. Box 812c, BROADCASTING.

Attention: Stations in Rockies and west. Competent program director with following qualifications; experience selling, copywriting, announcing, programming, sound knowledge station operation. ability to build programs with listener and sponsor-appeal, increase sales, prestige, Hooper of station, versatile, network quality voice. Employed but wish advancement and permanent location west. Best references, disc, details on request. Box 808c, BROADCASTING.

One man copy department. Experienced radio and agency. Married, reliable, no drifter, presently employed. Let me prove commercials can have listening as well as sales appeal. Bill Mathers, 1707 Concord Court, Kansas City 4, Missouri.

Television

Production-Programming, others

Producer-director. Over two years experience in network originating station. Studio, remote, film, traffic, network coordination. All sports productions. Ability to train inexperienced personnel. Paying program ideas. Married. College. Present station knows of this ad. Full particulars, references on request. Box 640c, BROADCASTING.

4 years in television writing, producing and directing. Background includes stage and films. Desire to make change. Available about November 1st. Would prefer new station desiring services of a thoroughly qualified and experienced TV production man. I am not a TV school graduate looking for an in. Address Box 820c, BROADCASTING.

For Sale

Stations

For sale, New York city area AM station, $125,000. Broker. Box 830c, BROADCASTING.

Equipment

FM station equipment for sale. One GE 3 kw transmitter with console, audio rack complete with monitors. Just like new. Save $5000. Write Box 542c, BROADCASTING.

Sacrifice, broadcasting equipment, transmitter, limiter, mod. monitor, antenna coupling unit, tape machines. KATE, Albert Lea, Minnesota.

250 watt GE FM transmitter, GE station monitor, GE audio equipment and 4 bay GE antenna brand new. Please write for particulars. KFXM, San Bernardino, California.

For Sale (Cont'd)

RCA 250k transmitter $1650, Ideco 399 ft. guyed tower complete with lighting equipment $3800, W. E. 54-A FM antenna $1500, RCA 76-B console $500, RCA modulation monitor $235, miscellaneous microphones, speakers and amplifiers. WABB, Mobile, Ala.

Equipment. Make an offer. Two Blaw-Knox 200 feet towers, RCA modulation monitor type 66A, RCA frequency monitor type 311-AB, 2 Westinghouse motors, 3 phase, 4 h.p. and 15 h.p. WEEU, Reading, Pa., Harold E. Schearer, Chief Engineer.

RCA No. 768 console, serial 1008. Splendid condition. Now in use, $350.00. WHAR, Clarksburg, West Virginia.

One 170 ft. Wincharger 101 tower in good condition. WHSC, Hartsville, South Carolina.

Guyed, insulated tower of 5" tubular steel, 120 feet, is yours free if you remove from third-floor roof location and provide adequate insurance to cover removal. WJOB, Hammond, Indiana. Phone Sheffield 8400.

Western Electric 109AA reproducer group complete with spare 9A head. 100 watt remote transmitter with crystals for 2058, 2150, 2790. Make offer. WLTC, Gastonia, N. C.

One 12 X Collins remote amplifier and case. In perfect shape $200.00. Two 551-A Fairchild recording heads newly packed. Like new. $75.00 each. United Sound Systems, 5840 Second Blvd., Detroit 2, Mich.

Wanted to Buy

Stations

If you are interested in selling your regional or local station I am interested in buying. Price must be fair and full information furnished. Box 765c, BROADCASTING.

Equipment

1000 watt or 2500 watt transmitter in good condition, in use not over five years. Send price and details to William A. Masi, 33 Hudson Avenue, Maplewood, N. J.

Wanted—Gates 76-B console or equivalent. Must be in good condition. P. O. Box 1479, Honolulu.

Wanted—Frequency monitor to operate on 1450 kc and which still meets approval of FCC. Would also like to buy a modulation monitor. Would prefer General Radio. Write WXLT, Ely, Minn.

Miscellaneous

Looking for a better job? Let experts help you. Apply the professional way with a clever brochure on yourself. Fees reasonable. Personal Services, Box 1448, Bakersfield, California.

Situations Wanted

Managerial

CP Holders Attention!

Manager-program director-chief engineer-sales manager-four men totaling 35 years active broadcast experience—want to work together. Experience ranges from 250 independents to 5 kilowatt network. CBS-ABC-Mutual affiliate experience. All qualified as above average announcers and newsmen. Collectively we can increase sales and station quality. Experienced in building stations from ground up. Prefer working with brains and elbow grease. Not interested in arm chair management. If necessary these four can assume duties of full staff.

BOX 831c, BROADCASTING

Situations Wanted (Cont'd)

Seasoned, nationally known, top network executive with exceptional program, sales, merchandising and public service background is interested in station managership. This executive will integrate himself and his station in the community while making talk and profits. A station with a television future preferred and participation in profits or ownership would be part of deal.

BOX 832c,
BROADCASTING

Announcers

MY TEN YEAR SPORTSCASTING BACKGROUND IS BEING WASTED

Present employers dropping local sports, so I'd like a new job with sports-minded station with TV prospects. Network AM and TV play-by-play experience, all sports including major league baseball. Excellent news and special events background. Established reputation, finest references.

BOX 725c, BROADCASTING

ABILITY AVAILABLE
SAVE MONEY . . .
USE OUR GRADUATES!

We have well-trained personnel who are qualified to handle several phases of radio simultaneously. They have had actual experience in Metropolitan radio stations as:

ANNOUNCERS DISC JOCKIES
COMMERCIAL WRITERS ACTORS
PRODUCERS SCRIPT WRITERS

Over 200 radio stations have taken advantage of our service. Give us your requirements and we will send resumes, photos, and discs.

WRITE OR WIRE COLLECT
COLUMBIA INSTITUTE
9th & CHESTNUT STREETS
PHILADELPHIA 7, PA.

School

The SCHOOL of RADIO TECHNIQUE

● NEW YORK ●
HOLLYWOOD ● CHICAGO
America's Oldest School Devoted Exclusively to Radio & Television

Comprehensive Professional Day and Evening Courses in all phases of Radio and Television Broadcasting taught by Network and TV Professionals.

Moderate rates. Inquire!
Send for free Booklet B.
Approved for G.I. Training in New York and Chicago Branches.

NEW YORK 20, N.Y.: RADIO CITY, R. K. O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue
HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

(Continued on next page)

HE STAYS IN

New Use For XL Sign

THE XL STATIONS of the Pacific Northwest Broadcasters post, on secondary highways, signs bearing call letters of member stations in the various coverage areas. Until recently, promotion had been the signs' only use. However, one of the plaques posted in the Missoula, Mont., area has taken on a new meaning, as evidenced by the following letter from a listener to the KXLL Missoula promotion department:

Dear Sirs:

Enclosed is a picture we took of our bull. He was breechy and we just couldn't do anything to keep him inside a fence. We found your sign on the fence, put a chain in the hole in the middle of the bottom and the holes at the top were spaced just right to put on his horns. Really does work in keeping him in. He is a good advertisement, as everyone really looks at him as they go by. Thought you'd like a picture so we took this one. Like your program in the afternoon.

Vadan I. Scruggs
Stevensville, Mont.
Route 2



. . . No more meandering.

Rhodes Sponsors

RHODES PHARMACAL Co., Cleveland, for Imdrin, is sponsoring Gabriel Heatter and the news on Mutual Tuesday and Thursday at 8:30 p.m. CST. Contract, signed for 13 weeks through O'Neil, Larson & McMahon, Chicago, is part of the firm's $2½ million advertising campaign to promote its arthritic-rheumatic remedy.

Miscellaneous

TRANSMITTING
TUBES REPAIRED
Lewis and Kaufman, Inc.
Box 337, Los Gatos, Calif.

On All Accounts

(Continued from page 14)

capacity, he produced the show when it switched to the first regularly sponsored radio and television simulcast. One year later he was named supervisor in charge of new radio and television programs. While thus occupied he also functioned as producer of *The Fred Waring Show* and *The Arrow Show*. Three months ago he was promoted to his present post as supervisor of operations for both radio and television for the agency.

The Ericksons have been married for eight years. They have a home in New Canaan and an apartment in Manhattan.

Rod's hobbies include an interest in foreign cars (he owns an MG) as well as swimming and skiing.

Willard in Hospital

A. D. WILLARD Jr., who resigned recently as NAB executive vice president, is a patient in Alexandria (Va.) Hospital. He was taken to the hospital Monday suffering from a burst appendix. His condition was reported somewhat improved Thursday. If treatment continues to be effective he will be taken home in about a week to rest preparatory to surgery.

McFARLAND BILL

No Action This Session

THE McFARLAND communications bill to reorganize FCC along procedural lines—viewed last June as legislation most likely to succeed—will have to lay over until the next session of the 81st Congress beginning in January.

Delay was virtually assured last week after ranking members of the House Interstate Commerce Committee conferred informally among themselves and with House Speaker Sam Rayburn (D-Texas). The committee decided to defer action in view of imminent adjournment and in deference to Speaker Rayburn's request that "no controversial" legislation be taken up at this time.

In disclosing the decision Rep. George Sadowski (D-Mich.), chairman of the FCC-FTC-SEC subcommittee and acting committee head in the absence of Commerce Chairman Robert Crosser (R-Ohio), said the House plans to adjourn shortly and committee members were not desirous of holding necessary hearings, at least not this year. He noted, too, that the recently-passed pay measure for FCC and other agency heads had "outmoded" the salary provision in the bill authored by Sen. Ernest McFarland (D-Ariz.) and passed by the Senate [BROADCASTING, Oct. 3].

Failure of the House to muster the bill out this session was attributable to fresh opposition not evidenced at the Senate Interstate Commerce hearings, the inclusion of the pay provision which singles out FCC for raises, and the general backlog of legislation with which the House had to deal since the measure (S 1973) was referred to the House Commerce group for its concurrence.

CANTOR ADVICE

Urges Loyalty to Sponsors

EDDIE CANTOR levelled a blast at program ratings, but praised programs that sell merchandise, at a news conference Monday in Chicago. Between performances of the National Television and Electrical Living Show at the Coliseum, where the veteran entertainer is breaking attendance records, he declared: "I wouldn't have lasted 19 years in radio if I had relied on the songs and jokes alone. I have long since learned that selling your sponsor's goods is more important to him than a high rating."

Advocating "integrity" among radio performers, Mr. Cantor recommended they be loyal to the products they advertise. He revealed that when he recently terminated his contract with Pabst Brewing Co., a competitor sought his services. He turned down the proposal, he said, because he felt "it was the honorable thing to do." Part of his current work is to make appearances before wholesalers of products manufactured by his present sponsor, Eversharp Inc., in an effort to boost sales, he said.

Crystal Gazers

WHEN WSAV scheduled the ad, "We're Batting a Solid 630," for release in BROADCASTING, Oct. 3, station officials hoped that the top teams in the American and National Leagues would end the season with precentages somewhere near 630. So what happened? That's exactly how the World Series contenders finished—630 on the nose.

SCRIPT CONTEST

For H. S. Students

THE Third Annual Voice of Democracy contest for best broadcast scripts by high school students got under way last week when guide manuals and rules were sent to all NAB stations, 28,000 public, private and parochial schools, and Junior Chamber of Commerce chapters.

Three associations jointly sponsor the contest—NAB, Radio Mfrs. Assn. and the U. S. Junior Chamber of Commerce. Endorsing the contest is the U. S. Office of Education.

NAB will send model broadcasts to all member stations, and non-member stations desiring them starting Oct. 15. These are to be run during National Radio Week Oct. 30-Nov. 5. Students will start writing and rehearsing their scripts during that week, with local winners to be announced Nov. 12.

Local winning broadcasts will be sent to state Jaycee headquarters by Nov. 19. Statewide judging will be completed Nov. 26 by judging panels selected by the state associations. These are to be sent to NAB headquarters for national judging, with the four national winners to be announced Dec. 15.

Winners will be given a week in Washington in late February at which time they will receive their awards. The presentation will take place Feb. 22.

The 1948 contest drew over a quarter-million contestants.

FM Football Net

A FOURTEEN-station FM network in Pennsylvania, New York, West Virginia and Ohio is carrying the play-by-play broadcasts of Duquesne U. football games this season. It is known as The University Broadcasting System. Broadcasts originate at the various fields through the facilities of WDUQ Pittsburgh, the university's new FM station, and are relayed to WPIT Pittsburgh, first link in the network. From WPIT they are beamed to: WBUT Butler, Pa.; WWHG Hornell, N. Y.; WPAR Parkersburg, W. Va.; WJTN Jamestown, N. Y.; WJPA Washington, Pa.; WCLT Newark, Ohio; WWST Wooster, Ohio; WKST New Castle, Pa., and WLEU Erie, Pa.

Florida Opportunity

$50,000.00

An unusual situation in one of Florida's most desirable markets. This station is showing modest profits, but is completely undeveloped and needs capable, aggressive management. Living conditions are ideal and business is constantly growing. Price for 100%, $50,000.00. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	333 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

AAAA's Appraise

(Continued from page 25)

'Where Do We Go From Here?"

Lead-off man in that discussion was Donald W. Stewart, advertising manager of The Texas Co., who told the agency people television would probably make more money than ever before, even though at present 15% commissions from the medium may not cover agency costs.

He expressed the belief that big, one-hour TV shows do not need to be seen more than once every two weeks, instead of weekly as is his company's Milton Berle program. By going on such a basis, the advertiser can be on all year without summer hiatus. That would give more advertisers a chance at choice TV time, in addition to saving the individual advertiser one-third of his expenditure.

Louis G. Cowan, president of the Louis G. Cowan show-packaging company, believed radio "is not dying" although he expected television to grow to "undreamed of proportions" if its programming is done well enough.

Agencies Position

Mr. Cowan expressed the belief that TV programs would be developed not by agencies, but by network, Hollywood and independent show packagers. He believed agencies would not be able to afford the staffs to experiment with and become TV show producers. He predicted show costs will get higher but will be worth it to the adviser.

Charles Underhill, CBS director of television programs, forecast video's great successes to come will be in fields closer to the theater than to radio. For example, he believed that TV will not be as important a news medium as radio, unable to match radio's instant spot coverage and immediate analysis. He forecast that TV will follow talent and that therefore Hollywood will become an important point of program origination.

He also forecast that it is only a matter of time before costs of TV programming via films come down so that celluloid will be merely another method of video production, just as transcriptions provide another method of radio production.

Richard de Rochemont, producer of the "March of Time," described the problems involved in MOT's production of *Crusade in Europe*, the TV film series based on Gen. Eisenhower's book. He expressed dissatisfaction with the commercials attending the series, which is sponsored by Time Inc. over ABC. He believed if the agency of the sponsor had been called in at the beginning of production, instead of at the end, the commercials would have been better. The agency should be in at the beginning of production, he recommended. He urged agencies to farm out men at agency expense to film companies to learn motion picture production.

Paul Raibourn, vice president, Paramount Pictures Inc., said he believed the current furor over color television was stimulated by Washington officials who want the public to know that color is only a few years off. He asserted set manufacturers and telecasters had not stimulated the color investigations but on the contrary were "scared to death" of the question.

John Crosby, radio and television critic for the *New York Herald Tribune*, answered the question, "Where Do We Go From Here?" by saying he did not think radio is going anywhere. "Radio has already been there," he said.

Mr. Crosby explained that he felt radio was no longer producing programs as well as it could but was merely trying to produce successful shows. This, he said, was "striving downward." He held out hope for television which, in his opinion, has not yet begun to strive "downward."

Harriet Van Horne, radio editor of the *New York World-Telegram*, urged a three-point platform to improve TV commercials. She called for a more honest approach, more realism and better presentation of products in terms of the viewer's interest.

Arthur C. Nielsen, president of the A. C. Nielsen market research firm in Chicago, asserted in a speech Wednesday that "television deserves attention, but don't sell radio short."

Mr. Nielsen envisioned "some rapid and important shifts in advertising media," with a "spectacular growth for television inevitable in the wake of the amazing growth of radio." But, he cautioned:

"The danger to you is not so much that you may overlook TV's opportunities, but that you may turn your backs on radio without justification." He cited the gain in radio homes from 28,800,000 in 1940 to 39,281,000 in 1949, accompanied by a 53% increase in home-hours of daily radio usage during the last six years.

FULL-hour Spanish Network program with live talent started by Broadcasting Corp. of America's Western Network. Show will originate at KPRO Riverside, Calif., and be aired over 11 southern California stations.

WOR-TV STAFF

Smith Is Production Mgr.

JEFF SMITH, former production manager of WOR New York, last week was appointed production manager of WOR-TV New York, it was announced by Julius F. Seebach Jr., vice president in charge of programs for the new television station.

Mr. Smith joined WOR as an engineer in 1942, having been formerly with Erwin Wasey & Co., New York. He later moved to the program department as a production supervisor.

Mr. Smith's former assistant, William C. Taylor, will replace him as WOR production manager, with Frank Muckenhaupt, night supervisor, moving into the assistant's post. Frank Miller moves from traffic to take over the vacancy as night production supervisor.

WOR—TV

(Continued from page 48)

Flagstaff Foods. Peils Beer has signed to sponsor half the boxing matches from Westchester on a rotating basis—that is, the first half of the card one week and the second half the next.

Pequot Mills, Shick Razors and Greystone Press have contracted for one-minute spots in several of the programs. Station breaks and participations have been bought by Petri Wines, Pepsi-Cola and D'Arrigo Brothers (vegetable distributors), Pall Mall, Seidenburg Cigars and time signals by Longines.

J. R. Poppele, vice president in charge of engineering for WOR-TV, gave these details of the equipment which generates the station's TV signal:

"While the physical aspect of the WOR-TV transmitter installation is unique—its 760-foot steel tower which supports the transmitting is the largest self-supporting TV or radio antenna in the United States—the technical installation is also most unusual.

"The primary installation is General Electric, but we did not confine ourselves to GE equipment exclusively.

"Our plans called for the utilization of the best electronic equipment manufactured by the three leading television companies—GE, RCA and DuMont. This consolidation has given WOR-TV the benefit of the research of all those manufacturers and, I believe, the very best transmitter in the country.

"We have combined our TV and FM facilities from the operational point of view, and both transmitter facilities are housed in a specially designed, metallic shielded brick building. It has a minimum of window space to keep out extraneous electronic interference.

"While the overall height of our tower and antenna is 810 feet above the ground, it is built on the Palisades 240 feet above the Hudson River. Thus, the antenna mast of the tower, 1,050 feet high, is the second highest in the area.

"We have an electronically and physically sound installation, and certainly one of the most unusual in the industry."

Groundbreaking for the transmitter and transmitter building took place on Aug. 30, 1948. Construction work on the tower was completed nearly a year later—July 9, 1949. WOR-TV's signal went out on the air for the first time on the evening of Sunday, Aug. 14. This unannounced "sneak preview" drew responses from all over the map. Philadelphia, Poughkeepsie and New Haven were among the towns that phoned WOR-TV to praise its signal, or just to confirm they were really seeing WOR-TV for its first time on the air.

Pioneer in TV

WOR personnel had been experimenting in television ever since it was first invented. World War II interrupted the engineering experiments, but WOR leased program facilities from DuMont in New York and WRGB (TV) in Schenectady and from 1943 to 1945 presented 124 telecasts over these stations.

Following the war in 1945, WOR was granted a construction permit for its station WOR-TV. The North Bergen transmitter site was chosen and in June 1948 the CAA approved WOR plans to locate its transmitter there. Construction began in August.

For the First Time

NEGRO RADIO PROMOTIONAL AND COUNSELING SERVICES

ENGINEERING — ADVERTISING
FINANCIAL — SALES
PROMOTION — ADMINISTRATION

Negro Radio Statistical Surveys Made in Major American Cities

MEDIA BROKERS

KYLE, CARTER & EUBANKS

6 EAST LAKE ST., CHICAGO 1, ILL.
(AT STATE AND LAKE)
PHONE: FRANKLIN 2-4344

Only a combination of stations can cover Georgia's first three markets



WAGA ATLANTA 5000 W · 590 Kc
WMAZ MACON 10,000 W · 940 Kc
WTOC SAVANNAH 5000 W · 1290 Kc

The C.B.S. Affiliates in GEORGIA'S First 3 Markets

The Georgia Trio

Represented, individually and as a group, by THE KATZ AGENCY, INC.

BMI

Announces

The Year's Concluding

PROGRAM DIRECTORS' and LIBRARIANS' CLINIC

to be held in New York

MONDAY, OCTOBER 24

and

TUESDAY, OCTOBER 25

Broadcasters have hailed the series of Clinics as one of the finest and most helpful services offered by BMI.

CLINIC HIGHLIGHTS

- ★ **Outstanding speakers on "Management of Independent Stations"**
- ★ **Important Panel on Building, Operating and Programming a TV station**
- ★ **Backstage Tour of Radio City Music Hall**
- ★ **A Real Celebrity Cocktail Party**

ENROLL NOW!

Because of the approaching Holiday Season this will be the last Clinic to be conducted until early in 1950.

There is no charge for the two-day course.

Send your registration immediately to

ROY HARLOW, Director of Station Relations

BROADCAST MUSIC, INC.

580 Fifth Avenue **New York 19, N. Y.**

FCC Actions

(Continued from page 68)

October 5 Decisions . . .

BY THE SECRETARY

WHIO-FM Dayton, Ohio—Granted license new FM station Chan. 256 (99.1 mc) 19 kw, 515 ft.

KBUR-FM Burlington, Iowa—Granted license new FM station Chan. 225 (92.9 mc) 52 kw, 340 ft.

WDSU-TV New Orleans, La.—Granted license new commercial TV station.

WHIO-TV Dayton, Ohio—Granted license for new commercial TV station.

KVOB Alexandria, La.—Granted license change in frequency, increase power, install DA-N, change type trans. and change trans. location.

WHHM Memphis, Tenn.—Granted CP to change trans. location.

WAML Laurel, Miss.—Granted CP to install new trans.

Alexandria Bcstg. Co. Inc., Alexandria, La.—Granted CP new Remote Pickup KA-4271.

Fort Worth Bcstg. Co., Area Fort Worth, Tex.—Granted CP new Remote Pickup KA-4270.

Following were granted mod. CPs for extension of completion dates as shown: KAKC-FM Tulsa, Okla. to 4-1-50; WARD-FM Johnstown, Pa. to 3-31-50; WCBS-TV New York to 1-10-50; KDYL-TV Salt Lake City, Utah to 4-1-50; WFMY-TV Greensboro, N. C. to 12-2-49; KRON-TV San Francisco to 1-3-50; WTVN Columbus, Ohio to 11-15-49; WNBQ Chicago to 1-20-50; WLAV-TV Grand Rapids, Mich. to 1-15-50; WJAC-TV Johnstown, Pa. to 1-30-50; KMPC Los Angeles, Calif. to 4-1-50; WMBI-FM Chicago to 1-1-50; WCOD Richmond, Va. to 12-23-49; WJIZ Hammond, Ind. to 11-16-49; WGTR Paxton, Mass. to 2-1-50; KRFM Fresno, Calif. to 4-27-50; WIBA-FM Madison, Wis. to 4-11-50; WELI-FM New Haven, Conn. to 4-10-50; WROV-FM Roanoke, Va. to 5-5-50; KBMT San Bernardino, Calif. to 4-27-50; WWOL-FM Buffalo, N. Y. to 4-1-50; WAFM Birmingham, Ala. to 4-1-50; WARL-FM Arlington, Va. to 12-18-49; KNOB Long Beach, Calif. to 1-22-50; WJPF-FM Herrin, Ill. to 12-31-49; WHHS Havertown, Pa. to 12-15-49; KNBC-FM San Francisco to 11-12-49; KOWN Conway, Ark. to 4-22-50.

KMSU Missoula, Mont. to 10-19-49; KYUM Yuma, Ariz. to 3-15-50; KFDW Helena, Mont. to 10-30-49; WWRL Woodside, N. Y. to 12-31-49; WICU Erie, Pa. to 4-1-50; WNBK Cleveland to 12-12-49; WAFM-TV Birmingham to 1-1-50.

WNEX-FM Macon, Ga.—Granted license new FM station; Chan. 245 (96.9 mc) 41 kw, 415 ft.

WPGH Pittsburgh, Pa.—Granted CP to mount FM ant. on AM tower.

WDAR-FM Savannah, Ga.—Granted mod. CP for extension of completion date to 12-23-49.

KGAN Kingman Ariz.—Granted mod. CP extension of completion date to 10-30-49.

WVOT Wilson, N. C.—Granted voluntary assignment of license from partnership composed of five members to corp., Wilson Radio Co., which capital stock will be owned by members of partnership in same proportion as their respective partnership interests. No monetary consideration.

WEMP-FM Milwaukee, Wis.—Granted license new FM station Chan. 231, (94.1 mc) 35 kw, 410 ft.

WTAM-FM Cleveland, Ohio—Granted license new FM station; Chan. 289, (105.7 mc) 6.2 kw, 575 ft.

WRUF-FM Gainesville, Fla.—Granted license new FM station; Chan. 281 (104.1 mc) 12 kw, 350 ft.

WBUT-FM Butler, Pa.—Same—Chan. 280 (103.9 mc) 720 w, 290 ft.

KVME Merced, Calif.—Same—Chan. 248 (97.5 mc) 8.9 kw, 150 ft.

WRXW Louisville, Ky.—Same—Chan. 236 (95.1 mc) 16.7 kw, 510 ft.

WWON-FM Woonsocket, R.I.—Granted license covering reinstatement of CP for new FM station; Chan. 288. (105.5 mc) 390 w, 215 ft.

KVNJ-FM Fargo, N. D.—Granted license new FM station; Chan. 222 (92.3 mc) 19 kw, 390 ft.

KLUF-FM Galveston, Tex.—Same—Chan. 254 (98.7 mc) 9.2 kw, 210 ft.

WDLB-FM Marshfield, Wis.—Same—Chan. 280 (103.9 mc) 250 w, 250 ft.

WJPA-FM Washington, Pa.—Same—Chan. 282 (104.3 mc) 6 kw, 360 ft.

WPTZ Philadelphia—Granted license covering change in designation of trans.

WBAB Atlantic City, N. J.—Granted CP to install new vertical ant. and to mount TV and FM ant. on top of AM tower.

WSAZ Inc., Area Huntington, W. Va.—Granted CP and license new Exp. TV Relay KA-4249.

WSAZ Inc., Huntington, W. Va.—Granted CP and license new Exp. TV Relay KQA-633.

KNBY Newport, Ark.—Granted mod CP to change type trans.

WCAU-FM Philadelphia—Granted license covering changes in FM station

WTOA Trenton, N. J.—Granted license new FM station Chan. 248 (97.5 mc) 14.5 kw, 275 ft.

WPAT-FM Paterson, N. J.—Same—Chan. 278 (103.5 mc) 17 kw, 540 ft.

KSD-FM St. Louis, Mo.—Same—Chan 241 (96.1 mc) 10.5 kw, 530 ft.

WTWO Dayton, Ohio—Same—Chan 284 (104.7 mc) 43 kw, 370 ft.

WTJS-FM Jackson, Tenn.—Same—Chan. 264 (100.7 mc) 50 kw, 640 ft.

WESB-FM Bradford, Pa.—Granted license new FM station; Chan. 248 (97.5 mc) 3.2 kw, 540 ft.

WSBA-FM York, Pa.—Same—Chan 277 (103.3 mc) 20 kw, 500 ft.

WSMB-FM New Orleans, La.—Same—Chan. 274 (102.7 mc) 55 kw, 525 ft.

WHDH-FM Boston, Mass.—Same—Chan. 233 (94.5 mc) 20 kw, 455 ft.

KFDA-FM Amarillo, Tex.—Same—Chan. 262 (100.3 mc) 3.4 kw, 420 ft.

WKID-FM Urbana, Ill.—Granted license new FM station Chan. 277 (103.3 mc) 2.4 kw, 350 ft.

KLCN-FM Blytheville, Ark.—Same—Chan. 241 (96.1 mc) 21 kw, 360 ft.

KCMC-FM Texarkana, Tex.—Same—Chan. 251 (98.1 mc) 40 kw, 415 ft.

WCIF-FM Madisonville, Ky.—Same—Chan. 285 (104.9 mc) 420 w 370 ft.

WIMS Michigan City, Ind.—Same—Chan. 228 (93.5 mc) 1 kw, 180 ft.

WFJL Chicago—Same—Chan. 226 (93.1 mc) 29 kw, 570 ft.

National Bcstg. Co. Inc., San Francisco—Granted CP for new STL KMB-46.

KLUF Galveston, Tex.—Granted license install new vertical ant. and mount FM ant. on top of AM tower and change trans. location.

WROK Rockford, Ill.—Granted license install new trans. and change in trans. location.

WONN Lakeland, Fla.—Granted license new AM station; 1230 kc 250 w unl.

WJBW New Orleans, La.—Granted license for new AM station; 1230 kc 250 w unl.

KBKW Aberdeen, Wash.—Granted license new AM station 1450 kc 250 w unl.

WITH Baltimore, Md.—Granted license install new alternate main trans.

KIT Yakima, Wash.—Granted license increase power and install new trans.

The Fort Industry Co., Area Detroit, Mich.—Granted license new Experimental TV Relay KA-3231.

Rural Radio Network, Inc., Formerly Area of deRuyter, N. Y.—Granted mod. CP which authorized new Remote Pickup KA-4238 to be used with WVCN, de Ruyter, N. Y. in lieu of with WVFC, Ithaca, N. Y., and to change transmitter location from Ithaca to de-Ruyter.

KXRO Aberdeen, Wash.—Granted CP to install new trans.

WELD Columbus, Ohio—Granted CP use aux. trans.

WNAT Natchez, Miss.—Granted mod. CP for approval of ant. trans and studio locations.

By Commission En Banc

Jamaica Radio Television Co., Jamaica, N. Y.—Granted request for further extension of license to Dec. 1 of KE2XDO.

Examiner Blume

Boothby Radio Stations, Inc., Grand Rapids, Mich.—Granted petition requesting continuance of consolidated hearing on Booth application and that of WKNX Saginaw, Mich.; hearing continued to Nov. 21, 1949.

October 5 Applications . . .

ACCEPTED FOF FILING

Modification of CP

Mod. CP new AM station for extension of completion date: KVNE Oxnard Calif.; KCIJ Shreveport, La.

WQXR Buckhead, Ga.—Mod. CP new AM station to increase power etc. for extension of completion date.

KSUB Cedar City, Utah—Mod. CP new AM station to change frequency etc. for extension of completion date.

License Renewal

Request for license renewal AM station: WKBC North Wilkesboro, N. C.; WTOB Winston-Salem, N. C.

Modification of CP

KSL-FM Salt Lake City, Utah—Mod. CP new FM station for extension of completion date.

License Renewal

Request for license renewal FM station: WFHA New Britain, Conn.; WLET-FM Toccoa, Ga.; WSRK Shelbyville, Ind.; WJEJ-FM Hagerstown, Md.; WEWS - FM Cleveland; WMOH - FM Hamilton, Ohio; WPAY-FM Portsmouth, Ohio; WSTV-FM Steubenville, Ohio.

Modification of CP

WJZ-TV New York—Mod. CP new commercial TV station to decrease ERP from 29.5 kw vis. 14.8 kw aur. to 3.8 kw vis. 1.82 kw aur.

Mod. CP new Commercial TV station for extension of completion date: WXEL Parma, Ohio to Dec. 31.; KSL-TV Salt Lake City, Utah to April 15, 1950.

License for CP

WMAL-TV Washington, D. C.—License to cover CP new commercial TV station.

October 6 Applications . . .

ACCEPTED FOR FILING

License for CP

KFDW Helena, Mont.—License for CP new AM station.

SSA—1570 kc

WLIO East Liverpool, Ohio—Request for SSA on 1570 kc 100 w-N for period not to exceed 12 months. Present assignment 1570 kc 1 kw-D.

AM—1600 kc

KBOR Brownsville, Tex. — CP to change from 1600 kc 1 kw D to 1600 kc 1 kw unl. DA.

Modification of CP

Mod. CP new FM station for extension of completion date: KOA-FM Denver; WBCC-FM Bethesda, Md.

WMLL Evansville. Ind.—Mod. CP FM station to change ERP to 50 kw, ant. to 227 ft.

License for CP

WBOW-FM Terre Haute, Ind.—License to cover CP new FM station.

WHFM Rochester, N. Y.—License for CP to cover changes in new FM station.

License Renewal

WWST-FM Wooster, Ohio—Request for license renewal FM station.

TENDERED FOR FILING

AM—630 kc

KOH Reno, Nev.—Mod. CP new AM station to change from 630 kc 5 kw unl. to 630 kc 5 kw-D 1 kw-N DA.

PAY RAISE BILL

Truman Prods Conferees

PRESIDENT TRUMAN met last week with the ten Congressional conferees currently studying the executive and classified pay bills, with a view toward reaching a general accord on differences between the House and Senate passed versions. The President was reported to have recommended liberal pay increases in both measures as previously voted by the House.

Under the Senate version of the executive bill (HR 1689) FCC Commissioners and other heads would receive $15,000, while the House set a ceiling of $16,000. The Senate voted a $12,500 classified limitation on HR 5931 while the lower chamber set a maximum of $15,000 from the present $10,330 top level [BROADCASTING, Oct 3].

A compromise was believed imminent in the case of certain cabinet officers, but whether FCC Commissioners would eventually get the original $16,000, in view of strong Senate opposition, was a matter of speculation. Most observers felt FCC, FTC and other independent office officials might receive at least the difference between the two measures, with similar compromises foreseen in the classified bill, as the result of the President's prodding.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO OCTOBER 6

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,048	2,002	201		352	259
FM Stations	742	444	374	*10	51	30
TV Stations	82	20	93		350	182

* 5 on air

* * *

Docket Actions . . .

OPINIONS AND ORDERS

WHKC Columbus, Ohio—Announced memorandum opinion and order granting application of United Bcstg. Co., for license to cover CP to increase power from 1 kw unl. to 5 kw-D, 1 kw-N directional. Grant subject to condition that if Commission subsequently grants applications of WCPO Cincinnati, or Queen City Inc., Cincinnati, WHKC will take steps to eliminate possibility of overlap of contours prohibited by Commission Standards or give proof that no overlap exists. Order Oct. 5.

Queen City Bcstg. Inc., Cincinnati—Announced memorandum opinion and order denying petition of Queen City Bcstg. Inc., leave to amend and reopen record in proceeding for purpose of receiving evidence relating to amendment to application, to specify new transmitter site and different antenna design than those specified in original application. Order Oct. 6.

Belleville News-Democrat, Belleville, Ill., and WTMV East St. Louis, Ill.—Adopted memoradum opinion and order granting petition of Belleville News-Democrat for reopening of record for further hearing in proceeding on application for new station 1260 kc 1 kw unl. DA-N and bid of WTMV to switch from 1490 kc 250 w unl. to 1260 kc 1 kw unl. DA-N; proceeding remanded to hearing examiner previously appointed for further hearing in Washington Oct. 19; denied petition of WTMV to (1) correct memorandum opinion and order of July 14 and (2) for review of Motions Commissioner's action of July 29 granting Belleville News-Democrat leave to amend, and affirmed said action of Motions Commissioner.

Non Docket Actions . . .

TRANSFER GRANT

WAAB Worcester, Mass., and WMTW Portland, Me.—Granted assignment of licenses from The Yankee Network Inc. to Radio Enterprises Inc., latter owned by John A. Baybutt and mother, Josephine L. Baybutt. Assignor to lease facilities for three years at $40,000 per annum with re-lease option; after six years assignor may terminate arrangement upon payment of $50,000. WAAB assigned 5 kw on 1440 kc and WMTW 250 w on 1490 kc. Comr. Walker dissented. Granted Oct. 3.

WOL-AM-FM Washington, D. C.—Granted assignment of license from Cowles Bcstg. Co. to Capital Bcstg. Co. on cond. transfer not be consummated until latter disposes of WWDC there. Consideration $300,000. Capital Bcstg. is owned 95% by Joseph Katz, Baltimore agency executive. WOL is assigned 5 kw on 1260 kc. Granted Oct. 3.

Deletions . . .

Seven FM authorizations and one TV permit were reported deleted by FCC last week. FM withdrawals since first of year total 155; TV, 10. Deletions, effective dates and reasons for withdrawal follow:

WMBT(TV) Peoria, Ill.—Peoria Bcstg. Co., CP, Sept. 29. No reason given [BROADCASTING, Sept. 12].

WKER(FM) Waukegan, Ill.—Waukegan Bcstg. Corp., CP, Sept. 30. Failure to prosecute.

WDAS-FM Philadelphia—WDAS Bcstg. Station Inc., CP, Sept. 27. Decided not to proceed with FM.

WLAD-FM Danbury, Conn. — The Berkshire Bcstg. Corp., CP, Sept. 27. Feels FM will not show profit and desire to concentrate on AM.

KSSB(FM) San Antonio, Tex.—San Antonio Baptist Assn., CP, Sept. 27. Because of changing conditions believe it unwise to continue.

WLTR-FM Bloomsburg, Pa.—Bloom Radio Inc., CP, Sept. 27. General economic condition in that area plus desire to devote time to AM.

KTBS-FM Shreveport, La. — Radio Station KTBS Inc., CP, Sept. 27. More economical to wait and build both FM and TV antennas at same time.

WOAI-FM San Antonio, Tex.—Southland Industries Inc., CP, Sept. 27. Lack of general interest in FM in that area, does not feel justified in spending substantial sums required.

New Applications . . .

AM APPLICATIONS

Mooreville, N. C.—Wayne M. Nelson, 1350 kc, 1 kw daytime. Estimated cost $12,400. Mr. Nelson sole owner contemplates forming corporation later. His radio interests include ownership WAYN Rockingham, N. C. and 75% interest WWNF Fayetteville, N. C. It was erroneously reported in Broadcasting Oct. 3 that Mr. Nelson was also owner of WEGO Concord, N. C. He sold WEGO to The Concord Tribune Inc., with FCC approval in March. Filed Sept. 16.

RELIGIOUS RADIO

Special Category Considered

ISSUE of whether FCC may establish a specific category of religious broadcast stations consistent with the provisions of the First Amendment of the Constitution was raised by the Commission in ordering a hearing on the problem.

The issue is contained in the Commission's order calling for hearing on the joint petition of the radio commission of the Southern Baptist Convention and the executive board of the Baptist General Convention of Texas. Oct. 21 was set as deadline for filing of briefs by all parties who may be interested in the problem.

The petition of the Baptist groups, filed last February, asked the Commission to amend its present rules governing low-power noncommercial educational FM stations to make religious organizations expressly eligible as licensees or in alternative to promulgate new rules establishing a separate low-power station category to operate on the 88-92 mc FM band now allocated exclusively to the educational group. The petition also asked that if neither of these requests were granted, that rules be promulgated to set up such a service elsewhere in the FM band.

ASSN. of Canadian Advertisers will hold 35th annual convention in Royal York Hotel, Toronto, Oct. 19-21.

FTC's MASON

Gets Senate Committee Okay

REAPPOINTMENT of Lowell Mason to the Federal Trade Commission for his first full seven-year term in his own right was reported favorably by the Senate Interstate Commerce Committee last Wednesday and slated for early consideration by the Senate. His term expired Sept. 25.

The committee unanimously reported out Mr. Mason, a Republican, after receiving testimony in his own behalf. Little opposition was expected on the Senate floor, though the *Washington Post* editorially urged his rejection on the ground his previous actions had served to ridicule those of his fellow commissioners during his past term. In addition, it suggested action be taken to impose an age-limit on commissioners, two of whom are well past 70 years old, in the manner of the late President Roosevelt's attempt to inject new blood in the U. S. Supreme Court.

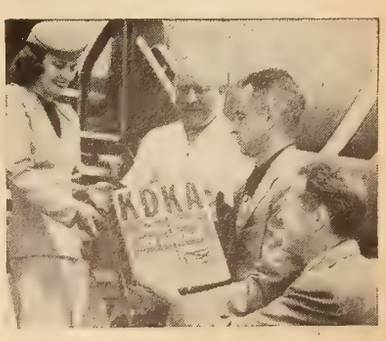
A BOY'S WISH

KDKA Sends Ice Cream

A PENNSYLVANIA farm youth, now living and working on a 100-acre farm near Bern, Switzerland, has had his one big wish fulfilled—he has received a gallon of real, honest - to - goodness Pennsylvania ice cream, thanks to KDKA Pittsburgh.

Nineteen-year-old William Lefes, a Mercer County Rural Youth Exchange delegate, whose home is on a dairy farm near Sharpsville, Pa., is one of 31 rural youths to be sent to Europe by American farm groups.. In a letter to KDKA Agricultural Director Homer Martz, he expressed his disappointment in not being able to get real ice cream.

So Mr. Martz went to work. He made arrangements with P. S. Patterson of Reick-McJunkin Dairy Co., who supplied a one-gallon package of Sealtest ice cream, and L. K. Koster of TWA, which transported the special package to Zurich where Young Lefes received it.



Ice cream for William Lefes is handed to TWA Hostess Miss LaCoq by (l to r) Ben Jones of dairy firm, Mr. Martz and Mr. Koster.

At Deadline...

SPORTS PICKUPS TELECAST IN COLOR BY CBS

CBS COLOR demonstration concluded Friday morning for FCC with out-of-doors sports pickups. Many observers said they could follow ball in both baseball and football scenes despite intermittent showers. Remote pickup was staged in effort to prove results of Thursday's studio demonstration were generally obtainable for both types of programming (early story page 45).

Commissioners and others participating in color phase of TV hearing observed remote pickups via same receivers and equipment used at Hotel Carlton, Washington, Thursday, but with color camera at Woodrow Wilson High School stadium in northwest Washington for pickup of practice scrimmage. Camera fed via polyethylene cable to WOIC (TV) Washington for telecasting.

Forty-five-minute demonstration opened with introduction by Patty Painter, CBS color model, in green dress and yellow scarf. She presented and "interviewed" large collie dog and gray cat in response to earlier suggestion by Comr. George E. Sterling that dog chase cat across field to see if two might be distinguished. Color in closeups was good, observers noted, but darkened somewhat at distances of about 40 ft.

Throwing and batting practice pictures had no color breakup or fringing, some witnesses said, but on fast pitches from side view ordinary stroboscopic effect noted as on black-and-white. Most at front half of room claimed they could see baseball; those at rear could not.

Full view shots of football field showed fall foliage on background trees to advantage, observers said, and cars passing on street easily identified. Details of players limited, they noted. Similar jerseys of two teams hard to separate at times without close attention, some said, but had fair contrast other times. One team had orange shirts with blue numerals, other maroon with white.

Blue numbers on closeup shots appeared to bloom some because of contrast, witnesses said, just as sharp contrasts on monochrome. Action and ball could be followed easily on telephoto closeups and 225-ft. long shots, most in front of room said. No complaints heard of flicker and picture brightness said to be good. For long shots 90 mm lens used, close ups 9 in., both f.11.

WESTERN ELECTRIC REVISES EQUIPMENT ACTIVITIES

WESTERN ELECTRIC Co. announcing today (Monday) withdrawal from commercial activities in microphone, loudspeaker and disc reproducing equipment, according to Vice President Frederick R. Lack. By agreement, Altec Lansing Corp. to give uninterrupted service and maintenance of parts to all former WE users. Among reasons cited for WE withdrawal were growing requirements of Bell Telephone System and of armed forces for WE products.

Altec was founded in 1937 to carry on theatre-servicing activities of Electrical Research Products Inc., then WE subsididiary. Graybar Electric Co. to act as distributor for Altec as it has for WE on that type of equipment, which includes 109 reproducer series, 633 and 639 type microphones, and 728,755 and 757 type loudspeakers.

NAB-ASCAP TV GROUPS WORK ON LICENSE FORM

ATTORNEYS for TV broadcasters and ASCAP were still at work Friday on wording of blanket license form covering use of ASCAP music on television. Group was in almost continuous session last week, Thursday meeting running through night until 5 o'clock Friday morning. Meetings will continue this week. Meanwhile, opening meeting between ASCAP and per-program license committee postponed from this morning (Oct. 10) until week from today (Oct. 17).

Difficulty in completing blanket license form does not connote any major difference between ASCAP and broadcasters, Robert P. Myers, NBC assistant general attorney and chairman of NAB TV Music Committee, said Friday. Trouble, he said, comes from need of considering all types of ASCAP writer and publisher members and various types of TV broadcasters, which makes it no easy task for lawyers "to find ways to express what we mutually understand to be the deal."

DE FORREST TO APPEAR AT FCC COLOR HEARING

DR. LEE DE FORREST, vacuum tube inventor and radio pioneer, and U. A. Sanabria, his associate, granted permission by FCC Friday to testify in color phase of current TV hearing (story page 45). Dr. De Forrest and Mr. Sanabria to testify "regarding trained technicians and engineer requirements with other factors which may influence decision on color."

Mr. Sanabria was termed "inventor of the interlaced scanning system which is the standard and also the intermittent scanning system which is now proposed by RCA for color." Pair are to appear on behalf of American Television Inc., "a large manufacturer of television picture tubes and owner of American Television Institute of Technology." Two experts have supervised training of "nearly 30,000 television men and perhaps a majority of both transmitter and receiver technicians through the country and may give very interesting comments in the interest of the industry," telegram to FCC said.

MBS BUDGET APPROVED

MBS board meeting last Thursday and Friday approved President Frank White's program and operational budget for 1950. Present at meeting were: Theodore C. Streibert, WOR New York; T. F. O'Neil, Yankee Network; Mr. White; Benedict Gimbel, WIP Philadelphia; Elbert M. Antrim, board secretary; J. E. Campeau, CKLW Detroit; Frank P. Schreiber, WGN Chicago; H. K. Carpenter, WHK Cleveland; J. R. Poppele, WOR New York; Linus Travers, Yankee Network; Lewis Allen Weiss, Don Lee Network; Willet H. Brown, Don Lee Network.

LUTZ HEADS KTSA

CHARLES D. LUTZ, general manager of Express Publishing Co.'s KYFM (FM) San Antonio, named general manager KTSA San Antonio under new ownership by publishing firm [BROADCASTING, Sept. 26; also see story page 44]. KYFM call letters changed to KTSA-FM and KTSA's earlier FM permit returned to FCC.

TV FILM MUSIC FEES MAY COME FROM STATIONS

INDIVIDUAL television stations and not film producers, packagers and networks may bear brunt of paying for video film using union musicians.

That became known following meetings in New York between James C. Petrillo, president of American Federation of Musicians, and industry officials on Wednesday. The AFM head met with networks representatives as well as film producers, independent TV packagers and agency heads on Thursday.

It was said that payment by TV stations might be based on as yet undesignated percentage of time changes and payments themselves probably would go to fund similar to trust funds set up in case of recordings and transcriptions.

Presumably, scales now obtaining in making films would not be materially changed, major changes being the payments by stations. Meetings did not produce any definite proposals by either side. Definite proposals expected to come out of current meetings of AFM executive board.

WKLA LUDINGTON SOLD

WKLA Ludington, Mich., sold for $50,000 to Simon Oppenhuizen, owner of WFUR Grand Rapids. Station founded in 1944 by Karl and Grant Ashbacker, operating with 250 w. It is ABC affiliate. Application for transfer of control being prepared for FCC approval. Transaction handled by Harold R. Murphy, Chicago office of Blackburn-Hamilton Co., media brokers.

Closed Circuit

(Continued from page 4)

houses in such places as Las Vegas were being broadcast. All's mum at this writing on Washington front but repercussions are indicated.

WALTHAM WATCH Co., through Hirshon-Garfield, New York, about to sign contract for network show.

RUTHRAUFF & RYAN preparing two-hour television show on Thanksgiving for undisclosed sponsorship.

MASON CANDY, New York, through its agency, Moore & Hamm, will sponsor network children's television show. Program and network will be announced early this week.

FIRST BMB survey of FM station coverage may soon be upcoming. Dozen FM station owners in Mississippi Valley area have discussed with Acting BMB President Kenneth H. Baker special project to extend in 500-mile area in Mississippi Valley. Cost estimated as between $1,000 and $2,000.

PFEIFFER BREWING Co., Detroit, contemplating series of quarter-hour transcribed dramatic news shows to be aired weekly in several regional markets. Agency, Maxon Inc., Detroit.

NEXT MAIN order of business at FCC will be evolvement of functional realignment of that agency in general accord with principles in now moribund MacFarland Bill (S1973). Chairman Wayne Coy now is among those desirous of effecting realignment. Once TV allocations problem is out of way, it's expected FCC will delve into new plan.

KMBC KFRM

HEART BEATS

Kansas City, Missouri — *from the Heart of America* — Early Fall, 1949

KMBC-KFRM SERVES 3,970,100* AREA RESIDENTS

Satisfied Sponsors Are Renewing "The KMBC-KFRM Team" Features

Best proof of any broadcaster's effectiveness in the market served is renewal of contracts by sponsors who are pleased with the results of their program.

The KMBC-KFRM Team, serving Kansas City's vast Primary Trade area, has had numerous renewals by satisfied sponsors since KFRM went on the air December 7, 1947. Among these enthusiastic users of "The Team" are advertisers that sponsor several types of programs.

Farm Director Phil Evans presents the Grain, Produce and Poultry markets each week-day at 12:50 p.m., sponsored by Peppard Seed Company. Peppard has again renewed this important daily trade area program, this time for another year!

Western Mercantile Company recently renewed for a second year their Livestock Marketcasts with Bob Riley. Of vital importance to growers, feeders and all involved in livestock marketing, these Marketcasts are presented each week-day at 12:30 p. m. direct from the Kansas City Stockyards.

Brush Creek Follies, the Heart of America's biggest radio-stage hit, on the air for an hour and a quarter every Saturday night on KMBC (Sunday afternoons on KFRM) is a sell-out to advertisers and to the thousands who attend the show every Saturday night! Summer sponsors of The Follies included Franklin Ice Cream Company, Richmade Margarine and Rodeo Meat products. Newcomers to Brush Creek Follies are Spear Brand Feeds and Butter Nut Coffee, who snapped up the two remaining quarter hours of this great hit show!

General Electric Radio Dealers will again sponsor Sam Molen's play-by-play description of eleven "Big 7" Highlight Football games on The KMBC-KFRM Team this fall.

With The KMBC-KFRM Team's complete, economical and effective coverage of the vast Kansas City Primary Trade area, plus top listener preference, and with satisfied sponsors renewing "Team" features, it's no wonder we're proud of the fact that The Team's audience in Kansas City's Primary Trade area is outstandingly first!

OVER A MILLION RADIO FAMILIES IN "TEAM" PRIMARY COVERAGE AREA

In serving Kansas City's vast Primary Trade territory, The KMBC-KFRM Team provides a clear, strong signal to over Four Million potential listeners! Latest population figures reveal 3,970,100 * people living within the primary (half-millivolt) coverage area of The Team. An estimated Quarter-Million people outside the half-millivot area can also hear KMBC or KFRM clearly!

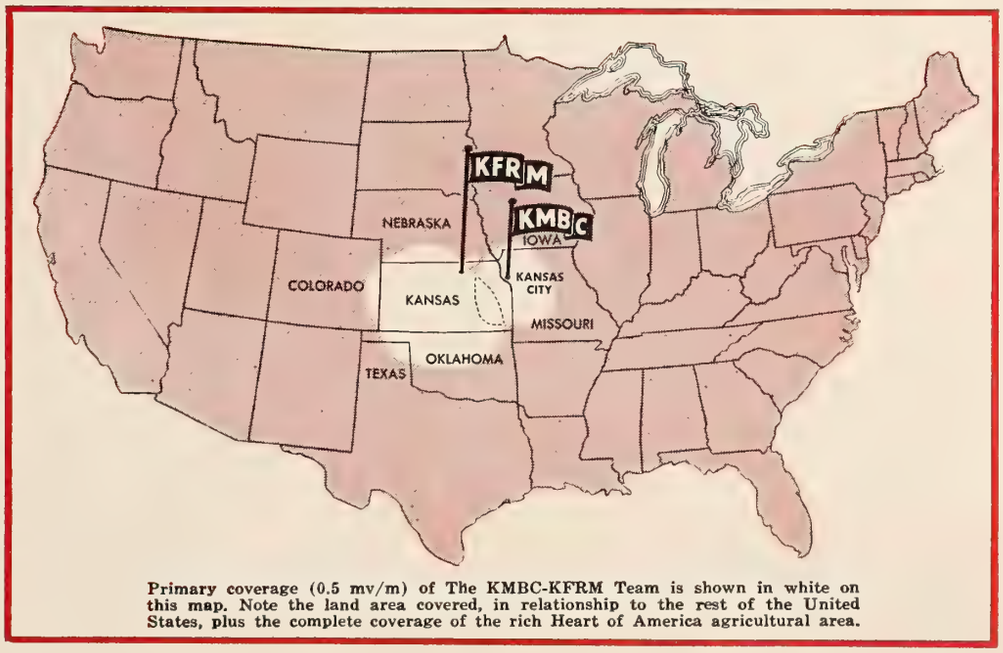
The KMBC-KFRM Team transmitting stations were specially designed to provide radio service throughout Kansas City's Primary Trade area, including western Missouri, all of Kansas, and portions of the adjoining states of Oklahoma, Texas, Colorado, Nebraska and Iowa.

These same population figures show that there are 1,159,740 * radio families within the Team's half-millivolt coverage area, living in 202 counties in the states named above.

In providing radio service direct from Kansas City, The Team reaches the $4,739,317,000 area market, which for years has regarded Kansas City as its trade capital. This much needed radio broadcasting service provided by "The Team" includes livestock and grain reports, plus other informational farm features, newscasts, women's programs, also weather broadcasts, as well as outstanding educational and entertainment features.

As an advertiser you're interested in this rich agricultural Heart of America. To get the most effective, complete and economical coverage, plus top listener affection, choose The KMBC-KFRM Team!

* Sales Management, Survey of Buying Power, 1949.



Primary coverage (0.5 mv/m) of The KMBC-KFRM Team is shown in white on this map. Note the land area covered, in relationship to the rest of the United States, plus the complete coverage of the rich Heart of America agricultural area.



CBS STARS
ARE ALWAYS SHINING
OVER *EASTERN IOWA*
VIA **WMT**

Red Skelton:
Latest WMT Gift to Eastern Iowa

CBS dood it again . . . and Skelton's scaring his wittle self all over WMTland this fall. One of radio's most popular comedians, Red Skelton joins the impressive company of stars added to the WMT roster in recent months. Sponsored by Proctor & Gamble, the Skelton brand of genial nonsense now reaches Eastern Iowa regularly on WMT.

With exclusive CBS programming, plus thorough news and special events reporting, WMT *covers* this balanced farm and industrial market. Ask the Katz man to show you how WMT *sells* in WMTland.



600 KC., 5000 WATTS **CEDAR RAPIDS** DAY AND NIGHT

Basic Columbia Network

OCTOBER 17, 1949

PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING



Feather your nest on the new KCBS

These four new shows created by the *new* KCBS are setting new standards of local programming in the San Francisco Bay Area... new standards of *sales-effectiveness* in the nation's seventh-largest market. Put your sales message on any one of the four, and you'll feather your nest with four-leaf clovers. For details, check Radio Sales.

San Francisco
Columbia's Key to the Golden Gate
5,000 watts • 740 kc
Columbia Owned
Represented by Radio Sales

KCBS

IN THIS ISSUE: The CITIES SERVICE RADIO STORY

OUR 25TH ANNIVERSARY YEAR

Dinnerbell is an Important Part of My Day



▼▼▼ "DINNERBELL TIME" on WLS is America's oldest, continuous farm service program, as old as the station itself, 25 years. Each noon our editors tell listeners about farm meetings in the area, interview leaders in all branches of agriculture, report news gathered by our large staff of Prairie Farmer-WLS field editors. Almost every week finds the program originating "remote" from some rural gathering. Anything that affects the business of farming or farm living is "Dinnerbell" copy. That's why "Dinnerbell" is "must" listening in so many homes throughout Midwest America. Thousands of listeners feel as Mrs. Thomas L. Marks did when she wrote:

"To me, Dinnerbell is an important part of my day. I always feel I know you folks."

Mr. and Mrs. Marks live on an acreage five miles out of Anderson, Indiana, where Mr. Marks is service manager for Pierce Governor Company. Both were born and raised on Indiana farms, and are still intensely interested in the many WLS farm service features such as Dinnerbell, Bulletin Board, markets and weather. They are regular listeners to the WLS National Barn Dance, every day hear Dr. Holland's Morning Devotions broadcast. "Happy Hank" is a favorite with the niece and nephew who live with them: 9-year-old Ann and 8-year-old Jimmy Davis. One of the best remembered events of the Marks' lives is when they met Dr. Holland, WLS staff pastor, and the late Henry Burr, at a personal appearance in Anderson. They think so much of their friendly entertainers at WLS that they have every Family Album published—since 1929!

This family is typical of the vast WLS audience concentrated in the four states of Illinois, Indiana, Wisconsin and Michigan. They like to listen to WLS because they feel we're their friends, because we broadcast entertainment they like, information they need and want. Through 25 years of serving these needs, WLS has built up a tremendous audience loyalty and belief. That's why *WLS Gets Results.*

A Clear Channel Station

WLS CHICAGO 7

The PRAIRIE FARMER STATION

890 KILOCYCLES, 50,000 WATTS, ABC AFFILIATE, REPRESENTED BY JOHN BLAIR AND COMPANY

BUSY PITTSBURGH GROWS BUSIER!

And 50,000-watt KDKA becomes even more effective in reaching this expanding market!

KDKA

PITTSBURGH
50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales.

Can't spare the time to read the small print? Then better clip this page for your files, because the information below is mighty important in any evaluation of today's markets. Adapted from a survey by Pittsburgh Industrial Development Council.

CRUCIBLE STEEL now spending $18 million on new and unique plant facilities at Midland.

PITTSBURGH STEEL now spending $12 million for new machinery at Allenport and Monessen.

ALLEGHENY LUDLUM adding to electric furnace capacity at Brackenridge, primarily for alloy steels.

AMERICAN CLADMETALS, a new firm, now in production on new type of material for cooking utensils.

CONTINENTAL CAN constructing 700,000-square-foot plant near Irwin, close to chief sources of tin plate supply.

SUPERIOR STEEL now operating new 20" continuous hot strip mill.

JONES & LAUGHLIN engaged in largest expansion program in company's history. Total cost will exceed $210 million.

FISHER BODY plans early occupation of two new body plants in Pittsburgh area.

WESTINGHOUSE engaged in $29 million expansion of plant facilities at East Pittsburgh.

KELSEY-HAYES WHEEL CO. now operating newly acquired plant at McKeesport.

PENNSYLVANIA RAILROAD spending $22 million on new warehouse facilities and extensive station improvements in Pittsburgh.

NATIONAL BISCUIT spending $5 million on new plant capacity at East Liberty.

ALUMINUM COMPANY planning construction of $10 million headquarters building in downtown Pittsburgh.

KOPPERS has purchased plant at Kobuta for production of chemicals used in plastics.

HEINZ plans $15 million plant expansion at North Side.

GREATER PITTSBURGH AIRPORT, nearing completion, will be nation's second largest.

WESTERN ELECTRIC plans new 120,000-square-foot Pittsburgh plant.

PITTSBURGH STEEL FOUNDRY operating new plant at Glassport.

PITTSBURGH PLATE GLASS now operating new specialty plant at Creighton.

EFFECTIVE BUYING INCOME of KDKA's 194 BMB nighttime counties now tops $11.5 billion.. highest ever!

2,740,900 FAMILIES now live in KDKA's BMB nighttime area.

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



Closed Circuit

REORGANIZATION of NBC under newly-elected President Joseph H. McConnell may not come as swiftly as some observers believe. It's doubted whether new president will move fast except for functional realignment already underway. Personnel realignment may not come for several weeks—perhaps months—according to those who have worked closely with new president at RCA.

WISEST wisecrack heard around NBC is ascribed to F. M. (Scoop) Russell, NBC Washington vice president. He lays claim to being only v.p. who has served five administrations (he started with network in 1929 under Aylesworth).

EDGAR L. BILL, radio old-timer, is withdrawing from station with which his name has been synonymous for 18 years—WMBD Peoria, Ill. Arrangements currently being made to sell his 49% interest to present majority stockholders, owners of *Peoria Journal Transcript*. Executive Vice President Charles Caley will acquire 25%. Mr. Bill, who organized WLS Chicago for Sears-Roebuck Agricultural Foundation in 1924 and acquired WMBD in 1931,

(Continued on page 82)

Upcoming

Oct. 17-18: NAB Dist. 4, Carolina Inn, Pinehurst, N. C.
Oct. 19-21: Assn. of Canadian Advertisers convention, Royal York Hotel, Toronto.
Oct. 20: AWB Dist. 9, Sherman Hotel, Chicago.
Oct. 26-27: NAB Dist. 3, Skytop Lodge, Skytop, Pa.

(Other Upcomings on page 62)

Bulletins

EXECUTIVE pay bill cleared Congress Friday for President's signature. FCC and other agency Commissioners to receive $15,000 annual salary. Legislation (HR 1689) marks first pay raise for FCC members since 1927 when original Federal Radio Commission was organized (see story page 38; editorial page 44).

NEGOTIATIONS for per program licenses covering use of ASCAP music on television now scheduled to begin tomorrow (Oct. 18) in New York between ASCAP and special subcommittee of NAB TV Music Committee headed by Dwight W. Martin, WLWT (TV) Cincinnati. ASCAP has offered TV stations another extension of present overall licenses, running through Oct. 31.

Business Briefly

DuMONT DUO ● A. S. Beck Shoes and Ameitex fabrics, New York, to sponsor *And Everything Nice* on DuMont TV Network, Mon., 9-9:30 p.m. R. H. Macy and *Advance Patterns* to promote show. Agency, Dorland Inc., N. Y.

GRIFFIN SPOTS ● Griffin All-White, through Bermingham, Castleman & Pierce, New York, preparing annual radio spot schedule in Florida to start in November, 13 weeks.

KEEP BAB WITHIN NAB, DISTRICT 5 URGES

MOVEMENT to keep Broadcast Advertising Bureau within NAB fold instead of making it separate subsidiary endorsed by NAB District 5 in closing Thursday-Friday session at Jacksonville, Fla. (early story page 29).

District adopted resolution to this effect and endorsed work of BAB Director Maurice B. Mitchell; proposed continuance of industry agency for audience measurement; praised Dr. Kenneth H. Baker, BMB head; urged "personalized" NAB membership drive; opposed royalty payments for use of recordings, transcriptions or TV film; commended NAB President Justin Miller and Richard P. Doherty, employe-employer relations director.

NBC Buys KMPC; New Group Seeks WHAS

TWO MAJOR 50,000 w station transactions —running into several millions—were in negotiation last weekend:

KMPC, 50,000 w Los Angeles outlet of G. A. Richards group, will transfer to NBC ownership subject to customary FCC approval, at reported price of $1,250,000.

WHAS Louisville, 50,000 w 1-A clear channel outlet on CBS, would be acquired by syndicate comprising H. Leslie Atlass, CBS Central Division vice president; P. K. Wrigley, chewing gum magnate and part owner of WIND Chicago; and Gene Autry, cowboy impressario and broadcaster, on basis of proposed offer equaling that of Crosley Broadcasting Corp. (Avco) rejected fortnight ago by FCC largely because of *Louisville Times-Courier Journal* station's overlap with WLW Cincinnati.

KMPC transaction culminated several years of negotiation by NBC with Richards group to obtain its own station in key Los Angeles market. Niles Trammell, NBC board chairman just elevated from presidency, personally had handled negotiations and is understood to have shaken hands on terms last week. Transfer papers in preparation.

Mr. Richards has indicated willingness to dispose of L. A. station and possibly of his holdings in WGAR Cleveland because of his health. WJR, Detroit clear channel outlet, believed not for sale.

WHAS transaction, if firm offer is made following preliminary conversations, presumably would entail price of $1,900,000 plus $80,000 per year for ten years for lease of studios and facilities in new *Louisville Times-Courier Journal* building as well as possibly $50,000 in expense incurred for WHAS-TV, now under construction. This would in effect duplicate Avco-Crosley deal, which was rejected because of what FCC felt would be overlap approaching duopoly in WLW and WHAS coverage.

At time FCC rejected Avco bid, it was indicated Louisville newspaper interests would be disposed to sell on basis of responsible offer from entity interested in maintaining high caliber of WHAS operation.

Atlass-Wrigley-Autry syndicate initiated negotiations through Smith Davis, head of newspaper-radio investment firm, but Friday it was said no firm offer had been made. Crosley transaction contemplated maintenance of present operation standards of WHAS including top personnel, and it was believed syndicate offer would be on same broad basis.

KMPC would replace 50,000 w clear channel KFI, NBC's outlet for score of years. It's presumed KFI would go independent since other networks have owned-and-operated Los Angeles keys.

NBC owns and operates its own TV outlet (KNBH) in Hollywood while KFI-TV has operated more of less independently. It was reported Earle C. Anthony, KFI owner, was in New York last week to talk on possible TV network affiliations. CBS holds 49% interest in KTTV (TV) Hollywood, with control held by *Los Angeles Times*. ABC has KECA-TV.

Mr. Atlass, one of radio's best-known figures and former co-owner of WBBM Chicago, has been top CBS executive in Central Division area since network's formation in 1927. Mr. Wrigley, who with Leslie Atlass owns control of WIND Chicago, long has been interested in radio both as advertiser and broadcaster. Mr. Autry, who controls KOOL Phoenix and holds interest in KOPO Tucson, is star of Wrigley-sponsored CBS program and has been closely identified with Messrs. Wrigley and Atlass in various enterprises. Mr. Autry also owns 50% of KOWL Santa Monica, Calif., but has contracted to sell this interest to his partner, Arthur H. Crōghan, for $80,000.

One report was that the three partners would acquire 40% of station in equal shares and that 60% would be sold at public stock issue largely to Louisville and Kentucky residents.

KMPC transaction evokes more than cursory interest because of status of Richards stations, now under FCC hearing order on license renewals. Hearings have been set down in conjunction with Mr. Richards' proposal to transfer control of all three stations to three

(Continued on page 82)

The Curtain Goes Up—



Features

- ★ Arthur Godfrey
- ★ This is Show Business
- ★ Fred Waring
- ★ Silver Theatre
- ★ Candid Camera
- ★ Studio One
- ★ Inside USA
- ★ The Bigelow Show
- ★ Ed Wynn Show
- ★ Football
- ★ Wrestling
- ★ News

for the Dallas-Ft. Worth
VIDEO AUDIENCE
Exclusive CBS Outlet

13,500 T-V Receiving Sets in the Great Dallas-Fort Worth Area NOW!

Soon!

FORT WORTH

DALLAS

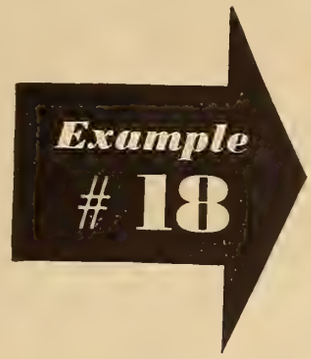
AM FM **KRLD TV**

CBS—CHANNEL 4

The TIMES HERALD *Station*

THE BRANHAM CO., Exclusive Representatives





". . . we attribute our 13.6 percent increase over and above sales quota solely to radio." So writes Automatic Heat, Inc., selling Timken Oil Burners, who originally bought John Facenda's "Night Extra" news program 3 nights weekly . . . then renewed and added two nights a week and a 15-minute pre-football period every Fall Saturday!

What do YOU have to sell?



BROADCASTING
TELECASTING

*

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone ME 1022

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First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; TV Set Count by Cities; How's Business
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
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Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

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360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

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Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181

David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO

417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

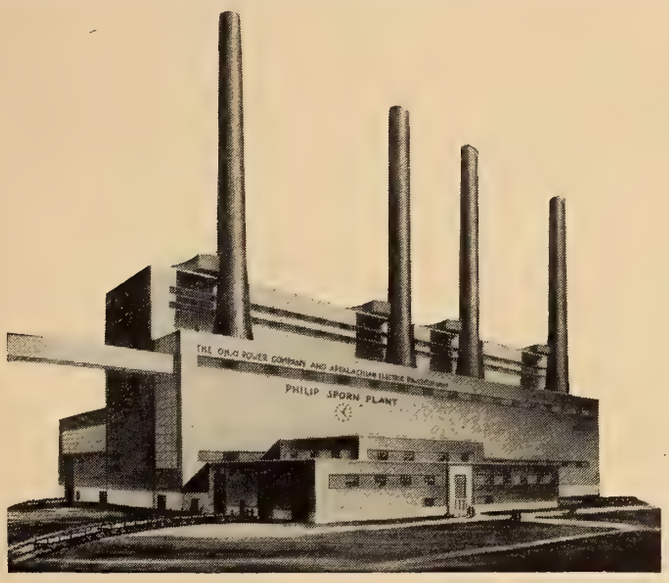
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* Reg. U. S. Patent Office

Copyright 1949 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

BIG THINGS HAPPEN IN THE WWVA AREA



Power...

FROM THE WORLD'S LARGEST STEAM POWER PLANT

● In October the first unit of this electric power generating giant will go into service at Graham's Station, W. Va., on the Ohio River near Pomeroy, Ohio. The world's largest steam generating plant . . . will produce enough electrical current every hour to supply more than one million people . . . will consume 4,800 tons of coal daily in its four ten-story high boilers. Operated as part of the American Gas and Electric Company system.

WWVA Has the Power to Serve and Sell the Industrial Heart of the Nation

WWVA is a powerful station in a powerful market. Its 50,000-watt voice delivers friendly local programs plus top-flight CBS shows into more than two million radio homes . . . covering eight and one-half million people . . . in the rich industrial and mining heart of the nation: Eastern Ohio, Western Pennsylvania, Virginia and West Virginia.

Twenty-three years of service to this vast market has built up a loyal WWVA audience . . . has made WWVA the top medium of the area for alert advertisers. WWVA can stimulate sales for *your* products, too, at a surprisingly low cost. An Edward Petry Man can show you how and why: For good business, it's good business to buy WWVA.

A FORT INDUSTRY STATION

WWVA

50,000 WATTS · · CBS · · WHEELING, W. VA.

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

National Sales Headquarters: 527 Lexington Ave., New York City

Watch the New WDSU

No Other New Orleans Station Offers As Many Varied Attractions Especially Packaged for Sponsors

RADIO

"Crescent Matinee"

Baritone discovery, Jack Dabdoub, delivers popular and classical songs backed by Johnny Reininger's Orchestra.

(Segment Participation Available)

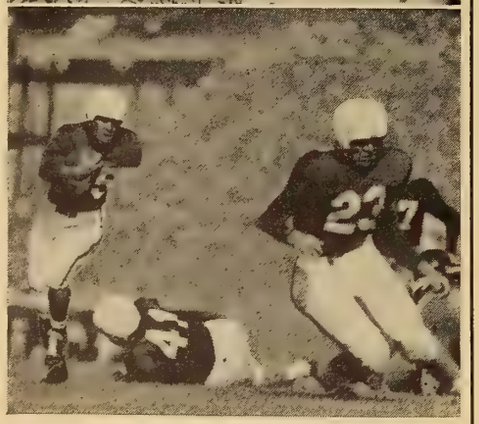


VIDEO

"Tulane Football"

One of the nation's top teams provides thrills and highlights of its weekly gridiron clashes.

(Sorry—already sponsored by D. H. Holmes Co., Ltd.)



See your JOHN BLAIR Man!

5000 WATTS • ABC •

AM - TV - FM WDSU NEW ORLEANS

EDGAR B. STERN, JR. President

ROBERT D. SWEZEY Executive Vice-President

LOUIS READ Commercial Manager

New Business



T. H. CLARKE & BEMPORAD Co., New York, (American Lady Rugs), appoints Wilson, Haight & Welch Inc., New York, to handle its advertising.

D'ARRIGO BROTHERS Co., Boston (fresh and frozen foods), begins extensive radio and TV promotion program in nationwide markets. Agency: James Thomas Chirurg Co., Boston.

WM. WRIGLEY of Canada Ltd., Toronto (spearmint gum), starts thrice-weekly 13-week test campaign for transcribed Ziv program *Cisco Kid* on CKEY Toronto. Agency: J. Walter Thompson Co. Ltd., Toronto.

O'CEDAR Corp., Chicago, extending TV spot schedule for new mop to WTMJ-TV Milwaukee, with further expansion planned. Agency: Young & Rubicam, Chicago.

CANADIAN BAKERIES Ltd., Vancouver (bread), starts four spot announcements daily on 17 western Canadian stations. Agency: James Lovick & Co., Vancouver.

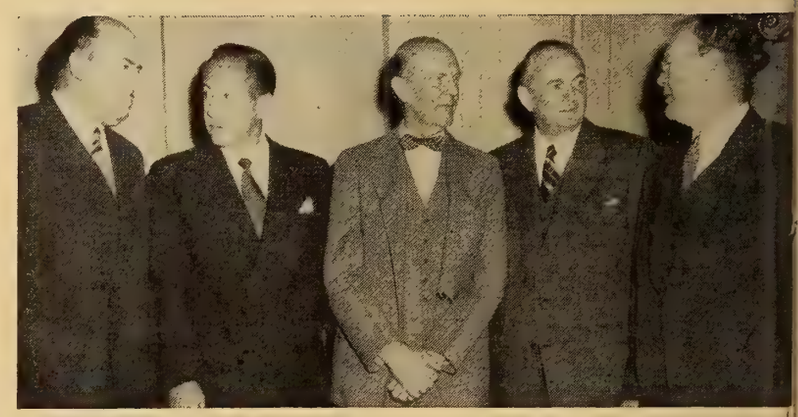
INTERSTATE BAKERIES Corp., Kansas City, Mo., is using 431 spots on seven AM stations and 286 animated announcements on five television stations in southern California to promote its new white bread, Log Cabin Bread. This is corporation's first use of TV. Agency: Dan B. Miner Co., Los Angeles.

DOUGHBOY INDUSTRIES Inc., New Richmond, Wis., appoints Monroe Greenthal Co., New York, to direct advertising of Doughboy Vinylite Plastic Toys, Flour and Feed and Farm Equipment divisions.

PETER FOX BREWING Co., Chicago, sponsors *Armchair Detective* on WBKB (TV) Chicago, by teletranscription. Show is live on KTLA (TV) Los Angeles. Telecast 8-8:30 p.m. CST, Sat. Show will continue for 52 weeks. Station account man: **JAMES F. BROWN.**

Network Accounts • • •

REVERE CAMERA Co., Chicago, to sponsor ABC broadcasts of *A Date With Judy* starting Nov. 10, 8:30-9 p.m. for 52 weeks [CLOSED CIRCUIT, Oct. 10]. Contract placed through Roche, Williams & Cleary, Chicago. Show premiered sustaining on ABC, Thursday, Oct. 13. Revere to continue sponsoring *Name the Movie* Thursday 9:30-9:55 p.m. until Nov. 10.



AS GUEST of honor at a reception given by the *Philadelphia Bulletin*, Donald Thornburgh (second right), newly-elected president of WCAU Inc., was formally introduced to the city's business, educational and political officials. The reception, held at the Midday Club, was attended by 400 civic and industrial leaders. On the receiving line are (l to r): Richard W. Slocum, general manager and secretary of the *Bulletin;* William S. Paley, chairman of the board of CBS; Robert McLean, president of the *Bulletin;* Mr. Thornburgh, and William L. McLean Jr., *Bulletin* vice president and treasurer.



It's impossible

You can't cover California's Bonanza Beeline without on-the-spot radio

Catch the Beeline audience and you've really caught something: more buying power than San Francisco and Portland combined . . . higher retail sales than the whole State of Connecticut.†

But remember where these prosperous people live — *in inland California and western Nevada.* And the radio stations they listen to most are their own on-the-spot stations.

Each of the five BEELINE stations is located right in a major Beeline shopping center. Use all five stations for solid Beeline coverage, the kind of coverage you get, for example, from KERN Bakersfield: a 30% greater share of the evening radio audience than the next best Bakersfield station.

†Sales Management's 1949 Copyrighted Survey



McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
50.000 watts 1530 kc.	1000 watts 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.



Main Street

IS YOUR BEST YARDSTICK . . .

Trust the local retailer to pick advertising that pays! He knows, because Wednesday's sales measure Tuesday's advertising.

In Peoria, best proof of performance is the many leading retailers who have kept their cash registers jingling via WMBD for 10, 15 and 19 consecutive years.

Typical is P. A. Bergner & Co., major Department store, now well into its 17th year of program sponsorship exclusively on WMBD in Peoria.

Canny buyers will find it profitable to take a tip from "Main Street" and "buy" WMBD.

WMBD dominates Peoriarea

WMBD
PEORIA, ILLINOIS
AM FM



See Free & Peters

CBS AFFILIATE
AM 5,000 watts FM 20,000 watts

Agencies



RUPERT THOMAS, former vice president at G. M. Basford Co., and most recently vice president of Walter Weir Inc., both New York, appointed chairman of plans board at Hazard Adv. Co., New York.

WILLIAM PITNEY named to executive staff at Earle Ludgin & Co., Chicago. He is former account executive at Leo Burnett Agency and general sales manager of Trimz, division of United Wallpaper, both Chicago.

ROBERT W. GARRISON, formerly with Ross Roy Inc., Detroit, and **TOMI BLOCK,** formerly with Federal Adv. Agency, New York, as account executive join copy staff of Kenyon & Eckhardt. Mr. Garrison will work in Detroit office while Miss Block will be in New York office.

C. MANFORD GROVE, art director of W. B. Geissinger & Co., Los Angeles since agency's inception three years ago, elected to board of directors and made vice president of agency. Prior to joining Geissinger Co., he was art director with BBDO, Los Angeles.

FRANK A. WOODS joins copy staff of Brooke, Smith, French & Dorrance, Detroit.

ALF LEWIS, formerly of CHML Hamilton, and Exclusive Radio Features, Toronto, joins Aikin-McCracken Ltd., Toronto, as radio and TV director. He comes from Atherton & Currier Inc., Toronto, where he was radio director.

JIMMY FRITZ, formerly president of Fritz, Carlson & Cash, Los Angeles, joins Ted H. Factor Agency, same city, as vice president.

F. CLIFFORD ESTEY, joins account executive staff of Casler, Hempstead & Hanford, Chicago, after working as vice president of W. W. Garrison & Co., same city. He worked previously at Reincke, Meyer & Finn, Geyer Co. and American Zinc Products, division of duPont.

MARY MORRISS, formerly in television department of J. Walter Thompson Co., Hollywood, joins Biow Co., that city, as agency contact on NBC *This Is Your Life* and Don Lee *Red Ryder* programs.

RAYMOND J. LEICHT, formerly with advertising staff of *Pelham* (N. Y.) *Sun* and before that with Fuller & Smith & Ross Inc. as copywriter and account contact man, joins copy department of Geyer, Newell & Ganger, New York.

ALFRED E. SMITH, formerly with Charles R. Stuart Adv., San Francisco, joins Harrington, Whitney & Hurst, same city, as account executive and marketing and research director.

KEN DERBY, formerly assistant supervisor of night operations at NBC, joins Fletcher D. Richards Inc., New York, as radio-TV copywriter. **FRANK E. CANKAR,** formerly in sales, sales promotion and advertising for International Register Co., Chicago, joins agency as account executive for Foremost Dairies, Jacksonville, Fla., account.

WALTER CASH, formerly vice president of Fritz, Carlson & Cash, Los Angeles, joins Foote, Cone & Belding, same city, as account executive.

ROBERT CAREY, public relations director of Bozell & Jacobs, Chicago, elected director and treasurer of Public Relations Society of America.

BRIAN DEVLIN appointed manager of Montreal office of Erwin, Wasey of Canada Ltd., Toronto.

AGENCIES elected to membership in American Assoc. of Advertising Agencies recently include: **MOGGE-PRIVETT Inc.,** Los Angeles; **LEWIS Adv.,** Newark, N. J.; **HIXSON & JORGENSEN Inc.,** Los Angeles, and **OHIO ADV. AGENCY Inc.,** Cleveland.

McCANN-ERICKSON Inc., New York, changes telephone number to Judson 6-3400 effective today (Oct. 17).

New Addresses: FRANKLIN BRUCK Adv. Corp., Los Angeles, announces removal of West Coast office to Taft Bldg., Hollywood & Vine Sts. **TED BATES & Co.,** Hollywood moves to new offices in Taft Bldg., 1680 N. Vine St.



Business is always better in Washington, D.C.

Fact: Washington ranks 11th in population among metropolitan areas, but moves up to 9th place in retail sales. Why? Consumers consume more in Washington. And WTOP reaches 25% more of those eager consumers than any other station.

WTOP
THE WASHINGTON POST-CBS STATION

WASHINGTON'S ONLY 50,000 WATT STATION • REPRESENTED BY RADIO SALES AM • FM

Needs Extra Addenda

EDITOR, BROADCASTING:

I would appreciate it very much if you would send me another copy of the 1949 BROADCASTING MARKETBOOK *addenda sheet.* As we have two copies of the MARKETBOOK, we should like the corrections to appear in both.

Nathalie D. Frank
Librarian
Geyer, Newell & Ganger
New York

* * *

Cites Lund Piece

EDITOR, BROADCASTING:

We read with interest the article entitled "What Agencies Want" by Art Lund in the Sept. 26th issue. . . .

Jim Bridges
Radio-TV Div.
Hugo Wagenseil & Assoc.
Dayton, Ohio

Open Mike



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

More on 'Series Time'

You have a most interesting article commencing on page 23 Oct. 3 entitled, "It's Series Time." The article goes on on page 81 to make reference to a successful stunt originated by MBS-affiliated-WCSC at Charleston in 1947.

From then on the article deals strictly with events as they happened, but I think there are two things that should be pointed out. First, the stunt was performed by WCSC probably in 1940 or 1941, when we were as now, affiliated with CBS. I have the warmest regard for Frank White and would enjoy an association with him, but we have not had an association with Mutual except for some special event like the World Series.

Incidentally, two things stand out in my mind about this Jackass episode. The first is a personal experience when our janitor, after parading said Jackass at a football game, tied him to a fence and the owner failed to show up after the ball game. I then had the most unusual experience of leading a Jackass, in this case neither an employe or myself but an animal, out of the side window of an automobile down the main street of Charleston with my wife driving, she having a mild case of hysterics and I frequently suffering from what seemed like a broken arm, because my much amused spouse and the reluctant donkey could never agree on a mutual speed.

The other thing that stands out in my mind is that Tom Means, who was then doing some part-time promotion for us, likewise nearly died laughing and some eight or nine years later, sits in a responsible position at CBS, which proves two things: first that a basically funny stunt can be used over and over again. And next, that one of the great pleasures in broadcasting is to supply the beginning opportunity for capable people who can go on to greater responsibilities.

John M. Rivers,
President WCSC
Charleston, S. C.

* * *

Re: NARBA Snarl

EDITOR, BROADCASTING:

In your Oct. 3 editorial NARBA Snarl (Mex.), you write: "The very essence of NARBA, since the first treaty was drawn in 1927, has been that facilities are allocated to serve the nationals of each signatory country, and not those across the borders."

Would you please define the status of Canada's CKLW as a Detroit outlet under this essence of the NARBA?

Jose Maria Gonzales
Owner and Manager
XEO Matamoros, Mex.

[Editor's Note: If the shoe fits, whether it's Canada or Mexico, wear it. It's true that CKLW serves the Detroit area. It is also true that five stations in Detroit serve Canada's populous Windsor area.]

* * *

Likes 'Buyers Market'

EDITOR, BROADCASTING:

In getting out the "Buyers' Market Can Mean Business for Broadcasting" booklet, you have provided people in radio with a very handy means of most useful information, and especially is that true of today.

May we compliment you on your generosity and good judgment.

Lambert B. Beeuwkes,
General Manager,
WDAS Philadelphia

* * *

Cites CKEY's Coverage

EDITOR, BROADCASTING:

. . . writing . . . in the interest of giving credit . . . in connection with radio coverage of the *Noronic* disaster. . . .

. . . CKEY (Toronto) did an outstanding job, one of the finest I've seen in some 25 years in newspapers and broadcasting.

We in Buffalo know CKEY's coverage was excellent because CKEY staffers were more than generous in responding to WEBR's call for help. CKEY staffers, using our telephone recorder connector, pro-

(Continued on page 19)

Here's the Idea - - - -

Sell both young and old

with

Jimmy Young's

"YOUNG IDEA SHOW"

11 a.m. to 12 noon daily
(Music and Topical Conversation)

Available— Quarter Hour Segment
11:30 to 11:45 a.m.

30.9 Share of Audience
July-August HOOPER Audience Index

WHHM

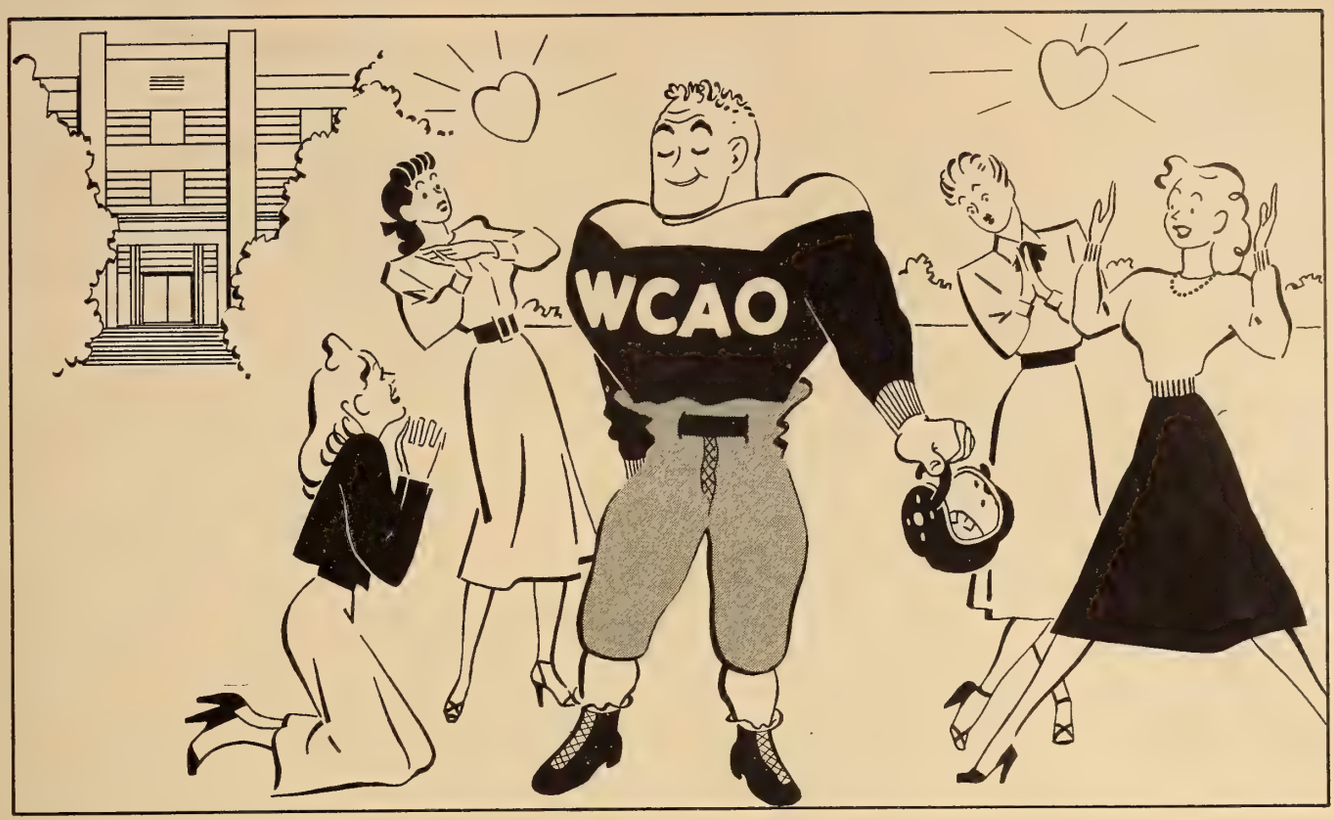
Independent—but not Aloof

MEMPHIS, TENNESSEE

● Patt McDonald, manager

AIMS ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS

INDEPENDENT METROPOLITAN SALES, representatives



How Popular Can You Get?

The campus hero has nothing on WCAO these days. Smart advertisers take a gander at the super-colossal CBS programming job this Fall —and rightly figure that WCAO is a better buy than ever in the Baltimore market. ☆ Ask your Raymer representative about availabilities on some of these popular WCAO local favorites—"MUSICAL CLOCK"—"HOLD EVERYTHING"—"YOUR FRIENDLY NEIGHBOR"—"AFTERNOON CAROUSEL"—"THE HAL VICTOR SHOW"—"SATURDAY NIGHT FROLIC"—and many others. It's a *bonus* audience—backed up by constant WCAO local promotion and showmanship.



. . . and every program and announcement on WCAO is duplicated on WCAO-FM (20,000 watts) at no additional cost to the advertiser!

WCAO

"The Voice of Baltimore"

CBS BASIC • 5000 WATTS • 600 KC • REPRESENTED BY RAYMER

for profitable selling—
INVESTIGATE

WDEL
WDEL-TV
WILMINGTON
DEL.

WKBO
HARRISBURG
PENNA.

WORK
YORK
PENNA.

WRAW
READING
PENNA.

WEST
EASTON
PENNA.

WGAL
WGAL-TV
LANCASTER
PENNA.

NBC AFFILIATES

Represented by
ROBERT MEEKER
ASSOCIATES
New York • Chicago
San Francisco • Los Angeles

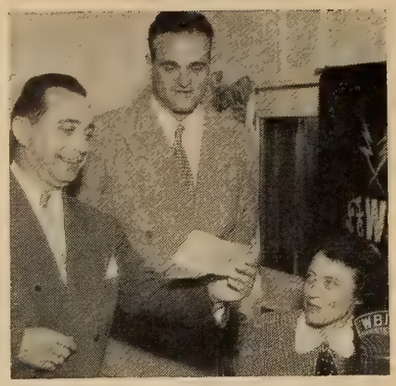
STEINMAN STATIONS

Feature of the Week

MAN'S DIGNITY was tickled in the ribs a bit, but a sure-fire promotion scheme to increase polio emergency fund coffers in the Greensboro, N. C., area counted votes and pennies to total of more than $15,000 in WBIG's campaign to select the "Prettiest Man." Capacity for hard work and love for fun-making gave Bob Jones, WBIG morning man and contest supervisor, full sway for originality.

While similar male beauty contests had been held before, this year the balloting had a price tag of one penny a vote to the Guilford County Chapter polio fund. Deadline for the three-week drive was set at midnight Oct. 1. Eighty candidates were entered. WBIG's offices and studios were swamped with young and old contributing pennies, nickels, dimes, quarters and others even made use of checkbooks. The more money contrib-

(Continued on page 19)



Mr. Jones (l) reads returns to Aileen Gilmore, WBIG official vote tabulator, and Edward Loewenstein, polio fund official.

* * *



Elected "Prettiest Man"

On All Accounts

WHEN any of the three advertisers serviced by the Hollywood office of Cecil & Presbrey casually visit the West Coast manager of the office, Riley Jackson, they have reason to be pleased.

Atop Mr. Jackson's desk they find a carton of Philip Morris cigarettes; on his wrist a Speidel watch band, and on a shelf a tube of Amm-i-dent toothpaste. Nor are these products just on display for such occasions. They are rather an indication of his belief in the products he is advertising. That, Riley feels, is prerequisite to honest advertising. One must believe in what one is attempting to sell, in order to convince others, he contends.

Riley's official duties towards these clients are to supervise their shows: MBS *Queen for a Day* for Philip Morris (co-sponsor with Alka-Seltzer); CBS *Burns and Allen Show* for Amm-i-dent; and CBS-TV *Ed Wynn Show* for Speidel. The last-mentioned show which debuted Sept. 22 amidst klieg lights and formal dress in CBS Hollywood studios is one of the first major commercial television shows to originate on the West Coast and be kinescoped for Eastern showing.

Queen for a Day reins will be removed from the able hands of Riley Jackson this week (Oct. 21) when the cigarette firm transfers its two-year sponsorship to two programs which will emanate from New York —*Ladies Be Seated* and *One Man's Opinion*, both on full ABC network.

Riley's entrance to radio came in 1935 when he deserted his business education at Illinois Wesleyan U., Bloomington, Ill., after two years to become an announcer with local station WJBC.



RILEY

Here, Riley recalls, he had the opportunity to "learn radio the hard way." In addition to announcing, he wrote (and typed) copy, sold time and turned records. Before long he was promoted to program manager.

In 1937 he transferred that title to WIND Chicago. One of his chores at that station was to be disc m.c. for an all-night record show *Night Watch*. Here one of his duties was to play "I Love You Truly" every morning at three for the listening ears of his fiancee, who would set her alarm daily for the occasion. This went on until the station objected on the grounds that the song was being plugged.

On another occasion, when Riley playfully answered a request (from

(Continued on page 20)

A BIG PLUS FROM
WIBG
SPONSOR PROMOTION!

CAR CARDS



Car Cards . . . Big eye-catching posters publicizing WIBG programs—*with sponsor credit*—appear regularly throughout the year on street cars covering the city.

BILLBOARDS



Billboards . . . Over the entire area of the Philadelphia Market, hard-hitting, colorful 24-Sheet Posters promote WIBG features.

DIRECT MAIL



Direct Mail . . . Attractive, well-designed broadsides go out regularly to selected dealer lists, spotlighting a specific sponsor's campaign and urging aggressive store cooperation.

ON WIBG YOUR CLIENTS GET A BIG BONUS OF VIGOROUS SPONSOR-PROMOTION!

WIBG AM FM
DIAL 990
10,000 WATTS
PHILADELPHIA'S MOST POWERFUL INDEPENDENT
REPRESENTED BY
ADAM J. YOUNG INC.

"The NEW Lang-Worth Transcription"

Majesty in Miniature

Brilliant clear as the sun-drenched mountain top . . . Quiet as the bottomless lake, cradled in the foothills . . . This is Perfection—at its peak

. . . Acme in Sound Reproduction

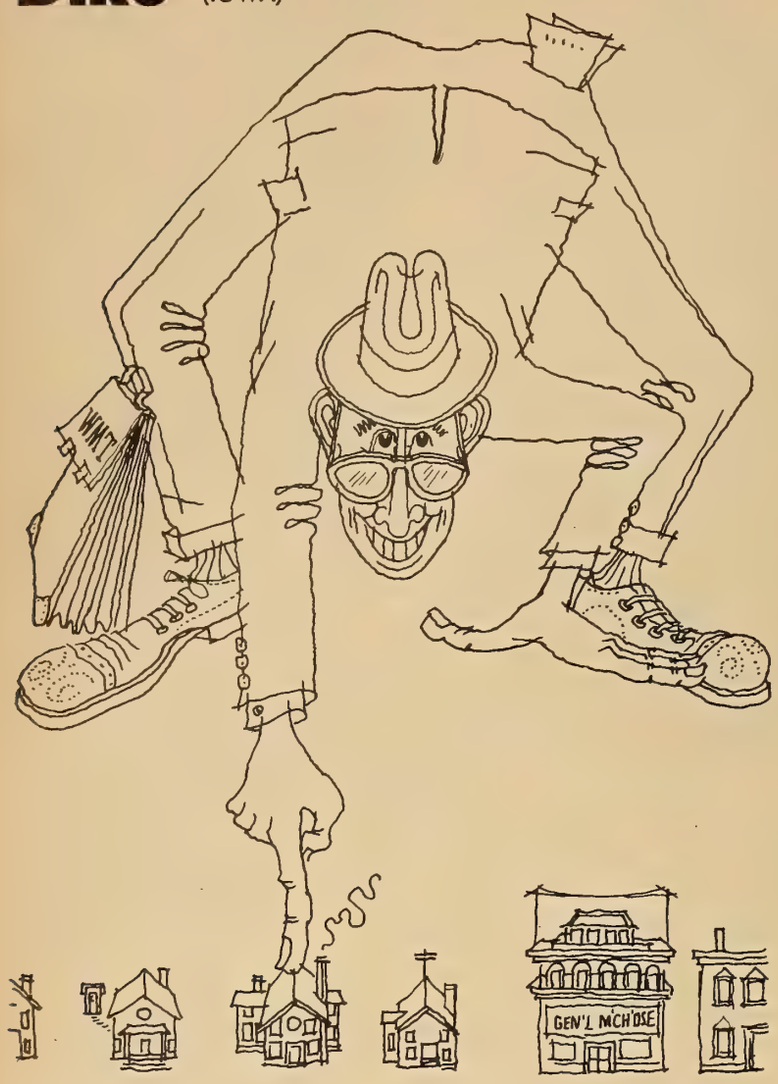


LANG-WORTH

FEATURE PROGRAMS, Inc.

113 WEST 57th STREET, NEW YORK 19, N. Y.

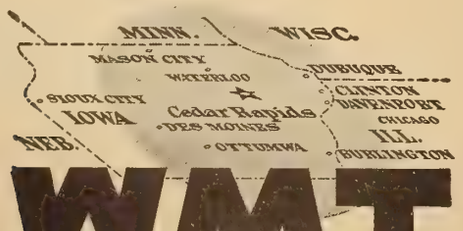
WMT has its finger on Dike (IOWA)



. . . and all the other 1058 communities within WMT's 2.5 mv line. It's a strong finger, carried on Iowa's best frequency, 600 kc. It's a finger that beckons listeners with exclusive CBS network shows, an informative finger kept on the pulse of the news via AP, UP, INS, and local correspondents throughout the state.

It's a finger that points the way to sales in Eastern Iowa, where agricultural income increased 33% last year and industrial income keeps up its steady growth.

Ask the Katz man to show you how a plug on WMT is better than a hole in your Eastern Iowa market.



WMT
CEDAR RAPIDS
5000 Watts 600 K.C. Day & Night

BASIC COLUMBIA NETWORK

. . . In the Public Interest

Fire Prevention

IN an all-out effort to cooperate with Washington's Fire Dept. during Fire Prevention Week, WWDC Washington worked out the following arrangement: Fire alarm headquarters telephoned the station's news room whenever a fire company was called out to answer an alarm; station then gave an immediate spot broadcast, relaying the report to the radio audience. Each announcement was preceded with the sound of a fire siren and ended with a tag-line pointing up Fire Prevention Week.

* * *

Caravan for Hero

HEROIC rescue of two children from a rocky "jetty" by life guard Gene Beck resulted in his being paralyzed from his shoulders down for life. WMID Atlantic City, N. J., promptly organized the "Gene Beck Caravan" in order to raise money for a fund for the young man. Entire staff of the station worked on the 17-hour caravan which netted $2,500 in pledges.

* * *

News for Deaf

NOT only does KPRS Olathe, Kan., keep a night light on the AP ticker in its front window so that students at the Kansas School for the Deaf may keep up with the news but General Manager Tex Witherspoon also sends all unused wire copy to the school so that large groups of students may be "read" the days news by sign language. Mr. Witherspoon claims the 240 deaf students are the "biggest boosters of KPRS in the county."

* * *

Wins Award

PRACTICALLY single-handed, Henry Hickman, disc jockey for WFBR Baltimore, won the station Al Jolson Activity bronze plaque for the Polio Emergency Drive in Maryland. Mr. Hickman made daily appeals over his *Club 1300* show, airing the alarming facts about polio. Special additional effort was involved in tape recorded interviews of victims in iron lungs at the opening of the Emergency Drive.

* * *

FM Results

GENEROSITY of the FM audience was proved recently when WLAG-FM LaGrange, Ga., made an appeal during a baseball broadcast. Money was needed for an urgent "blue baby" operation for an 18-months old LaGrange boy. By the next day, $450 had been pledged.

* * *

To the Rescue

WHEN a plane was lost in darkness above an airport near Pittsfield, Mass., WBRK Pittsfield came to the rescue. Police called the station to say that the airport's lights had been put out of commission by a severe rain storm. Immediately the station asked cruising motorists to drive to the airport and use their lights to illuminate the runway. Fifteen minutes later cars were lined up beside the airfield, making it as bright as day, station reports. Over 300 automobiles had to be turned away. The plane was able to get its bearings and land safely.

FUND RAISERS

Radio Helps Polio Fight

FUND raising by promotional know-how to lift sagging emergency polio campaigns in home areas was prevalent among stations in various parts of the country in recent weeks. Among reports to BROADCASTING last week were these:

WMBO Auburn, N. Y., held an auction sale over the air, prizes being an 825-pound prime beef steer and other animals. Conceived by General Manager Frederick L. Keesee, the mayor, president of the city bank and other civic leaders, emceed a disc jockey show asking listeners for pledges. Final tabulation showed about $10,000 for the fund.

The four AM stations in Portland, Me., WCSH, WGAN, WPOR and WMTW, joined forces and gave its area's emergency fund a shot in the arm to the tune of more than $4,000 in one evening's effort. The stations took turns in continuous programming from 6:30 p.m. to 2 a.m., each broadcasting a segment. Telephone pledges were taken and special programs aired. As each segment of the *Polio Parade* neared conclusion the broadcasting station called attention to its "good neighbor" station which next carried the ball in the fund-raising drive.

A total of $12,746.17 was solicited by WHAS Louisville which turned over the station's facilities for 24 hours to recruit funds for a fund campaign that fell short in the area. Campaign began at 5 a.m., sign-on time on Sept. 24 and ended at 5:45 p.m. the following day. Featured were documentaries, personal appeals by polio victims, an all-night live talent program and other shows. On "Polio Dollar Day" listeners were urged to send in dollar pledges, and names of the senders were read over the air.

Entire operation of WNOR Norfolk, Va., for one day was dedicated to raising funds for the Polio Emergency Drive. Ted Harding, station's morning disc jockey, spent the day appealing for money, interrupting all programs for reports on funds raised, and interviewing former polio patients, Navy admirals, civic figures and representatives of the drive. At the end of the day's activities, over $3,000 had been pledged.

Whether you sell... **A**rchitects' **B**uildings . . . **C**aloric **D**inners **E**ffecting **F**avorable **G**astronomical **H**appiness . . . **I**ntricate **J**ade **K**nick-**K**nacks . . . **L**ovely **M**aidens' **N**egligees **O**r **P**ajamas . . . **Q**uality **R**etail **S**taples . . . **T**apestry **U**pholstery . . . **V**eneered **W**ooden **X**ylophones . . . **Y**achts . . . **Z**ippers . . . Better Buy Radio . . . Better Buy WGN!

Yes, from A to Z, **WGN** **can do a selling job for you. And currently WGN has a fabulous array of new shows available that are the most potentially potent, high-rated sales makers WGN has ever offered to sponsors. Here's your opportunity to sponsor great name programs featuring star studded casts . . . at a cost designed to fit any pocketbook. Just look at this list of programs and the amazing galaxy of stars—THERE'S A SHOW HERE TO FIT YOUR NEEDS!**

M-G-M THEATER

A weekly, hour-long dramatic program featuring great screen plays with TOP Metro-Goldwyn-Mayer stars . . . including Marlene Dietrich, John Garfield, Brian Aherne, Van Heflin, Margaret O'Brien. Here's a show comparable to the best, at considerably less cost.

THE *Adventures* OF DR. KILDARE!

Now, this unforgettable show comes to the air, with the popular stars that listeners remember . . . LEW AYRES and LIONEL BARRYMORE. Here's a half hour once-a-week show of thrilling, wonderful listening.

AT HOME WITH *Lionel Barrymore*

Three fascinating quarter hour visits per week with one of the most colorful, beloved stars of stage, screen and radio. A sparkling addition to your radio sales staff.

MAISIE

A half hour each week of hilarious adventure starring the one and only ANN SOTHERN in her original role. A sure fire winner in any radio schedule.

CRIME DOES NOT PAY

Thirty minutes, once a week, of tense, terrific entertainment. Screen Academy Award Winner, now on radio with a top cast, headed by a well-known Hollywood player each week. A sure favorite with listeners.

JUDGE HARDY'S FAMILY

Once-a-week, 30 fun-filled minutes with America's funniest family . . . featuring the stars who made the Hardy Family so famous: MICKEY ROONEY, LEWIS STONE and FAY HOLDEN. You can't miss the family audience with this great featuré.

Don't Delay... make your Best Buy today with WGN!

WGN reaches more homes each week than any other Chicago station. — 1949 Nielsen Annual Report

A Clear Channel Station...
Serving the Middle West

WGN

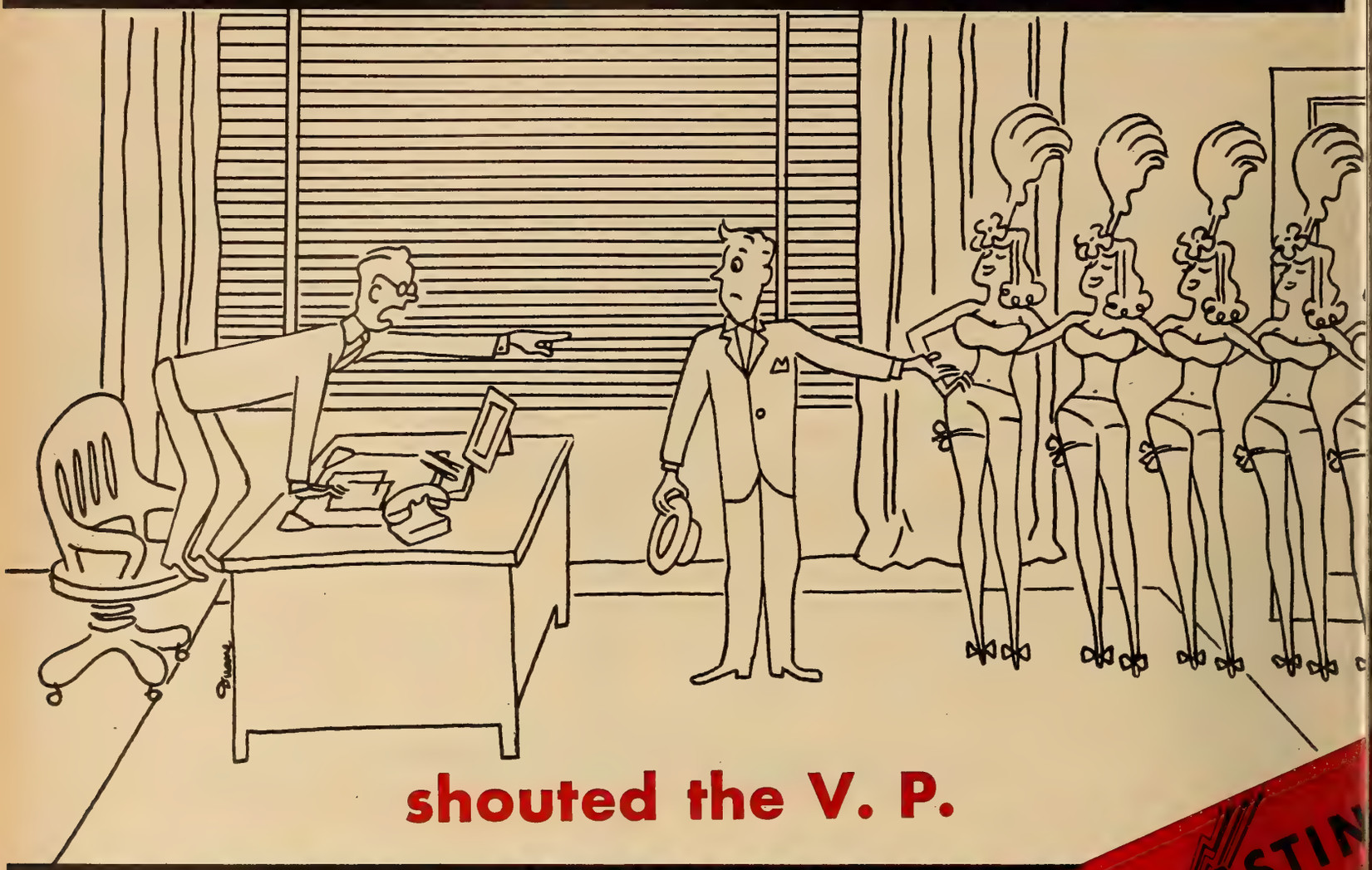
Chicago 11
Illinois
50,000 Watts
720
On Your Dial



MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

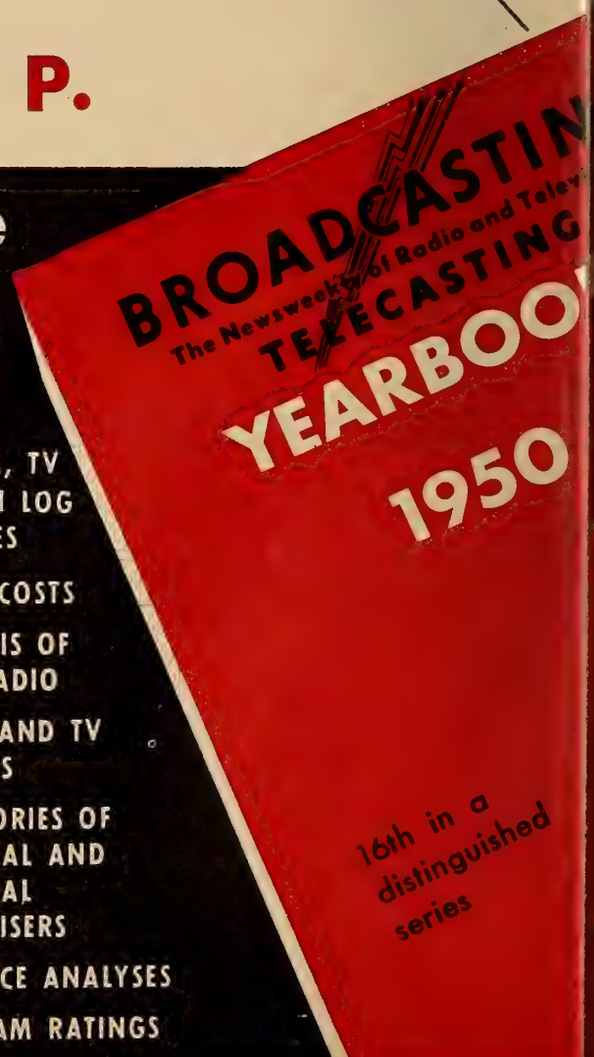
"Those aren't the figures I wanted . . ."



shouted the V. P.

. . . look in the

for facts and figures



- AM, FM, TV STATION LOG BY CITIES
- MEDIA COSTS
- ANALYSIS OF 1949 RADIO
- RADIO AND TV BILLINGS
- DIRECTORIES OF NATIONAL AND REGIONAL ADVERTISERS
- AUDIENCE ANALYSES
- PROGRAM RATINGS

mail NOW!

BROADCASTING • TELECASTING
NATIONAL PRESS BUILDING, WASHINGTON 4, D. C.

Please reserve space in 1950 YEARBOOK as checked:

☐ ⅛ PAGE $70 ☐ ¼ PAGE $120 ☐ ½ PAGE $200 ☐ 1 PAGE $350 ☐ 2 PAGES $700

The above one time rates are subject to frequency discounts for regular contract advertisers.

FIRM_____

ADDRESS_____

CITY_____ ZONE_____ STATE_____

SIGNED BY_____

final ad deadline Dec. 1st 1949

Open Mike

(Continued from page 12)

vided WEBR with on-the-scene, fast and (as later events proved) accurate reports for all our early morning hourly news periods and direct summaries for subsequent news periods. . . .

Cy King
Station Director
WEBR Buffalo, N. Y.

* * *

'For The Record'

EDITOR, BROADCASTING:

Woe is me and long are the faces of the *TelePIX* newsreel staff at WPIX, *The New York News* station, after reading the story about radio and television coverage of the Noronic disaster on page 65 of the Oct. 3 issue of BROADCASTING.

. . . Your alert publication missed the outstanding television beat scored by *TelePIX* on this news event.

For the record, here is what happened:

Less than 18 hours after fire broke out on the *Noronic*, early on the morning of Saturday, Sept. 17, a complete film story of the tragedy was shown on WPIX at 9 p.m. that night. *TelePIX* staff cameraman Les Mannix flew to Toronto in the *Daily News* plane Saturday morning. His films arrived back in New York at 7:15 that night and were developed and edited in time to be shown at 9 p.m. The reel was shown again at closing time and repeated twice on Sunday. . . .

Robert L. Coe
Vice President and Manager
WPIX (TV) New York.

Buddy Clark Photo

EDITOR, BROADCASTING:

Thought you might have a use for this photo of a seldom-pictured guy, Buddy Clark. So far as I know, it's his last photograph and was taken just a few days before his death [Oct. 1], in Hollywood, where I was tape-recording interviews with some of my friends, among them Sinatra, Como, Dinah Shore, Dick Haymes, Andrews Sisters, Phil Harris, Mindy Carson, Tony Martin, Andy and Della Russell, Larry Parks and Betty Garrett, etc.

Incidentally, Buddy was to have started his starring role in a new film this month, a picture titled "Disc Jockey," in which he would play a singing disc jockey—and just to show you the kind of a swell guy he was—he insisted that I appear in the film with him so he could publicly credit me as the original singing disc jockey. I was to have flown over to Hollywood on the 23d to begin shooting on my small part.

As a tribute to a great artist and a good friend I devoted the last hour of my show last Monday (*Dick Gilbert Show*, Mon-Fri., 12-3 p.m.) to a memorial program of Buddy's 15 most popular records plus a first broadcast of the interview he is pictured giving. By



Mr. Gilbert (r) interviewing the late Buddy Clark.

* * *

public demand the show will be repeated. . . .

Dick Gilbert
KTYL Phoenix, Ariz.

* * *

WTXL Carries 'Em Too

EDITOR, BROADCASTING:

Just as we do every week, we've just finished reading the current issue cover-to-cover (Sept. 26).

On page 62, there appears an item under Promotion titled, "How Many Baseballs." I expect this story came to you as a press release from the station whose call letters appear there. It's quite a story, but it isn't very accurate!

In the first place, that station carries the day games of the Braves and Red Sox on *AM* as well as *FM*. Thus FM cannot be given exclusive credit for whatever measure of success they claim for the stunt.

Secondly, the giveaway was extensively promoted day after day on AM as well as FM. So it is not true to claim that a single announcement was aired.

Finally, the station's correct location is Chicopee, not Springfield.

Our only interest in the matter is that WTXL is now the station here for night baseball to the delight of many thousands of fans without FM equipment.

Lawrence A. Reilly,
General Manager
WTXL West Springfield, Mass.

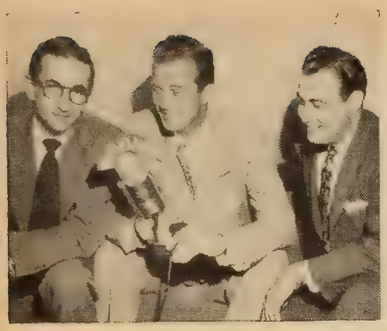
Feature

(Continued from page 14)

uted, the more votes for the favorite candidates.

Winner was C. L. Gentry, superintendent of Blue Bell Inc., and runnerups were other leading community citizens. Mayor Ben Cone was sixth. Virtues of the candidates were extolled by admirers in prose, poetry and jingles. Climax was presentation to voters by Mr. Jones of leading beauties, faces rouged and dressed in feminine attire, at Greensboro National Theatre. The winner was crowned "Prettiest Man" and awarded a loving cup while his loyal court of honor took care of their long dresses. Open house with ice cream for guests was held at Guilford Dairy "in honor of those who put away masculine dignity for an evening so that the polio fund could be enriched." The *Greensboro Free Press* credited WBIG's effort in a front page story Oct. 6 following the campaign's windup.





THREE "Boys From Syracuse" exchange congratulations at WHDH Boston as Managing Director Bill McGrath (l) celebrates his 20th anniversary in the radio industry. With him are Actor Bill Lundigan (center), who appeared for the Boston opening of his new movie, "Pinky," and George Perkins, WHDH program director. All three are alumni of Syracuse U. and began their careers together announcing at WFBL Syracuse.

Milestones

► Henry Gerstenkorn, national advertising manager of Don Lee Network, is celebrating his 10th anniversary with the sales staff.

► Chief Engineer I. A. Martino of WDRC Hartford, Conn., is observing his 26th anniversary with the station this month.

► Carlton Brown, transmitter engineer at WDRC-FM Hartford, is observing his 10th anniversary with the station during October. He joined WDRC in 1939, and has his headquarters at the station's Meriden Mountain transmitter.

► Sponsors and guests, numbering over 200, were feasted by KAYL Storm Lake, Ia. on the occasion of its first anniversary late last month.

► W. Gordon Swan, program manager for WBZ-WBZA Boston-Springfield, Sept. 30 celebrated his 25th year with the stations. He first became associated with WBZ as an announcer when it was located in Springfield. Later he was named traffic manager and, in 1941 program manager. All programming activities of WBZ-WBZA and FM operations, including WBZ-TV are coordinated under his direction.



Mr. Swan

► Saturday, Oct. 15, marked the beginning of the fifth year of the *Quizdown* show over WXYZ Detroit. Program features children from local schools.

► WCAU Philadelphia's *Career Forum*, a vocational guidance program, began its fifth year on the air Oct. 5.

On All Accounts

(Continued from page 14)

two men later proved inebriated) to play two records together, the present Mrs. Jackson, hearing the conglomeration of "Adios Muchachos" and "I Won't Be Home Tonite," thought he was drunk and threatened to break their engagement.

In 1939 he left the station to join Wade Advertising in Chicago. For that agency he produced the *Quiz Kids* and *National Barn Dance* and was associated as agency supervisor on NBC *News of the World.*

Service in 1942

The war interrupted his agency career and in 1942 he joined the Air Force. Stationed at Chanute Field for the next year, he wrote and directed training films for the Training Command of the Air Force. A year later he was transferred to the Armed Forces Radio Service, working on shortwave newscasts out of New York.

In 1946 he was out of uniform and back with Wade, where he resumed the discipline of the *Quiz Kids.* The following year Riley left to open and manage West Coast office for Louis G. Cowan Inc. (packager) in Hollywood. A year later he parted with that office and became Cecil & Presbrey representative on *Queen for a Day* for Philip Morris.

On Sept. 1 of this year he established a Hollywood office for the agency in the Equitable Bldg. at 6253 Hollywood Blvd.

Riley was born in Clinton, Ill., in 1917. There he attended grammar and high school before entering Illinois Wesleyan.

In high school and college he distinguished himself by "blowing his own horn"—as a trombonist in the orchestra. The high school orchestra served as a romantic meeting-ground, for Margaret Reeser, the present Mrs. Jackson, played drums in the same group.

In 1941 the two musicians decided to make it a permanent duet and took out their wedding license.

Riley does little trombone playing now. In fact he was recently discouraged against ever playing again. For, taking the instrument out of its case, where it had gathered dust for years, to charm their 13-month-old son, Brian, he was rewarded with screams of terror from the unappreciative little fellow.

The Jacksons carry on their three part harmony in a North Hollywood home.



Right on the heels of a 167,244,000 bushel wheat crop comes the tidal wave of a "super" yield of corn. Cribs are full. Barn yards are dotted with temporary storage units. And on many farms this surplus "cash" is even piled on the ground.

WIBW LISTENERS ARE RICH

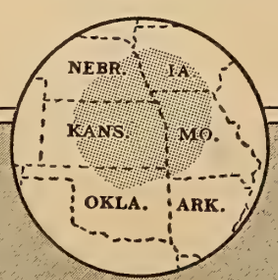
The 1,202,612 farm folks in WIBW's audience are buying as never before. But what tickles our advertisers (and us, too) is the flood of reports from dealers that these loyal listeners are flocking into their stores and *insisting* on brand names they've "been hearing about on WIBW." *Moral: For result-full selling the farm families in Kansas and adjoining states, depend on WIBW!*

W I B W

SERVING AND SELLING

"THE MAGIC CIRCLE"

WIBW · TOPEKA, KANSAS · WIBW-FM



C B S

Rep: CAPPER PUBLICATIONS, INC. · BEN LUDY, Gen. Mgr. · WIBW · KCKN

1 out of 120

For six years KVOO has been the only station out of the 120 used by Dr. LeGear to carry year-round advertising for this account! Why? — Year in, year out, Dr. LeGear (and all KVOO advertisers) know they can always count on KVOO for RESULTS!



Dr. D. H. LeGear

DR. L. D. LEGEAR MEDICINE Company

MANUFACTURERS OF
DR. LEGEAR'S
LIVE STOCK - POULTRY - DOG
PRESCRIPTIONS

July 15, 1949

Mr. Sam B. Schneider
Farm Service Director
Radio Station KVOO
Tulsa 3, Oklahoma

Dear Sam:

Congratulations on the fine job you and KVOO are doing selling DR. LEGEAR'S new approved FLY SPRAY.

As you probably realize, this product is on the air over a number of stations and is being pushed by other mediums of advertising. All of our salesmen are doing a good job of selling this item. This, naturally, speaks well for the product and for the sales force but, of course, the real test of effective advertising is unsolicited orders.

I just wanted to advise you that we have had more unsolicited orders for DR. LEGEAR'S FLY SPRAY from KVOO's primary area than from any other area that we cover. I want you to know that we all appreciate this very much and trust that you will keep up this "top-notch" selling.

Sincerely yours,

DR. L. D. LEGEAR MEDICINE CO.

Dan

Dr. D. H. LeGear

DHL:jb

IF IT'S RESPONSE YOU WANT YOU *Get it* ON KVOO!

RADIO STATION KVOO

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS — OKLAHOMA'S GREATEST STATION — TULSA, OKLA.

COMPARE

COST PER THOUSAND **HOMES**
6:15-6:30PM . . . MONDAY THRU FRIDAY
FOR CLEVELAND REGIONAL NETWORK STATIONS

6:15 - 6:30 PM	WHK	NET. B	NET. C
HOOPERATING AVERAGE (1.)	8.55	5.65	4.75
HOMES Primary Area (2.)	842,000	759,000	623,000
HOMES Reached Daily (3.)	71,991	42,884	29,593
COST PER PROGRAM (Time only)	$81.00	$121.50	$95.90
COST PER 1000 HOMES	$1.11	$2.83	$3.24

AVAILABLE M.-W.-F. - SEE YOUR RAYMER REPRESENTATIVE ABOUT "OPEN RANGE"

(1) Hooper—Fall-Winter 48-49
Winter-Spring 48-49

(2) Based on coverage patterns on file with FCC and BMB radio families 1946

(3) Projected rating for primary area

WHK

The Paul H. Raymer Co.
National Representative

BROADCASTING
TELECASTING

Vol. 37, No. 16 WASHINGTON, D. C., OCTOBER 17, 1949 $7.00 A YEAR—25¢ A COPY

IS U. S. SPECTRUM HOG?

Congress Will Seek Answer

FIRST serious effort to make Uncle Sam justify the barring of important spectrum space from general use was under way at the weekend.

This official resistance to the thousand-fold increase in demands for private operations has finally come under the Congressional spotlight, giving rise to hope that more space may become available to the broadcast-TV industry.

While such hopes are strictly long-range, the fact that a branch of Government at last has dared to challenge the always sacrosanct governmental use of the spectrum was welcomed in both industry and other governmental quarters.

Conducting the probe is the Senate Interstate Commerce communications subcommittee, of which Sen. Ernest W. McFarland (D-Ariz.) is chairman [CLOSED CIRCUIT, Sept. 26].

Noting the startling growth in the radio communication arts, with the demand always greater than the supply, Sen. McFarland declared, "FCC cannot allocate what it does not have."

Sen. McFarland reported he had sent letters to the Interdepartmental Radio Advisory Committee, which allocates frequencies between private and government users, and other interested sources seeking extensive information for basic use by the subcommittee. Text of the inquiries was not disclosed. Early next session the group expects to delve into the overall spectrum problem on a comprehensive scale.

Complaints Lodged

The inquiry is believed to have stemmed from complaints that many government agencies, including the military, are pre-empting precious spectrum space at the expense of private users—among them, radio and television—without justifying their use, while other services lack adequate frequencies.

The Senate subcommittee probe also will encompass a study of the extent of government operation of communications systems in competition with privately owned wire and telegraph companies.

"In getting frequency assignments for private licensing, (FCC) must compete with the demands of the Army, Navy, Air Force and a dozen other government departments," Sen. McFarland pointed out. He observed:

"Some of us thought that the unification of the armed forces would result in a tremendous saving of frequencies by permitting a single communications service to handle the business. There is some doubt that it has turned out that way.

"Each service apparently thinks it must have its own frequencies to be operated by itself for command, tactical and just plain, everyday communications, although in peacetime no circuit is ever used to anywhere near capacity; some in fact are merely reserved without any use.

"On top of that, the defense forces want frequencies for experimental work of a secret or confidential nature and other frequencies are being used for such purely military uses as sonic detection, guided missiles, radar for detection of aircraft, and similar uses."

Sen. McFarland said it was evident domestic and international communications companies should be strengthened and felt the nation must rebuild its communications network for "future defense needs."

He noted that FCC, in handling frequency allocations for private use, is called upon to grant licenses for radio broadcasting, television, radio communications all over the world, marine and coastal communication, aviation, bus and truck use, taxicab use, amateur communications, inducting heating and "scores of other uses."

The military, State Dept. and General Services Administration operate their own extensive communications systems, Sen. McFarland added. State Dept., for example, is assigned radio frequencies for overseas communications and also uses the facilities of the Army and Navy as well as private companies, while the three armed forces also maintain and operate

(Continued on page 80)

SPOT RADIO

Cost to Client Down, Study Shows

SPOT RADIO initial costs have gone up 37% since 1943 but at the same time the number of set owners has increased 40%.

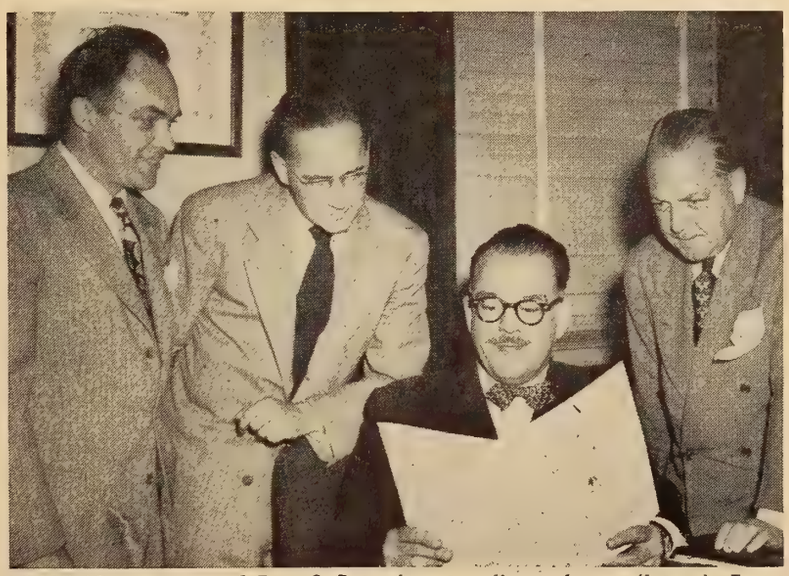
Those were the conclusions reached in an exhaustive analysis of spot radio just completed by the research staff of Free & Peters which firm will send this week to advertisers and agencies.

The study was made, says the foreword of the 46-page report, "to determine whether this major advertising medium is now (1949) giving you advertisers as much (or more or less) for your dollar as it did three and six years ago."

The study's conclusion is succinctly stated in the report's title—"Spot Radio Costs Less Today."

For comparative purposes, F&P selected the years 1943, a mid-war year; 1946, the first full post-war year, and 1949, the present year. Most of the data were taken from the 33 stations represented by F&P "partly because we knew most about them" and partly because they are well distributed geographically (the counties covered contain a total of more than two-thirds of the U. S. radio homes), and are well divided as to network affiliation (13 NBC, 10 CBS, 10 ABC).

* * *



LOOKING over copy of Free & Peters' spot radio study are (l to r): Ewart Blain, F&P account executive on J. Walter Thompson Co.; John Heiney, agency representative for J. Walter Thompson on the Shell Oil account; Charles Shugert, assistant eastern sales promotion and advertising manager, Shell Oil Co., and Jones Scovern, F&P vice president in charge of sales.

The study's first finding is that the cost of spot radio has increased since 1943. In that year the average cost per station on the full F&P list of one daytime announcement at the maximum discount minute rate was $11.19. By 1946 it had risen 17.7% to $13.16. In 1949 the announcement cost $15.32, a rise of 37.3% over the 1943 figure.

"While program time rates have increased less," the report explains, "talent, news service, etc., have tended to increase as much or more in some cases. Because of the variables like program changes, talent calibre, etc., we cannot make as hard and fast a campaign comparison as in the one-minute announcement rates."

But other things than station rates have changed since 1943. The country's population has risen from 130,982,300 that year to 137,500,000 in 1946 and 146,496,300 in 1949. More pertinent here, the number of U. S. radio families, which was 32,500,000 in 1943 and 33,988,000

(Continued on page 80)



ATTENDING a luncheon for RCA executives last week at the Wardman Park Hotel in Washington, during RCA's color TV demonstrations for FCC and industry officials, are (l to r): Frank M. Folsom, RCA president; Mrs. David Sarnoff; Dr. Lee De Forest, vacuum tube inventor and radio pioneer, and Brig. Gen Sarnoff, board chairman and chief executive officer of RCA.

CENSUS POLICY

Hauser Says FM Count In '50 Not Feasible

COUNT of FM homes in the 1950 decennial census is not feasible because of scientific problems in collecting the data and the lack of funds required to do an accurate job, according to Philip M. Hauser, acting director, Bureau of the Census.

The bureau's decision to include AM and TV but not FM was based on field tests in which it was found that a substantial share of set owners reported they have FM though such is not the case. This confusion is partly ascribed to the dual call-letter practice.

Writing to the editor of BROADCASTING, Director Hauser said the bureau has received a number of letters from the FM industry and from members of Congress in which inclusion of an FM tabulation is requested. He added that he had read a letter from Nathan Frank, WHNC Henderson, N. C., in the Oct. 3 BROADCASTING implying discrimination on the bureau's part for failing to include an FM count in the 1950 census.

Explaining the bureau's problem in attempting to count the number of homes with FM, Mr. Hauser said:

"We have serious doubts concerning our ability to obtain satisfactory information on this subject. In fact, our experience indicates that a separate question on FM radio is neither simple nor readily understood.

"Experience with owners of radio sets indicates that many report that they have an FM radio even though their set is unable to receive FM programs. In fact, some receivers so reported were purchased before FM receivers became available. One of the factors contributing to this error is the practice of using the identification 'This is WXXX and WXXX-FM,' by stations which broadcast simultaneously on FM and AM. Furthermore, many set owners are not acquainted with the technical differences between AM and FM receivers."

Mr. Hauser said the bureau did not feel "a relatively large expenditure of our limited funds would be justified to obtain and publish data, the accuracy of which would be subject to grave doubts." He explained the Bureau "cannot conscientiously include any items which are essentially experimental in character and the success of which are not definitely assured by previous experience."

He said inclusion of an FM question in later statistical or census programs will be seriously considered if growing experience indicates the data can easily be obtained with adequate accuracy.

In selecting questions to be included in the housing portion of the 1950 census, Mr. Houser said, data on radio and TV industries "is definitely not a central objective in these enterprises. In designing the schedules to be used for the Housing Census in connection with which a radio and television question will be asked, major space and consideration on the schedule was given to items directly related to housing and housing facilities."

The two radio questions in the 1950 census read: "Is there a radio in this unit?" covering AM, FM and shortwave bands or combinations, and "Is there a television set in this unit?" The first question, Mr. Houser noted, includes AM sets, FM sets and those having AM and FM in combination.

He said there was considerable demand for these questions from business groups and government agencies, as well as the radio and television industries. "Moreover, and this is of considerable importance," he said, "experience indicates that these are relatively simple questions, readily understood by the public; that we shall be able to obtain these data with a high degree of accuracy; and that they will require a relatively small amount of time and expenditure."

Color TV--This Week's Summary

RCA COLOR television was revealed last week in a series of Washington demonstrations, while the FCC, wrapping up the third week of its color TV hearings, officially abandoned hope of completing them before late December.

RCA's official showing for the FCC record, staged with equipment set up within a few hours of delivery and admittedly disappointing, was followed by a series of informal demonstrations which brought reports of marked improvement as the week progressed.

In the Commission's hearing room, the RCA demonstration was also the target of stinging criticism by Dr. Peter C. Goldmark, inventor of the rival CBS system, who said he thought RCA might as well abandon the system now. RCA authorities said he would be answered point by point.

FCC's new time-table for the hearings left no chance that testimony on other phases in the overall television review—including UHF, changes in existing TV standards, and nationwide VHF-UHF allocations—could begin before the first of the year.

This obviously would affect the lifting of the year-old black-and-white licensing freeze unless the Commission yields to industry pleas for a "thaw" before the other far-reaching determinations are made.

Recess in Color Oct. 27

The time-table anticipates a recess in the color hearings starting about Oct. 27, when FCC hopes to complete the taking of direct testimony. Comparative demonstrations of black-and-white and the RCA and CBS color systems are slated for the week of Nov. 14, and the week of Nov. 28 the Commission will go to San Francisco for a demonstration of the third color system, Color Television Inc.'s, to be held not later than Nov. 30.

Cross-examination, deemed certain to be long and detailed, will begin Dec. 5. With a few exceptions, general questioning by the participants is being deferred until that time. Exceptions include Columbia's Dr. Goldmark, who is slated to return to the stand today (Monday) for cross-examination, and Dr. Charles Willard Geer, who described his three-gun color tube and submitted to questioning last week.

Color Television Inc., opening its case late Thursday and expected to continue this week when cross-examination of Dr. Goldmark is completed, reported laboratory work is being started on development of a single direct-view three-color tube which would permit conversion of existing monochorme sets to CTI color for $65 to $75. But at the present stage the company's witness, Charles W. Partridge, said CTI does not favor conversion because the apparatus is "troublesome and costly."

Manufacturers Give Testimony

Much of the week was devoted to manufacturers' testimony on behalf of the CBS system, anticipated by Dr. Goldmark's statement the week before [BROADCASTING, Oct. 10]. They respectively foresaw color sets with an effective 10-inch picture retailing at about $220; external electronic adapters for existing sets selling at about $40 and "adapter kits" for perhaps $20, and external color converters as low as $70 at the start and about $55 later.

A surprise witness for CBS was Dr. Dean Brewster Judd, Bureau of Standards color expert, who said he was appearing with the knowledge of Bureau of Standards Director E. U. Condon, head of a special group investigating color prospects for the Senate Interstate and Foreign Commerce Committee.

Dr. Judd said he considered CBS color fidelity comparable to that of Technicolor movies, and compared RCA's two-color system to partial color blindness.

Dr. Allen B. DuMont of DuMont Labs. meanwhile reiterated to newsmen that he still considered color TV years away.

Until the late-October recess, the hearing will proceed on a 3½-day week, Monday through Thursday noon, to give FCC a better chance to keep up with other pressing business.

(Detailed resume of hearings, page 47)

AD BUDGETS

Large Share for Radio in 1950, ANA Predicts

By HERMAN BRANDSCHAIN

ADVERTISING budgets in 1950 will match those of 1949 and radio will be getting a large share of the appropriations, according to conclusions drawn last week at the 40th annual meeting of the Assn. of National Advertisers in New York.

Radio's position as a big gun in the advertising arsenal was given a vote of confidence by speaker after speaker who addressed the 1,000 advertising, publishing and broadcasting executives who attended the three days of sessions which concluded Wednesday.

In fact, one outstanding trend noted in talks was the omission of predicting the early demise of radio. Speakers made these points among others:

- In 1950 the number of radio homes will increase from 39 millions to more than 40 millions and to 41 millions in 1951.
- Radio will continue to be the best buy for many advertisers.
- Television has reached the payoff point for many advertisers.
- Television competes with other media more than it does with radio.
- Faulty planning is the cause of much space and time cancellations.
- Plant expansion has increased phenomenally, nearly doubling in the past decade. Wise managements will consider expansion of marketing, including advertising, to keep such plants working and growing.

The word about 1950 advertising plans of ANA members was brought to the meeting by J. F. Kurie, vice president, media research, ANA. His report, based on a confidential survey of members, showed that most of the ANA member classifications expected either to increase advertising budgets in 1950 or hold them to the 1949 level.

His figures:

Percentage of Companies which Plan Increases Or Decreases in Advertising Budget for 1950

	More	Same	Less
Beer & Liquor	77	23	0
Office Equipment	64	27	9
Business & Finance	60	40	0
Gas & Oil	58	33	8
Food & Groceries	50	45	0
Industrial	42	47	11
Soft Drinks	25	75	0
Drugs & Cosmetics	25	54	18
Automotive & Acces.	11	78	0
Household Equip. and Appliances	19	56	22
Textiles	17	58	25
Apparel	20	50	20
Building & Agriculture	43	14	43

Mr. Kurie's figures also showed that ANA members' sales volume during 1949 was doing well. Profit prospects, however, were not holding up as favorably. The figures:

Sales Volume—1949 over 1948	
Better	35%
Same	26%
Worse	38%

Profit Prospect for 1949 vs. 1948	
Better	21%
Same	26%
Worse	47%
Loss	4%

Mr. Kurie said that among the companies planning to increase advertising budgets, few expected such a boost to be more than 15%. On the other hand, those planning to slash their budgets are contemplating only slight cuts, he said. He concluded that advertising appropriations in general would hold to the 1949 level.



New ANA officers are (l to r): W. B. Potter, advertising manager of Eastman Kodak Co., elected chairman of ANA board; William N. Connolly, advertising manager of S. C. Johnson & Son, retiring chairman of ANA board; Albert Brown, vice president Best Foods, new vice chairman of ANA board; and Paul B. West, reelected president of ANA. Elections were held Wednesday.

* * *

The importance of radio in the ANA deliberations was apparent from the opening session Monday, when Sherwood Dodge, vice president, Foote, Cone & Belding, talked on "The Changing Scene in Media."

He held that television is not radio's biggest competitor. He said: "Radio remains the only mass medium in which you can make a detailed selling pitch while the housewife is doing her job. For this reason, it looks as if television competes for a share of leisure time most with other media—at least during daytime."

Mr. Dodge called television the "most conspicuous force in our changing patterns of communication" but said that since it cannot now reach more than 6% of U.S. homes it cannot yet do the job a national medium must do.

Main radio event of the meetings, however, was a session Tuesday of the ANA Radio and Television Group at which, on an off-the-record basis, members could let their hair down during a question and answer period. The session was divided into four parts, titled: "Don't Give up AM Radio"; "Has Television Reached the Pay-Off Point?"; "Broadcast Audience Trends—AM and TV," and "The FCC Giveaway Order and the FCC Review of Color Television." Although the press was excluded, the main statements of some of the speakers were released.

Connolly Talk

On the "Don't Give up AM Radio" theme, William N. Connolly, advertising manager of S. C. Johnson & Son, which sponsors *Fibber McGee & Molly* on behalf of its floor wax, was optimistic about the continuing value of radio. He said:

"Radio is still a good buy—the best buy if you've used it successfully over a period of years— and radio for the next few years will cotninue to be the most massive and economical national advertising medium for most advertisers."

Television, he said, is progressing at different stages in various markets and therefore should be viewed "on a market-to-market basis for several years."

Radio has not stopped growing because of television, he emphasized. Radio set sales are currently running ahead of television sets by a ratio of 4 to 1, he said.

He said there are now 39 million radio homes, 10 million car radios, two million portables and five million sets in public places. In 1950 it is predicted there will be more than 40 million radio homes, almost three million radio and television homes. In 1951 he predicted 41 million radio homes and six million radio and TV homes.

"Faced with these figures," he said, "it's fantastic to think that radio's potential as a national advertising medium will suffer a measurable reduction, at least for the next two years."

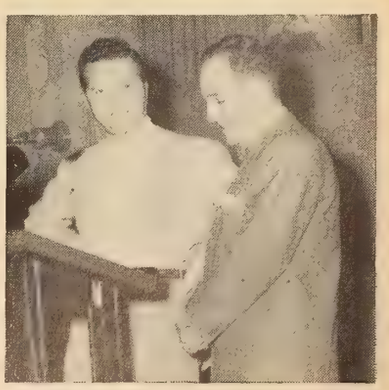
He admitted, however, that television's impact is the greatest of any medium, but said: ". . . with Fibber and Molly doing quite well, I hesitate to trade coverage for impact."

Hugh M. Beville Jr., director of research, NBC, also supported the "Don't Give Up Radio" theme. He said the growth in radio families between 1946 and 1949 exceeded the combined circulation growth of all daily newspapers by almost a million and a half. During those years, 44 million new receivers were sold, he reported.

"A basic advertising fact," he said, "is that radio reaches a larger

(Continued on page 59)





ABOVE PHOTO — Rostrum antics were the order of the day at the AMA sessions for Comedian Henry Morgan (l) and Ben Grauer of NBC. LEFT— Amused observers at sessions included Robert S. Peare, General Electric; Sylvester L. (Pat) Weaver, NBC; and Thomas H. Brown, C. E. Hooper Inc.



Cities Service Co.

By BRUCE ROBERTSON

TONIGHT the Cities Service *Band of America* takes the second of two of the most important steps in its 22-year continuous history as a network account.

The first was the transfer, Sept. 26, of the program from the Friday night spot it has occupied without interruption from the beginning to a better time on Monday night.

The second is its debut on television which begins tonight (Oct. 17) with the first of a four-week series of experimental simulcasts over 16 NBC-TV affiliates.

Cities Service long and successful use of top flight musical programs as its radio voice had its inspiration back in the early years of this century when a young lawyer . . . was scheduled to make the major address at the Fourth of July celebration in a small Colorado town. Proudly he rode a white horse at the head of the parade; proudly he sat on the bandstand, awaiting his turn and looking out at the townsfolk and nearby farm families who packed the benches in the town park. Proudly he thought, "they're all here to hear me."

The voice of the mayor's introductory remarks suddenly cut sharply into his happy reverie. ". . . As soon as Mr. Aylesworth has finished talking the band will play."

"It was then I learned in a way I shall never forget that while most people can take Fourth of July oratory or leave it alone, everybody loves a band," M. H. Aylesworth told BROADCASTING last week. "And it's just as true today as it was 40 years ago," he added.

The truth of that observation was dramatically proved last month, when the band lovers of America, by direct individual action, forced Cities Service Co. to move its radio program from the Friday night period it had occupied without interruption for more than 22 years.

"A boy named Tommie started it," explains a folder prepared by the company to announce that *Band of America* was moving Sept. 26 from its 8-8:30 p.m. spot on Friday to the 9:30-10 p.m. period on Mondays.

"Tommie plays in a high school band. He loves the Cities Service *Band of America*. But he hardly hears it because, you see, there always seemed to be something else going on Friday nights . . . basketball games, high school dances, or a movie date with his girl friend. So he wrote us a letter.

"The whole Smith family . . . they all signed a letter saying that they liked the Cities Service *Band of America* best of all radio shows . . . but Friday night . . . couldn't it be some other night? . . . Any other night?

"And finally among the 25,000 letters received from band lovers and band directors, many asked for another night. So we decided to move to a better night of the week . . . a better hour . . . and a much better spot for a band music program. The new time is Monday night on all the same popular NBC stations."

This folder-announcement was sent to the complete list of more than 25,000 individuals who have written to the company about the program. Most of the letters were received early this year in response to an offer of a free picture of the *Band of America*. But there were many who wrote independently of the picture offer, Mr. Aylesworth stated, to express their enjoyment of the program.

"These letters came from members of bands, directors of bands and former band members as well as from people who just plain love band music," he said. "In thanking Cities Service for this program, which they said should be "must" listening for every band member, letter after letter asked if it could not be broadcast on some other night than "date night." So, despite our sentimental attachment for the time the program had been broadcast without missing a week since Feb. 18, 1927, we made the move."

Mr. Aylesworth, who now serves Cities Service as radio consultant, recalled that the company was the first sponsor he signed up after he became president of NBC when the network was organized in November of 1926. "Curiously enough, that first series also featured a band, led by Edwin Franko Goldman," he remarked. "When that series was replaced with music of of the concert type, Mr. Goldman's band was sponsored by another company for a couple of years, but since then there has been no regular band program on the air until

RADIO'S oldest continuous sponsor, with an unparalleled record of more than 22 years on the NBC network without missing a week, Cities Service Co. has found good music, a consistently good vehicle for taking its commercial messages into the home, equally successful in winning friends for the company and customers for its gas and oil products. Tonight, this veteran user of radio makes its first use of a new medium—television—that will permit thousands of TV families to watch as well as listen to the *Band of America*. The fundamental appeal of this all-star brass band which has so captured the listening audience is being dressed up with drum majorettes and other visual novelties to make it just as good entertainment for the eyes of the nation as the ears. The initial Cities Service contract is for a short trial period, only, but it may well be that Oct. 17, 1949, will mark the beginning of a video run as long and as successful as that which started on radio on Feb. 18, 1927.

our present *Band of America* program was launched in June of 1948.

The *Band of America* is not just another radio program, Mr. Aylesworth said, not even just another good radio program. It represents a long-range plan to associate Cities Service with another great American institution, the brass band. "Do you realize that there are some 75,000 high school bands in the country today?" he asked.

"They comprise millions of young people who listen to *Band of America* each week to hear the traditional band pieces—the same ones they are learning and playing —played by the country's best brass instrumentalists. These youngsters are going to be life-long friends of Cities Service, life-long users of Cities Service products."

Although the unbroken run of nearly 1,200 weekly Cities Service broadcasts on NBC began early in 1927, only three months after the network had been launched, the company, even before then, was a



Envelope stuffers, such as this, help in the promotional barrage for the Cities Service show.

* * *

original 17 stations that carried the first broadcast in 1927 to 32 stations in 1930, to 57 stations in 1940 and 81 stations in this year of 1949. In 1927 Cities Service used $199,-150 worth of NBC time. Ten years later, in 1937, its gross time charges were $575,603. Last year, copies per year.

Spring sports guides and budget books have also been offered and distributed in much the same manner and with much the same success. Such booklets, the company feels, serve as a constant reminder of the company, its products, its cation of Cities Service, which goes monthly to 90,000 top business executives, government officials, college professors and other influential persons.

Newspapers across the country carried two advertisements identifying Sept. 26 as move-to-Monday day for the program. All of this promotion and publicity was tied in with NBC's own promotion of Monday as the network's "Night of Music," where the *Band of America* joins such other top musical programs as the *Telephone Hour*, *Railroad Hour* and *Voice of Firestone*.

A new promotion will shortly get under way, based on three types of band instrument oil developed by Cities Service petroleum engineers. Samples of these oils—one for valves, one for slides and one for keys—will be distributed to leaders of high school and other bands throughout the country. C. G. Conn Ltd., musical instrument company,

Marches

22-Year Network Veteran, in New Time, Now Adds Video

radio user. From December of 1925 until June of 1926, it had sponsored a half-hour musical program on a four-station hookup originating at WEAF (now WNBC) New York.

* * *

SINCE those early days Cities Service has consistently used music as its program material. After the Goldman band ended its series in June of 1927, it was succeeded by a concert orchestra, a male quartet and a female vocalist. Unlike many advertisers who change their program formats annually or more frequently, Cities Service believed in hanging onto a good formula when it found one and this pattern was maintained until the fall of 1946. During that time, the program featured some of the most famous names of radio, who became Cities Service features almost as enduring as the broadcast series itself.

Jessica Dragonette was soloist for seven years and her successor, Lucille Manners, played that stellar role for an even longer period. Graham MacNamee announced the program in its earlier days. Ford Bond, who subsequently took over the announcing spot, is still at it, 19 years later. Rosario Bourden directed the Cities Service orchestra for more than ten years, and Frank Black for more than eight.

In August 1940 the Cities Service concert was redesigned as a 30-minute broadcast, instead of an hour, as it had been up to that time. Four years later it was retitled *Highways in Melody*, appropriate for a company selling gasoline and motor oil, and Paul Lavalle installed as conductor. Mr. Lavalle is now director of the *Band of America*.

Meanwhile, the program's NBC station line-up has grown from the 1948, they were $630,108, and will probably be about the same this year, as Publishers Information Bureau reports $361,620 as the NBC time charge figure for the first seven months of 1949.

Ellington & Co., New York, is the agency for Cities Service. Lord, Thomas & Logan handled the account in 1927.

The 22-year unbroken series of weekly broadcasts, a record unequalled by any other sponsor, is unchallengeable evidence as to the success of Cities Service radio activities in producing satisfactory results for the company. It is reasonable to credit radio with some part in the increase in the company's gross income from $158,-028,000 in 1927, when it started on the air, to $593,435,431 in 1948.

A more definite proof of the power of radio to attract motorists to Cities Service stations across the land is provided by the distribution of Grantland Rice football guides. In the fall of 1933, and each year since then, the company has published booklets containing the schedules of the college and professional football games, descriptions of officials' signals, famous plays of famous teams, bowl-game scores of the past and similar gridiron information, including a forecast of the season by Mr. Rice, dean of the country's football authorities.

These guides are advertised exclusively on the Cities Service broadcasts, which inform listeners that the guides may be obtained on request from any of the company's service stations. They are not mailed out or distributed in any other way. To get a guide, one must go to a Cities Service station. The company's records show an average distribution over the past 16 fall seasons of more than a million dealers and its radio program, producing both good will and sales. Commenting on such offers in an article in BROADCASTING, March 15, 1940, Elliott McEldowney, then advertising manager, stated:

"All these offers are used to direct listeners as much as possible to the 16,000 dealer service stations located in 39 states. It has been found to be an excellent sales stimulant, for most people who desire the book feel somewhat guilty if they drive into a service station without at the same time buying gas or some other product."

In line with its consistent policy of company, product and program promotion, Cities Service has used every avenue to publicize the switchover of *Band of America* from Friday to Monday. In addition to the 25,000 brochures already mentioned, thousands of envelope stuffers announced the change to recipients of bills and letters from the entire Cities Service organiaztion.

The *Cities Service Dealer*, company newspaper distributed monthly to the men who operate the 16,000 service stations, devoted large space to change in day and time of the broadcasts. This paper also is running a series of "Know Your Bandsmen" articles, thumbnail biographies of the members of the *Band of America*.

Window streamers and similar display material also went to the stations to help them inform their customers of the new broadcast time. It was also the subject of a page ad in *Service*, another publi-

cooperating with Cities Service in contacting these band directors, estimates that the company will receive more than half a million requests for sample bottles of the oils. This in itself will constitute good program promotion, as each

(Continued on page 80)



Mail in an unending stream, all requesting the change in time for the Cities Service show, confronts Mr. Aylesworth.

'49 ON CAPITOL HILL

Radio Bills Face Adjournment

By JOHN OSBON

1949's MAJOR communications proposals last Thursday appeared virtually doomed to the legislative limbo of adjournment as the 81st Congress plodded wearily along toward the end of the first session.

While Congress failed to evolve any real definitive legislation affecting radio and allied interests, most observers felt radio-minded lawmakers were not particularly deficient in getting action by "raised eyebrow" through incessant pressure and prodding aimed largely at FCC.

Prime mover behind most Capitol Hill communications activity the first session was Chairman Edwin C. Johnson (D-Col.) of the Senate Interstate & Foreign Commerce Committee under whose paternalistic eye the Commission has consistently fallen. Others included Sens. Charles Tobey (R-N.H.) and Ernest McFarland (D-Ariz.), who steered his procedural FCC reorganization bill through the Senate only to see it languish in the House Commerce Committee.

Primary issues of concern to Sen. Johnson are the clear channel case, color television, TV allocations, realignment of FCC's procedural methods and liquor advertising on radio and television. In the end, the Commerce Committee had to settle for a "non-controversial" measure (S 1973) on FCC reorganization as the best hope for passage this session.

Following Sen. Johnson's fiery "prostituting" speech in April, FCC handed down decisions on the May-flower and giveaway cases, and currently is holding hearings on color television and TV allocations. The Commerce chairman, in a number of exchanges with the Commission, has doggedly urged FCC to lift the TV freeze, open up UHF channels to prevent monopoly, explore color looking toward adoption of a system making it commercially feasible, and make plain that present black-and-white sets would not be rendered obsolete with advent of color.

Breakdown of Clears

Sen. Johnson also urged the Commission to break down the clear channels and maintain the power ceiling at 50 kw for stations in the AM band from 540 kc to 1600 kc. Last January he introduced such a bill (S 491), resembling his proposal during the 80th Congress, and followed it up with a speech before an anti-clear group in Chicago. Rep. Robert Ramsay (D-W. Va.) followed suit with a companion measure (HR 4004) in April.

FCC has not handed down its long-pending decision on the issue, and the Senate Commerce Committee officially adopted a subcommittee recommendation that it hold up until the present NARBA conference. Sen. Johnson had warned he had information the Commission was "preparing" to rule in favor of the clears. Subsequently, the Senator and Clear-Channel Broadcasting Service proved at odds on the issue. He also cautioned FCC not to issue Stratovision licenses at this time—another field commanding his attention.

Sen. Johnson originally introduced legislation (S 1626) including cease-and-desist orders, eliminating FCC's discretionary power to modify licenses and construction permits, incorporating a fraud section, etc. His action followed a committee report, based on the 1948 communications study of Sens. Charles Tobey (R-N.H.) and Ernest McFarland (D-Ariz.), which generally endorsed FCC's Blue Book principles on programming and clear channel breakdown. A resolution calling for $15,000 was approved for study of overall communications including FCC licensing practices.

FCC Reorganization

The original Johnson bill gave way, however, to a watered-down reorganizational bill introduced last June by Sen. Ernest W. McFarland, which comprised some of the features of the old White Bill and certain portions of the Johnson measure.

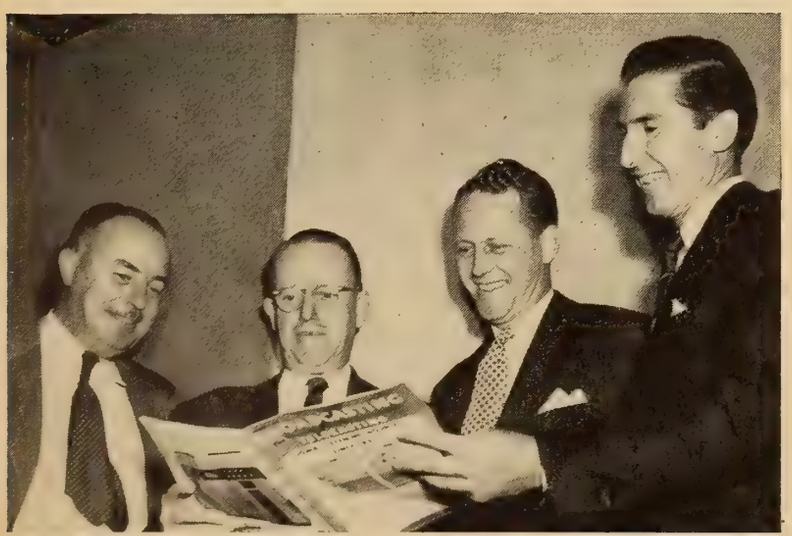
[The bill would realign the FCC staff on a functional basis (a minimum of three divisions); set a deadline on Commission action on applications; cut the number of assistant general counsels, assistant chief engineers and chief accountants; impose a ban on "job-jumping"; overhaul appellate and hearing procedures; include a provision for $15,000 salaries for Commissioners, etc.]

The Senate Commerce Committee held two-day hearings last June and industry generally approved the "uncontroversial" measure, though testimony evidenced a sharp conflict among Commissioners themselves on FCC organizational matters. FCC felt many of the suggested changes cumbersome and restrictive. Witnesses testified from stations, NAB, FM Assn., the networks, and the Federal Communications Bar Assn. Justice Dept. officials also appeared unexpectedly manifesting an interest in the anti-trust aspects of the bill, and hinting a probe was underway.

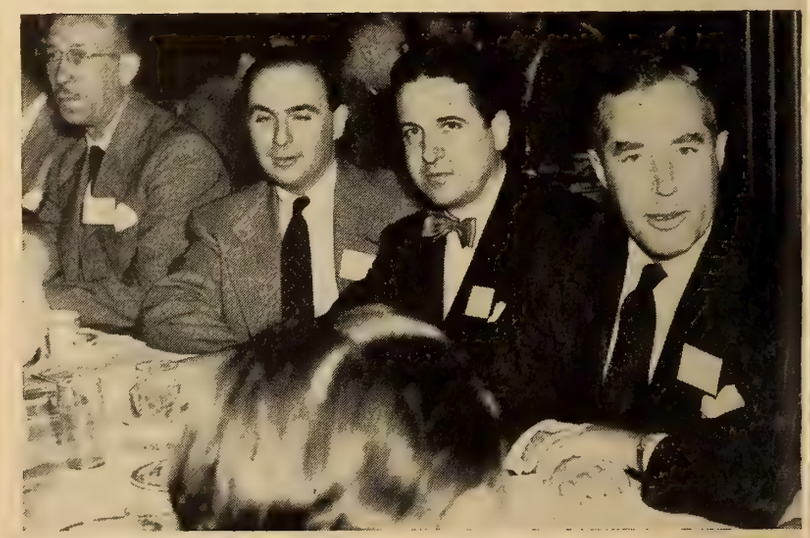
The McFarland bill passed the Senate but stumbled before the House Commerce Committee where it encountered silent opposition not readily discernible on the Senate side. Civil Service objected to the salary provisions singling out FCC; FCC interposed certain opposition still not disclosed; and House Commerce Committee hinted it may wish to delve deeper into the whole communications issue. Hearings are indicated.

In the House other highly controversial and even explosive proposals threatened to wreak havoc

(Continued on page 81)



AGENCY GROUP at NAB District 6 sessions (l to r): Lester W. Cole, of agency bearing his name; Marshall Smith, Merrill Kremer Co.; Bill Greenhaw, Greenhaw & Ruser; Hugh Murphy, of Lake, Spiro, Shurman.



LUNCHEONERS AT NAB District 6 meeting are (l to r): Earl Winger, WDOD Chattanooga; Edgar B. Stern Jr., Louis Read, Robert D. Swezey, all WDSU New Orleans.

HEAD TABLE group at NAB District 6 meeting (l to r): Bert Ferguson, WDIA Memphis; F. C. Sowell, WLAC Nashville; John Cleghorn, WHBQ Memphis; Wiley P. Harris, WJDX Jackson, Miss.; Dr. Kenneth H. Baker, BMB; Maurice B. Mitchell, BAB; Enoch Brown, president, Memphis Publishing Co.; Henry W. Slavick, WMC Memphis, District 6 director; NAB President Justin Miller; Hoyt Wooten, WREC Memphis; Patt McDonald, WHHM Memphis; Julian Haas, KARK Little Rock, Ark.; Harold Wheelahan, WSMB New Orleans. Memphis Publishing Co. owns WMC WMCF (FM) WMCT (TV) Memphis.



How's Business?

'Scare Talk' Fails to Make Inroads

By TYLER NOURSE

BUSINESS continued steady in September with very little fluctuation being evidenced in most fields. Unemployment decreased slightly from the previous month and the rate of national income remained high. With the advent of cooler weather, retail business made gains in many fields, often catching the mechant with too small a stock to take advantage of the increase in buying.

With the channels of supply well filled in most fields, and buyers becoming more selective in their purchases, advertising can look foreward to a great demand on its services. As the buyer becomes more selective the manufacturer must stimulate the demand for his product to stay on a sound competitive basis. Advertising, on a national scale and with the cooperation of local outlets, is the natural solution to this problem. The premise of making more for less has sparked American production for years—making this the great country it is. As the nation's rate of income and production grows, advertising plays an increasingly important part in the over-all economic situation.

Income Practically Steady

The flow of income to individuals in July, latest reported figures, was at a seasonally adjusted annual rate of $209.7 billion. Although this was a slight drop from the $121.4 billion reported in June, personal income remained within 3% of the peak reached last December. Very little fluctuation has been noted in this important economic factor, with a range of variation since last February limited to less than 2%. During the first seven months of the year personal income remained 2% above the same period last year, reflecting an important element of underlying strength in a period of economic readjustment.

Farm income experienced the widest change with most of the other components of personal income showing small variation. Nonagricultural income as a whole, which accounts for about 90% of total personal income, dropped only slighly below the June level. The July annual rate for this segment was $191.1 billion, $2.5 billion below the high reached in December 1948. The decrease in farm income for the month stemmed mainly from a seasonal reduction in the volume of crops marketed. Net income of farm proprietors in the first seven months of 1949 was approximately 13% below the corresponding period last year. Reduced prices of agricultural commodities are credited with being the basic factor behind the decrease.

Currency in circulation, another economic indicator, also has dropped slightly from last year. On Sept. 25, $28,093,000,000 was reported in circulation. The daily average for Sept. 24, 1949, was set at $27,376,000,000, slightly above the figure for the end of August this year.

Personal savings, which have tended to level off since the third quarter of 1948, continued the trend in the last quarter. Although slightly below the first and second quarters of this year, personal savings are currently 8% of disposable personal income, according to the Dept. of Commerce. This is compared with 3% in 1947.

Civilian employment dropped slightly in September, according to Census Bureau figures, but the decline was smaller than is seasonally expected. Total civilian employment was estimated at 59,411,000 in the week ended Sept. 10 compared to 59,947,000 for the week of Aug. 7. The return to school of many summer workers accounted for a large part of the decline in the labor force. Nonagricultural employment stood at 51,254,000 in September, only slightly below the high August figure.

Employment in agriculture dropped to 8,150,000 in the week ended Sept. 10 from 8,500,000 in the week ended Aug. 13. According to reports, the drop was influenced by the late maturing of the tobacco and cotton crops which usually exert a heavy demand for harvest workers.

Unemployment also dropped from August to September, showing an appreciable decline for the second successive month. The number of unemployed went from 3,689,000 in August to 3,351,000 in September, according to Census Bureau figures. Much of this reduction reportedly occured among persons of high school and college age, but there was some indication of a decline among workers above school age. With the August-September drop, unemployment returned to the level of last May before the summer expansion of the labor force.

The decline in unemployment

(Continued on page 60)

NAB MEMBERSHIP

Drive Urged at Dist. 5 Meet

"FREE RIDING" stations who share in the benefits of work done by the NAB without adding their strength to its efforts for betterment of the industry came in for criticism at the associations's District 5 meeting in Jacksonville, Fla., Thursday and Friday.

Sounding the call for a more intensified effort to enlist additional stations under the NAB banner was Allen M. Woodall of WDAK Columbus, Ga., NAB District 5 director.

"I cannot see any consistent effort on the part of the association to sell its service to the stations," Mr. Woodall remarked in a surprise address at a luncheon meeting which highlighted the opening day.

"I think we should hire a capable person to make personal solicitation of non-member stations," he continued. "Lack of an aggressive selling campaign is giving too many stations a 'free ride' in the sense that they do not contribute financially to the work of an association seeking benefits which apply to all.

"Take for instance the very city of Jacksonville where we are in session. Of the seven stations in the immediate area, only one, WMBR, belongs to the association as this convention opens. You cannot gain members just by writing letters. You will have to organize an aggressive selling campaign in which personal solicitation will play the key role."

Mr. Woodall also asked delegates to the district meeting to join him in support of a proposal to keep the Broadcast Advertising Bureau as a part of the association. Citing the advantages of the services provided by BAB, Mr. Woodall declared: "If BAB separates from NAB, I am of the opinion that many of us will continue to take BAB service and let NAB get along as best it can."

Judge Justin Miller, NAB president, supported Mr. Woodall in his plea for a bigger membership.

"We like to hear expressions from local, state and district organizations," Judge Miller said. "I hope Mr. Woodall's spirit will catch on. Your national association's board of directors needs to know just how you feel so that policy may be drafted to reflect the true sentiment of the radio and television industry."

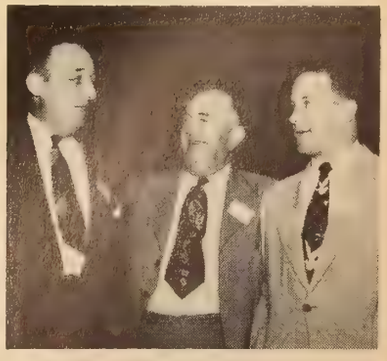
"I am surprised by the shyness and timidity of some broadcasters in telling their story. It reflects a sort of 'country club' atmosphere in which it is considered bad form to just come out and ask a man to join the association. Your board is not a self-perpetuating hierarchy as has been charged, but a representative organization elected by you. If you fail to tell

(Continued on page 60)

* * *



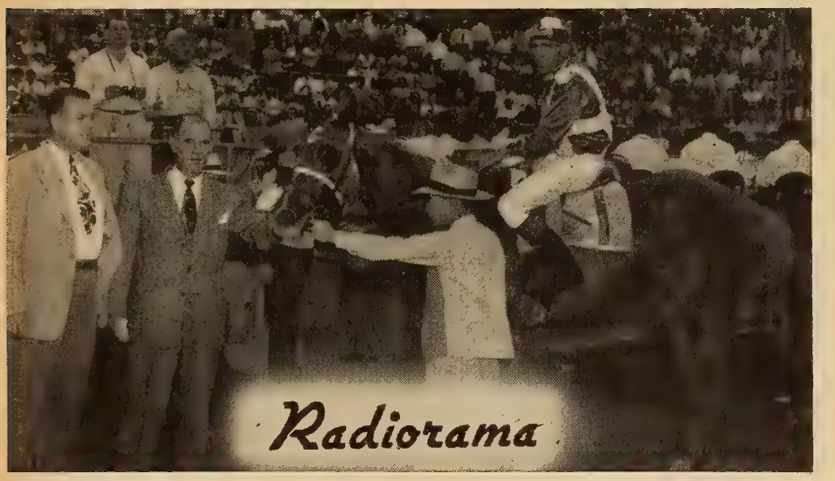
SOUTHERN SEXTET at NAB District 6 meeting included (l to r); George A. Kercher, Edward Petry & Co., St. Louis manager; Harry Stone, WSM Nashville; James E. Gordon, WNOE New Orleans; Cliff Goodman, WETB Johnson City, Tenn.; Robert W. Dumm, KNOE Monroe, La.; J. Roy Dabadie, WJBO Baton Rouge, La.



CORRIDOR TRIO at NAB District 6 sessions (l to r): J. C. Eggleston, WMC Memphis; Jack M. Draughon, WSIX Nashville; Henry B. Clay, KWKH Shreveport, La.



JAMES H. FORBES (seated), president of Forbes Tea and Coffee Co., St. Louis, looks over the promotion campaign for his new series Mon.-Fri. 1:15 p.m. on KXOK St. Louis. With Mr. Forbes are (l to r) Charles Burge of KXOK sales; Bert Somson, representative for Frederic W. Ziv transcription syndicate, and Lee Seelig, Seelig Advertising Agency, St. Louis



IT'S a proud moment for the winner of the Southern California Broadcasters Assn. Handicap at the recent Los Angeles County Fair. Greeting the handicap victor are Southern California Broadcasters Assn. officials Robert J. McAndrews (l), managing director, and, next to him, William Beaton, president of the organization.

AT preview of Libby, McNeill & Libby's TV show *Auction-Aire* held for firm's New York salesmen at ABC studios (l to r): Paul Hinz, Libby trade promotion mgr.; Burke Herrick of J. Walter Thompson; P. G. Asendorf, Libby's N. Y. mgr.; ABC Pres. Mark Woods; Mark Gregson, show star; John Masterson, Masterson, Reddy & Nelson.



RELAXING backstage at CBS-Hollywood following taping of first broadcast of *You Bet Your Life*, which started on the network Oct. 5, are (l to r) John Guedel, packager-producer; Marvin Mann, vice president in charge of radio, Weiss & Geller, Chicago, agency handling the show, and Groucho Marx, show's star.

PRECEDING their first broadcast for Block Drug Co. on CBS, George Burns and Gracie Allen (extreme right) receive well wishes of (l to r) James M. Cecil, president of Cecil & Presbrey, agency which handles the Block account for Amm-i-dent Toothpaste, sponsor of the show; Samuel Dalsimer, Block Co. acct. exec.; Mrs. Cecil.





NARBA TREATY

Hope for Pact Adoption Agreeable to Mexico

ENFORCEMENT of any treaty adopted by the Third NARBA Conference at Montreal appeared as less of a stumbling block at the weekend as delegates of North American nations wound up a series of work sessions by small groups.

Signs appeared at the weekend that a treaty might be adopted which Mexico would be willing to sign, though that nation is not officially represented at the conference.

The Juridical Committee believes it has solved major objections to the compulsory enforcement plan favored by the North American Regional Broadcast Engineering Conference, which caused prior Mexican rejection and non-observance as well as Cuban objection to procedure proposed by the United States.

Under the committee's new plan, NARBEC enforcement would be on a voluntary rather than a compulsory basis. This would meet Cuba's insistence on maintenance of its sovereign rights.

Hope was voiced around Hotel Windsor headquarters that such a change would permit Mexico to participate.

Carlos Maristany, controversial figure in Cuban broadcast circles and director of the Office of Inter-American Radio (OIR), arrived at the conference Wednesday. His conference status and that of OIR are undetermined.

Interest in the working groups centered on the time of operation of daytime stations on IA channels. The Canadian proposal would limit stations to those situated west of dominant stations. Hope was voiced this problem could be worked out.

In an effort to halt the U. S.-Cuban stalemate, Canada proposes that Class I channels be protected externally to the national borders of IA and protected internally to IB service areas as determined by the conference. Roughly it is suggested that the internal protection extend to 750 miles. Such action would not be retroactive.

Aiming at high-power Mexican border stations, apparently, Canada proposes that not more than 50 radiated kw be permitted toward another country unless such increase in power would not cause interference to a station in another country.

Cuba is expected to submit corrections and modifications in its earlier list of assignments and proposed assignments [BROADCASTING, Oct. 10].

The NARBA conference did not work last Monday because of the Canadian Thanksgiving celebration. Bahama's delegation desires to be seated with the right to one vote in joint participation with Jamaica. Bahama succeeded in having its position brought before the Juridical Committee.

MARSHALL TERRY

Is Crosley Merchandising V.P.

MARSHALL N. TERRY will become vice president in charge of merchandising for Crosley Broadcasting Corp. shifting his emphasis from the television administrative field to the establishment of a merchandising operation in the TV field, the company said last week.



Mr. Terry

Mr. Terry, formerly vice president in charge of television, will assume his new position following a brief vacation.

Meanwhile, Crosley said TV activities of WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus will be coordinated through R. E. Dunville, vice president and general manager.

J. M. Zinselmier continues as director of merchandising of WLW Cincinnati but will add to his duties market studies in connection with future Crosley expansion in broadcasting, the company added.

RECORDING BILL

In Congressional Logjam

A RESOLUTION designed to put the Joint Senate and House recording facility on a permanent legislative basis was tied up in the Senate Rules Committee last week, with little hope of passage this session.

The measure (H J Res 332), which eliminates the need for Congress to appropriate funds for the facility, passed the House last August. It was assigned to a Senate Rules subcommittee Sept. 28 but not taken up in the final meeting of this season last week.

FCC ACTIONS

PROPOSED decision to grant WLAP Lexington, Ky., switch to 630 kc announced by FCC last week along with initial decision to deny KTVU(TV) Portland, Ore., additional time to complete construction. New AM station at St. Cloud, Minn., also approved, as were transfers of WKAQ San Juan, P. R., and KSIW Woodward, Okla. James A. Noe, WNOE New Orleans owner, and Rep. Henry D. Lacarde Jr. (D-La.) are principals in new AM applicant at Baton Rouge. Details of these and other FCC actions are in FCC Roundup on page 79.

SET EXCISE THREAT

Revenue Ruling Hits FM

PRODUCTION of TV sets with tuners for the 88-108 mc FM band is threatened by a Bureau of Internal Revenue ruling which proposes to apply the 10% factory excise tax to many more components of such receivers [CLOSED CIRCUIT, Oct. 10]

Serious competitive dislocation is involved, especially in the case of TV-FM sets having continuous-band tuners. These comprise a substantial portion of TV set production. But the ruling also would apply to expensive phonograph combination receivers tuning both AM and FM.

The Revenue Bureau issued its ruling in the form of letters to TV set manufacturers. Bureau spokesmen said no manufacturer has yet filed an objection.

NAB, Radio Mfrs. Assn. and FM Assn., however, are planning to investigate the tax ruling. RMA has referred the matter to its Excise Tax Committee, of which S. Insull Jr., Stewart-Warner Corp. vice president, is chairman. The NAB FM Division has contacted the bureau, fearing the tax will be a serious blow to FM circulation. FMA officials have taken up the matter, according to Ed Sellers, executive director.

To Include TV

Although the luxury tax law, passed over a decade ago, taxes radio receivers and does not mention television sets, the Revenue Bureau proposes to interpret the law as applying to FM radio components in TV receivers.

Thus the portion of the set used to receive the 88-108 FM band would be taxed as a radio unit even though this ability of a TV switch to bring FM stations into the speaker is based on the fact that the FM band happens to be located between the upper and lower TV channel groups.

The bureau's ruling may apply also to built-in antenna equipment featured in many of the new model TV sets.

While manufacturer spokesmen were unable to give any definite indications of what effect the tax ruling will have, it was indicated the tax payment might be increased as much as 500% or more on some models. Few factory officials have had a chance to study the problem because they have been tied up in the FCC television hearings.

One instance suggested by a manufacturer relates to TV sets using the DuMont tuning circuit, in which FM band tuning is inherent. The tax might jump from around $1 to $1.25 on some models to as much as $8 or $10.

This increase would price such sets out of the market, it was predicted, since set prices are going down as competition increases and production techniques are perfected.

Rather than pay this greatly increased tax, TV set makers would be tempted to add a 15-cent switch cutting out the 88-108 mc FM portion.

Should this happen, total output of radio and TV receivers with FM tuners would be sharply curtailed. At present roughly 20% of all TV receivers are capable of tuning the FM band. This includes sets of the DuMont type as well as combination sets tuning both AM and FM bands.

Since RMA started last April to compile figures on TV sets capable of tuning the FM band, its member companies have turned out 755,771 TV sets of which 172,271 have FM.

In addition Admiral, not an RMA member, claims to have turned out a fifth of all the TV sets made and about half of them tune the FM band.

FMA and NAB both were active in promoting inclusion of FM tuners in television circuit design, and last spring persuaded RMA to separate its monthly TV production figures into FM and non-FM models.

At the Revenue Bureau it was stated that decision to bring additional portions of TV sets within the radio tax followed more than a year of study. Views of manufacturer groups were sought, it was said, along with FCC's opinion.

If the industry can show that the tax is unjust or works a hardship, the bureau will be willing to reconsider the action, it was stated. One bureau official put it this way, "We aren't so straight-laced that we would refuse to change a ruling if an industry showed us we were wrong."

The 10% excise tax, conceived by Congress as a luxury tax in the 30s, applies to most radio set components. The tax was raised from 5% to 10% in 1939. Since the law does not cover TV sets, the tax is applied to their audio components. Cathode-ray viewing tubes and other essential TV parts are not taxed.

RMA has tried frequently to obtain repeal of the old luxury tax on the ground that radio is a household necessity. The Revenue Bureau deems radio sets a luxury item, though the wartime OPA held radio was not a luxury and established its price controls on that principle.

Obermeyer To B&J

HENRY OBERMEYER, advertising director of Consolidated Edison Co., New York, has resigned to become vice president of Bozell & Jacobs Inc., Omaha, making his headquarters in New York.

CENTRAL AAAA

Experts Air Agency Problems

TWO HUNDRED agency men from seven midwest states heard top-level experts relate down-to-earth facts on current problems at the Central Council meeting of the American Assn. of Advertising Agencies Friday.

The day-long business session at Chicago's Drake Hotel was preceded by a closed management meeting Thursday afternoon at the Racquet Club, conducted by AAAA President Frederic R. Gamble. Agency and Central Council officers aired their approaches to current pressures and conditions affecting their industry.

Although radio was an indirect concern of the speakers—cropping up only secondarily in general advertising analyses—TV took the spotlight as Louis L. Brockway, executive vice president of Young & Rubicam, New York, explained "How To Use Television Today" (see later story).

Agency men were equally enthusiastic about the way in which advertising increases security values, as outlined by Stanley Harold Morgan, Chicago financial analyst. Claiming that an "effective advertising record is widely regarded as concrete evidence of a company's progressive management policies," Mr. Morgan pointed out that investors first consider prestige and brand preference, both established by advertising.

The analyst made four major assertions on his theme: "(1) leading investment trusts use well-advertised companies; (2) enterprise must win public acceptance if it is to get public funds on a favorable basis; (3) a well-advertised firm is likely to have its earnings capitalized at a higher rate than a comparatively unknown company; (4) better-advertised organizations consistently have their securities more favorably regarded by investors than generally comparable but lesser-advertised companies, and (5) the advertising dollar delivers to the individual enterprise and to the public the economic benefit of the multiplication factor."

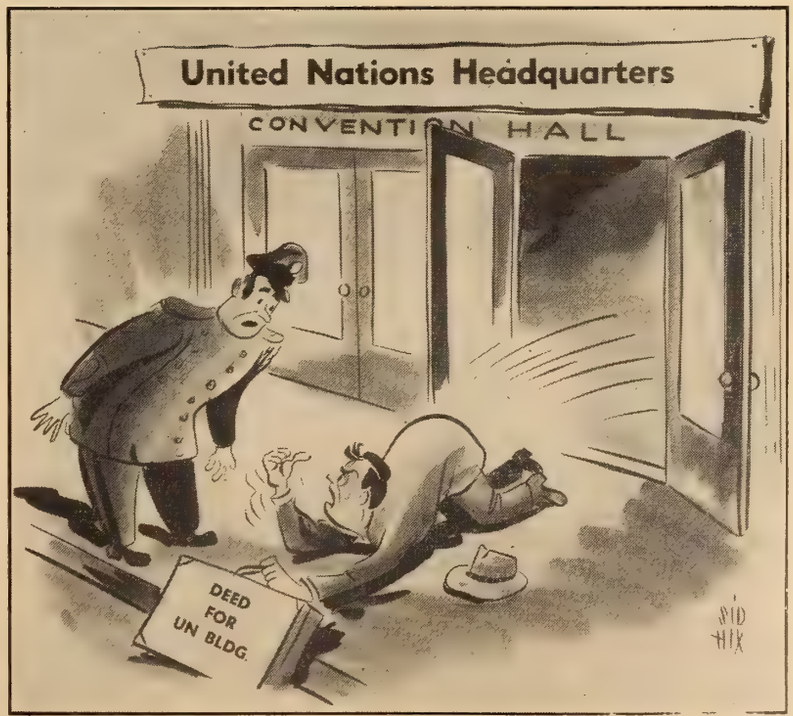
Cites Acquisitions

Six acquisitions by heavy advertisers of less advertising-conscious firms were cited by the speaker. The companies — International Cellu-cotton Products, Standard Brands, Sherwin-Williams, Johns Manville, Corn Products and International Harvester — all invest heavily in advertising, including radio and/or TV.

"Need for additional capital continues to grow more severe, and more money must come from the public," Mr. Morgan asserted. The public is prone to invest in companies about which it has heard and knows—firms which advertise widely, he said.

Although advertising's "primary force is economic," secondarily it "flows into adjacent areas," he claimed. An example of this multiplication factor "is the emergence of women as majority stockholders in many leading enterprises. Wom-

(Continued on page 61)



Drawn for BROADCASTING by Sid Hix

"I won it on 'Stop The Melody'. . . but Vishinsky vetoed the idea!"

Business Cycles . . .
. . . and Broadcasting

[Part two of an analysis of the economic factors that can affect radio and television]

By RICHARD P. DOHERTY
NAB DIRECTOR OF EMPLOYE-EMPLOYER RELATIONS

AN INDUSTRY which is in an intensive period of growth feels the impact of business cycles to the greatest degree. For this reason, it is undoubtedly true that audio broadcasting will, for the first time in its history, experience future cyclical ups and downs in the manner felt by most other American industries.

However, this conclusion—even if correct—does not imply that sound broadcasting will undergo business cycle recession declines of the magnitude common to such industries as steel, autos, shoes, construction, etc. In fact, the characteristic cycle pattern varies greatly among different industries. The durable goods lines, e.g., steel, machinery, construction, furniture, etc., notably fluctuate very widely. By contrast, such lines as cigarettes, cosmetics, soap, gasoline, meat packing, groceries, etc., have a much narrower range between their prosperity peaks and depression lows.

Incidentally, there is a bit of ironic paradox in the FCC policy concerning the availability of license opportunities in broadcasting as related to growth trends and cyclical features of the industry.

During the period of accelerated extensive expansion in the industry, the number of stations privileged to operate by the Commission was relatively restricted. This policy enhanced the profitability of the operating licenses because total radio revenues grew rather rapidly and the number of units increased very little. As a result, there were virtually no marginal stations in the industry.

* * *

BY the time the industry had its period of intensive growth, with an attendant lesser rate of underlying acceleration, the FCC threw the doors wide open to entry into the industry. New stations —AM and FM—came into being at a rate well in excess of the normal rate of growth in available total radio revenue.

Simple household economics indicate that if you increase the number of persons at the table faster than you increase the size of the pie, you decrease the potential portion available to each person.

In 1946, 1947 and 1948 marginal and sub-marginal stations became increasingly common. This situation occurred, not because total radio income declined—it actually increased—but because the number of operators increased (via FCC licenses) at a faster pace than did total broadcast revenues.

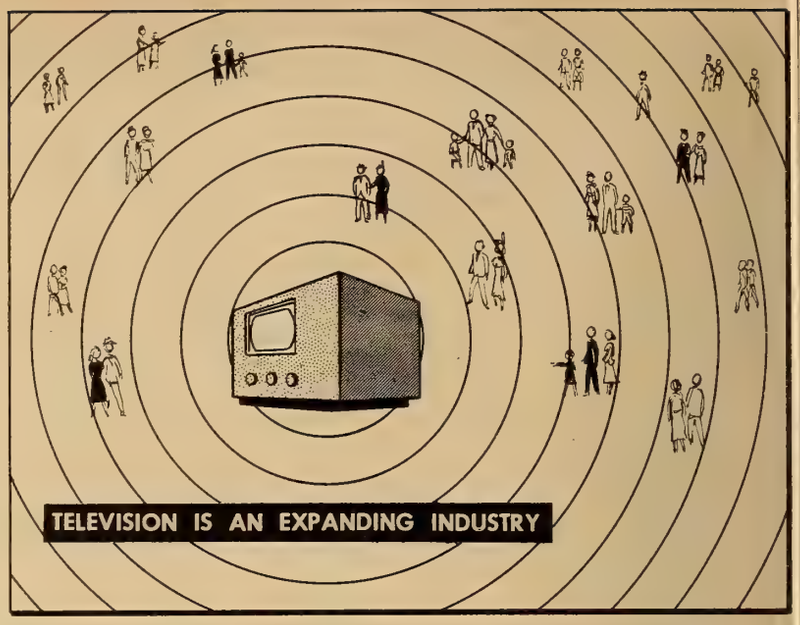
In 1948, total radio income approximated $500 million thereby reaching a new all-time high. Nevertheless, at least 20% of the industry's licenses (AM and FM) lost money or barely broke even.

This relatively poor financial situation reflects a growth crystallization, within the number of operating units of the industry itself, rather than any reversal of trend in broadcast revenues.

* * *

TAKING a backward look we see that radio has had an accelerated growth since the late 1920's or early 1930's. Ordinarily, this would have attracted new operators. However, FCC license restrictions limited entry into the industry and the number of new stations increased relatively little during the late 1930's and early 1940's. In addition, the war both expanded radio income and placed scarcity obstacles upon new station cosntruction. Consequently, when the FCC "let down the bars" to fuller entry, after 1945, new capital and new operators increased appreciably.

Temporarily, at least, the industry is going through a period of capital gestation. Within a couple of years this situation should correct itself either by: (a) an increase in total radio revenues to support the existing number of units in the industry, or (b) the gradual demise of sub-marginal stations with the results that there will be a workable balance between the total number of econocomically supportable stations and the total volume of broadcast revenue.



Which of these two factors will exercise a dominant role depends on the general business cycle picture. A reasonably near term decline in business activity, national income and total advertising expenditures undoubtedly will reduce the number of stations on the air. Continuation of good times, preservation of current national income and sustained or increased advertising outlays will permit an "adjustment" of many stations which are presently operating in the red.

However, we must not lose sight of the fact that this intra-industry situation does not alter the basic conclusion that the income of the radio industry is geared to the advertising appropriations of American Business. Furthermore, these advertising dollars tend to vary in volume according to the ebb and flow of general business.

While sound radio may now be a cyclical industry, it is logical that even a good-sized depression in general business will not cause more than a reasonably moderate decline in total radio revenue (AM-FM-TV).

This apparent situation appears logical, due to at least two reasons.

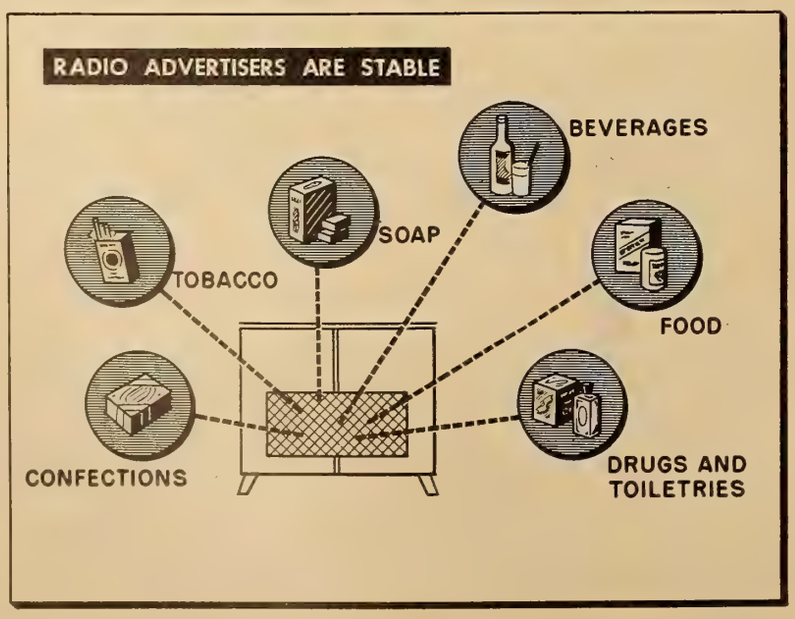
First, the major sponsors of radio programs are industries which, characteristically, possess a comparatively narrow amplitude or range in their own cyclical variations. These principal sponsors of radio programs are producers and distributors of drugs and toilet goods, food and food beverages, soaps and household supplies, tobacco, cigars and cigarettes, confections, soft drinks and beverages. Add to this list, for local markets, sponsorship by various types of retail stores, department stores and other local service and distributive outlets.

* * *

FORTUNATELY for broadcasting, these lines of business suffer less from depression effects upon consumer demand than do the so-called heavy goods or durable goods industries. In other words, the prime suppliers of radio revenue are industries which, in themselves, experience only relatively moderate business cycle declines when times get bad.

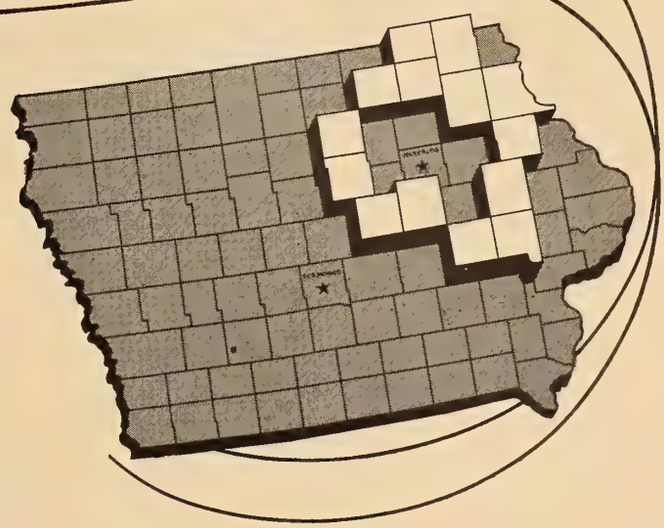
The study of business cycle economics indicates that depressions are characterized—though not caused—by a great shrinkage in new investments and by heavy declines in the production and sale of producers' goods and consumer durable goods. When the business outlook grows uncertain and when consumer buying power falls off, the biggest contraction in new purchases takes place in those goods whose replacement can easily be deferred to a later date and in those goods and services which derive considerable benefit from "surplus" income in good times. Thus during recessions or depressions, very substantial shrinkages take place in the public absorption of new auto-

(Continued on page 34)



WHO HAS UNCHANGED LISTENING HABITS IN IOWA

TAKE THESE 14* IOWA COUNTIES, FOR INSTANCE



These 14 counties were used in a 1948 coincidental area study.

IT TAKES more than power (or proximity) to attract and hold a radio audience. It takes *programming*.

In the ring of 14 counties *selected by Station "B"* for a late 1948 telephone coincidental, most have signals stronger than WHO because of geographical location. Regardless of this fact, the 1949 Iowa Radio Audience Survey shows that from 5:00 a.m. to 6:00 p.m. the 14 county average percent "listened to most" is 38.8% for WHO and 4.2% for Station "B".

Iowa has 38 commercial stations, *each* of which puts an excellent signal into a certain number of homes. Thus if signal strength were all-important, State-wide audience preference would hardly be possible for any one station.

Actually, the listening habits of the people around Waterloo are very like those in every other section of Iowa. In virtually *every* area WHO's programming and Public Service have for many years won *and held* the largest share of the audience. In 1949, WHO is "listened-to-*most*" in 57 of Iowa's 99 *counties!* Ask us, or Free & Peters, for all the facts. The evidence is overwhelming and conclusive.

The 1949 Iowa Radio Audience Survey is the twelfth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff, is based on personal interview of 9,116 Iowa families, scientifically selected from cities, towns, villages, and farms. It is universally accepted as the most authoritative radio survey available on Iowa.

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

Business Cycles

(Continued from page 32)

mobiles, pianos, domestic service, night club and entertainment services, higher priced jewelry and furs, liquor, tourist travel and similar lines. Heavy construction, machinery and related areas of activity are hardest hit because they depend largely on the establishment of new companies and the physical plant expansion of older companies.

By way of illustration, suppose we take a few statistical facts. From 1929 to 1933, the production index (physical volume) for durable goods manufacture fell 59%; for non-durable goods the decline in manufacturing activity was 15%; automobile production fell 66% but general department store sales declined about 35%, while gasoline consumption remained unchanged and domestic cigarette consumption dropped only 12%; cosmetic perfumes and toilet preparations sales fell 21%, whereas home furnishings and jewelry suffered a sharp setback, 65%.

The second reason why broadcast revenue might not, in the discernable future, experience sharp cyclical declines is because radio is capable of increasing its percentage share of the total advertising budget of American business. In view of the business cycle background which now exists for sound radio, the real challenge before broadcasters is to prove their claim upon a larger and larger share of the nation's advertising outlay.

* * *

RADIO, newspapers, magazines, billboards, etc., all compete for the advertising dollars expended by thousands of firms on a national and local basis. True, no one of these media will probably change appreciably the total number of these advertising dollars available, although each medium theoretically has it within its power to obtain for itself an increased proportion of the spendable advertising dollars.

As of 1948, the advertisers of the nation put approximately 13% of their appropriations into the broadcasting industry. This ratio can, and will, be increased if the medium promotes and merchandises itself, based upon its proven effectiveness in selling goods and services to the American public.

Composer Stone

HARRY STONE, vice president and general manager of WSM Nashville, was revealed as latest composer on BMI rolls at NAB District 6 meeting in Memphis Oct. 7. Bob Burton, vice president and general counsel of BMI, disclosed that Manager Stone was the author of a new song titled "Chattanooga Shoeshine Boy" and predicted it would make the *Hit Parade* before long.



GETTING the women's point of view at the NAB District 13 meeting in Dallas a fortnight ago [BROADCASTING, Oct. 10] are these wives of station executives (l to r): Mrs. Ralph Nimmons and Mrs. Martin Campbell, both of WFAA Dallas; Mrs. Darrold Cannan, of KFDX Wichita Falls; and Mrs. Howard Fry, KFIM Beaumont. A record turnout of 140 registrants attended the Texas gathering held at the Hotel Adolphus.

Statistical evidence proves that radio has steadily improved its competitive position as an advertising medium. Contrasted with the 1948 figure of 13% (radio advertising to total media advertising), the industry received only 7 cents of every $1 of advertising appropriation in 1935, and 11 cents of every $1 in 1940. Through success results, broadcasting has steadily improved its percentage status relative to total advertising expenditures, but broadcasting still has potentially untapped gold mines in the advertising dollars which don't flow into the broadcaster's cash register.

Only if radio remains in a given, or static, position with relation to other competitive media and in relation to the national fund of total annual advertising dollars will broadcast revenues fluctuate, up and down, in proportion to future cycles in advertising expenditures.

On the other hand, if radio continues to undergo a trend of enhancing its position, in relation to competitive media, broadcast revenues will rise more than, and fall less than, the recurring cycles in total advertising expenditures and general business.

Incidentally, because radio listenership does not cost the public anything and, hence, does not suffer during an economic recession, broadcasters have a right to claim a sustained impact for advertisers. Therefore, radio should be more effective than other media in serving the advertiser, whenever a business recession occurs.

* * *

AT THIS point it might be well for us to dwell upon a potential development which could affect the cyclical pattern of advertising and radio revenues. There is the possibility that more firms—especially the larger firms with planned advertising budgets—may decide to utilize advertising as a means of stabilizing (to a degree) business cycles.

Many thoughtful business leaders are fully aware of the fact that one of the greatest challenges to our modern economic system is that of preventing maladjustment during boom conditions. This can come only as business attempts to iron out the up and down waves in economic activities.

One of the most potent devices which could be used to achieve this goal and to sustain employment is advertising. During boom times, when business is comparatively easy to get, total advertising could be levelled off. During period of business decline advertising could then be used effectively to stimulate and encourage greater consumer action.

Unquestionably, underspending by both consumers and business units, is a symptom of depression. Nevertheless, this same underspending can—and does—result in cumulative deterioration in the total business picture. This underspending process expands cumulatively under the impact of uncertainty and pessimism. The result is that spendable buying dollars are hoarded and kept off the market.

Effective market demand is determined by three factors: (a) desire; (b) purchasing power; (c) willingness to buy.

Obviously, desire is an ever current and prevailing factor while purchasing power does vary with changes in personal income and cost of living.

Not infrequently, the beginning state of a recession, or depression, shows itself in a drying up of consumer willingness to buy. This may well occur as a result of apprehension even though there be little, or no, reduction in actual ability to buy.

A stepped-up level of total advertising would do much to offset the psychology of consumer belt-tightening and, thereby, smooth out the flow of goods. Inventory accumulation would be less noticeable and new production and total employment would be supported.

* * *

A MAJOR problem facing our economy is that of finding ways of inducing the consumer and the business unit to maintain a reasonably even rate of spending and investing. By planning advertising budgets and expenditures, in relation to the ups and downs of business, we undoubtedly would level off the top peaks of the boom periods and fill in the valleys of recession.

Historically, many producers and distributors and, consequently, advertising media have ultimately suffered from the practice of "firing" the bulk of advertising ammunition whenever consumers marched, en masse, to the retail stores and figuratively threw their money on the counter. Yet, when this consumer march began to fade, advertising retrenchments were put into effect. Such situations were bound to occur because advertising expenditures were related directly to current, prevailing market demands.

Business cycles have not been caused by—but they have been intensified by—the competitive urge to capture the maximum amount of spendable dollars on the market during boom years. Conversely, the shrinkage in advertising, whenever buyers grew reluctant, helped to generate unwarranted spirals of depression.

If the advertising budgets were given the same consideration as sales salary budgets; if the volume of money expended for advertising were determined by consideration of that which is needed to do the best job in the largest market rather than by a reference to a percentage of an assumed, expected sales figure, we might promote the economic stability desired by all business firms.

* * *

CORRELATION which has, in the past, prevailed in the cyclical swings of general business and advertising is evidently a result of the fact that the majority of firms —there are some exceptions—do not use advertising to better their position in falling markets while, at the same time, maintaining a sustained and adequate level of advertising in times of heavy market demand.

Once business leaders have accepted the thesis that there should not be a direct quantitative, and temporal, relationship between sales and advertising budgets, we shall take a major step toward cyclical stability.

Radio, like other advertising media, has everything to gain and nothing to lose by promoting the concept that advertising can, and should, be a stabilizing device within the business cycle phenomenon. Under such a program of planned advertising the overall and long-range total expenditures for advertising would still adhere to the same underlying rate of growth which currently prevails. Yet,

(Continued on page 36)



Success story: A *little* does a *lot* on WLEE! Take the case of the Richmond coal company that buys only *three* participation announcements per week.

In less than three weeks, this company got 33 new customers! All these new customers telephoned and said they had heard about this coal company on WLEE!

Local Richmond merchants get fast, profitable results like this on WLEE all the time. More and more national advertisers are following their lead. You ought to get the whole WLEE story from your Forjoe man.

WLEE

MUTUAL IN RICHMOND

TOM TINSLEY, *President* ▪ IRVIN G. ABELOFF, *General Manager* ▪ FORJOE & CO., *Representatives*

Business Cycles

(Continued from page 34)

there would be less of the prince and pauper characteristics to this trend.

* * *

THIS theory of business cycle correction possesses increased emphasis when we consider our current national policy concerning consumer credits. Through the mechanism of the Federal Reserve System, we now tend to tighten up on installment and other credits when business rises appreciably above normal, and to relax these credits when consumer resistance increases.

The Future:

The still unanswered questions in the future business cycle patterns of radio are: How much of the advertising dollar will go to sound broadcasting, and how much to television? Will TV attract new advertising dollars and, hence, raise the total level of advertising expenditures? Will TV take sales revenue principally away from other (non-radio) competitive media?

Economics and science have assured radio of a continued upward growth trend. Radio has had a profitable and substantial expansion in the past. The future holds equally attractive horizons for those stations whose operating policy is grounded on sound economic thinking, and fired by a creative "know-how" in catering to public listening — and looking — tastes.

Some Conclusions:

1. For fully a decade, American businessmen have made decisions under an expanding economy. Not since the sharp—but relatively short-lived—recession in the fall of 1937 and spring of 1938 have we experienced adverse times. This long sustained trend has given some executives the idea that the "old-fashioned" cycle, with its up and down movements, has now become an academic phenomenon of the past.

2. As we move farther away from the artificial stimulants of a war economy, we should recognize that our free, competitive economy cannot run on a completely even keel forever. We are bound to get some alternating fluctuations between good and bad times or, at least, between good and less good times. It is hoped that substantial recessions in business will, and can, be avoided. Yet no tangible evidence exists to justify the opinion that depressions are relegated to the archives of history. Nevertheless, there is hope that business executives will adopt policies which will minimize the swings between boom and bust periods. Planned advertising could be one potent force making for some degree of cyclical stability.

3. Historically, total advertising expenditures tend to fluctuate with the cyclical tides of business. Normally, total advertising appropriations correlate closely with the movements in national income, department store sales and other primary business indexes.

4. The audio broadcasting industry has now moved into a period of maturity, and will undoubtedly experience the cyclical variations common to other lines of business. The "depression proofness" which radio had during the 1929-33 depression is no measure of cyclical immunity for audio radio in the future.

5. Television is a new and vigorous field and, for several years to come, will possess such strong and pronounced underlying growth forces that a recession—or even depression—in general business will not have a serious impact upon the year-to-year expansion in TV income. TV has only recently entered its phase of extensive expansion, and will not experience its greatest rate of total growth for another few years.

6. Sound business policy for AM-FM broadcasters should, perforce, recognize the cyclical character of their industry. In good times, adequate reserves should be set up against possible periods of recession; costs should be watched and controlled when business is on the upgrade, to avoid or minimize undue and unwarranted expansion in break-even points. Just because broadcasters have not, hitherto, been accustomed to a cyclical downswing, they should not become panicky if and when downswings occur in the future. On the other hand, audio broadcasting will witness the demise of many marginal stations when general business deteriorates—a condition which has rarely existed in the past history of the industry.

7. Long-range planning is of prime importance to broadcasters. The high prosperity years are the periods when stations should get out of debt, or reduce their indebtedness. Capital expansion planning indicates the wisdom of minimizing new capital indebtedness during boom periods, except for emergencies which arise without regard to the cycle.

Examples may be taken from the telephone, electric power and similar industries. They possess continued growth; yet they plan their plant and facilities expansion, not on a year-to-year basis, but on a 5-year, 10-year or longer program. In other words, it is better to project and control new capital investment and new capital expansion on the basis of established trend patterns, than to follow the easy policy of spending more money whenever income is high and, alternatively, pursuing a stringent belt-tightening policy whenever the pocketbook gets a bit pinched.

Likewise with regard to personnel policy, broadcasters should strive to avoid cumulative expansion in staff, just because revenues are large. This industry requires

Q. When is a hillbilly not a local yokel?

A. When he's a WBT star.

For WBT *local talent is as familiar with and familiar to the big-league as Sardi's.*



ITEM: You'll see WBT's Claude Casey in the upcoming movie, "Square Dance Jubilee"—his second featured role.

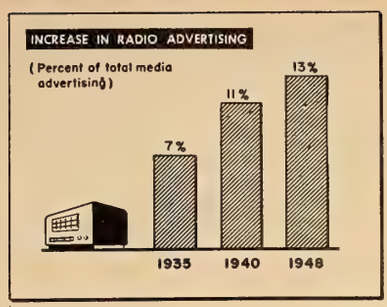
ITEM: You saw WBT's Fred Kirby in the newsreels and newspapers ... riding his horse in last January's inaugural parade — *by special invitation.*



a high type of creative personnel. Employment should be geared to the effective broadcast services of the station, and not merely reflect the amount of available "dough" in the cash register. Undoubtedly, many broadcasters over-expanded their staffs in 1945, 1946 and 1947, largely because they had plenty of income with which to hire more people.

Without a clear concept of staff requirements, based upon service performance, there is a tendency to spend "loose" money on added manpower. When less favorable times arrive, slashes are made. Often these, too, are motivated by the objective of saving "x" percent of the payroll, rather than by careful examination of long-range personnel requirements in relation to programming, operation and sales.

8. Broadcasting—audio and video—has the genuine and logical prospect of offsetting cyclical downswings in business by obtaining a larger share of the total advertising outlay of American business. Adequately merchandised, the radio industry should, within the next few years, expand its "take" of the available advertising dollars to a point where at least 20% of the national advertising outlay goes into broadcasting. This trend, of itself, would afford a rather substantial upward swing from the prevailing level of broadcast revenues and would tend to offset the potential decline in revenues, should a business recession occur.



* * *

Because sound radio has entered into its era of extensive expansion, it is more than ever necessary that the industry promote itself so as to acquire a larger share of the nation's advertising expenditure.

9. Better programming, more aggressive selling and industry promotion, rather than rate cutting, would appear to be the proper policy if radio is to out-compete the competitive media which share in the distribution of the nation's advertising dollars.

10. Marginal units are a characteristic of all non-monopolistic industries in their extensive phase of growth—the phase in which radio now finds itself. The fact that there are many marginal radio stations is not, per se, any indication that broadcasting has lost its vitality. During periods of business prosperity, the number of radio stations breaking even or losing money will be relatively few, but they will, nevertheless, exist. When the business picture turns downward, the percentage of "loss" stations—and even bankruptcies and reorganizations—will increase. Hitherto, radio has not experienced this phenomenon. Yet it is the typical picture for industries in their extensive period of growth. However, as in other industries, the capably managed and well-financed stations will successfully ride the waves of good and bad times, and serve as the leaders of the industry.

All of which adds up to one apparent conclusion: Broadcasters must become more and more industry conscious. Cooperative thinking and cooperative acting will build a sounder fabric for the entire industry and, hence, reflect themselves in benefits to the individual station.

PAPP'S SERIES

Starts Airing Jan. 1

FRANK PAPP, NBC producer-director, who returned last week from a three-month survey tour of European relief centers, announced that six 15-minute transcriptions of his interviews abroad would be released, starting the first of the year, to 900 stations in the U. S.

He also reported that four half-hour network programs, *One Great Hour of Sharing*, under auspices of Church World Service, official Protestant relief organization, would be scheduled by the network before March 12.

STILLI NAMED

Joins WBZ-WBAZ Staff

APPOINTMENT of John G. Stilli Jr., of Philadelphia, as advertising and sales promotion manager for Westinghouse's WBZ Boston, WBZA Springfield, Mass., was announced last week by W. C. Swartley, manager. Mr. Stilli assumes his new position effective immediately replacing Lynn Morrow who is leaving the company to take up permanent residence in Florida.

Mr. Stilli first became associated with radio while attending the U. of Illinois. He announced at the college-owned WILL and at nearby WDWS Champaign. Later he served as staff announcer at WHIO Dayton, O., and WLW Cincinnati and in New York where he freelanced with networks and agencies announcing, writing and producing.

He joined Westinghouse in September 1947, as a producer at KYW Philadelphia. In addition, Mr. Stilli has produced television shows at WPTZ (TV) Philadelphia for the past two years.

W. Earl Bothwell

W. EARL BOTHWELL, 55, founder of the agency bearing his name, died Oct. 12 in Pittsburgh. Mr. Bothwell organized the agency in Pittsburgh in 1935 and had expanded to branch offices in New York, Chicago and Los Angeles.



ITEM: Your great-great-grandchildren will hear WBT's Arthur Smith. Winding up an Eastern theater and nightclub tour, his Quartet stopped off in Washington last month to help enshrine the 2,500,000th record of Arthur's "Guitar Boogie" in the Library of Congress.

ITEM: You can hear the whole roundup of WBT talent for 30 minutes each week on CBS' *Carolina Calling*—now in its 4th year coast-to-coast.



These are only items taken at random. The point is, of course, that WBT talent is a smart local buy for national spot advertisers ...as WBT's first-by-far Hoopers prove. (All week long, WBT leads the nearest competition by an average 152.9%!*) For a big-time buy at small-time cost, ask us or Radio Sales about our big-league hillbillies.

*Oct. 1948-Feb. 1949

Jefferson Standard **WBT**
Broadcasting Company

50,000 watts • Charlotte, N. C. • Represented by Radio Sales

HERMAN BESS

Named WPAT Executive

HERMAN BESS, until last week general manager of WLIB New York, has become vice president of the North Jersey Broadcasting Co., Newark, in charge of sales and programming. The firm operates WPAT and WPAT-FM Paterson, N. J.

Mr. Bess will work with General Manager James V. Cosman in expanding the services of the AM station which expects to transmit a 5 kw signal and operate on a 24-hour basis on or about Nov. 15.

Mr. Bess has been associated with stations in the New York metropolitan area since 1925. He was at one time principal owner of the Wodaam Corp., then operating WOV New York. After a brief period with WAAM Newark, he formed the advertising firm of Bess & Schillin Inc., radio specialists,



Mr. Bess affixes signature while James V. Cosman (r), WPAT Paterson, N. J., general manager, approves.

* * *

and later became vice-president in charge of commercial affairs for WNEW New York. In 1946 Mr. Bess became director of sales at WMCA New York, resigning the post to join WLIB.

NBC SHUFFLE

No Large Staff Turnover McConnell Says

JOSEPH H. McCONNELL, in his first week of office as NBC president, said last week that no large turnover in personnel was contemplated in the reorganization of the network.

Mr. McConnell told BROADCASTING the concept of the reorganization was to "try to use to the best advantage the talent we already have at NBC."

"We are not going to have any revolution at NBC," he said.

He clearly implied, however, that although no sizeable turnover could be expected, many executives and employes would be reassigned.

In response to an inquiry as to when the reorganization would get underway, he said that it already had. He pointed out that the network now has one of the three principal operating chiefs—one each for the radio, television and owned and operated stations divisions—appointed. He is Sylvester L. (Pat) Weaver Jr., vice president in charge of television.

Mr. McConnell would not predict the date on which the appointments of the other two operating chiefs would be announced, but it was believed they would be among the first to be assigned in the reshuffle.

The theory of the reorganization, in addition to improving the administrative and operating functions of the network, is to establish definitive standards for all positions of responsibility, Mr. Mcconnell said.

The establishment of such standards, he said, serves two purposes —it not only enables the company management to match performance against requirement, but it also gives a job-holder a means of checking himself to determine whether he is accomplishing the job he is expected to do.

If an executive or employe knew precisely what the company expected of him, Mr. McConnell said, he would feel more secure in his job than if he were not sure what he was supposed to do.

This system had been tried and proved in other RCA operations, Mr. McConnell pointed out. Booz, Allen & Hamilton, the management consultants who made a complete survey of NBC and prepared the basic reorganization plan, did a similar job at RCA Victor two years ago.

FCC PAY BILL

Clears Conference Hurdle

CONFERES last week agreed on executive pay legislation which would grant Commissioners of FCC, FTC, SEC and other independent agencies an annual salary of $15,000 [BROADCASTING, Oct. 3]. Raises represent 50% increases over present levels.

Pay boosts also were approved for ten Assistant Secretaries of State, including the Public Affairs post which supervises Voice of America activities. George Allen was raised from his present $10,330 to $15,000. All pay increases take effect first day of the first pay period after enactment of the bill (HR 1689).

The $15,000 figure for FCC represents a compromise pushed by 34 Senators as a substitute to the House version which called for $16,000. Stricken before Senate passage of the bill was a provision empowering the President to approve $18,000 for the chairman of FCC and other independent offices.

Classification legislation, covering top-level civil service employes in FCC, also was discussed last week by other conferes. A compromise is expected between the House top ceiling of $15,000 and the Senate's $12,500.

SERIES RATING

Highest in AM History, Crossley Finds

RADIO won its highest ratings in World Series history during the 1949 playing of the five-game classic, according to MBS, which had exclusive rights to carry the games.

A survey made for Mutual by Crossley Inc. put the average rating for the Series at 37.9.

The previous all-time high was chalked up in 1947 at 36.7 when the same Series contenders, Brooklyn and the Yankees, fought for the world title.

Significant in the radio record is the fact that it was scored at a time when television viewing was at a peak. In 17 of the 33 cities surveyed by Crossley, the games were carried on video as well as on AM.

The Crossley figures, when finally broken down, may show that 7 out of every 10 radio homes heard at least one game.

Two-day samples were used in the Crossley computations, except for the final day, when the rating was at 54.6. Two-day calculations were used to make the sample larger. Breakdown on them:

Wednesday and Thursday, Oct. 5 and 6—sets in use 47.1; share of audience 65.0; rating 30.6.

Thursday and Friday, Oct. 6 and 7—sets in use 48.0; share of audience 66.6; rating 32.0.

Friday and Saturday, Oct. 7 and 8—sets in use 50.3; share of audience 73.7; rating 37.1.

Saturday and Sunday, Oct. 8 and 9—sets in use 59.7; share of audience 81.9; rating 48.9.

Sunday, Oct. 9—sets in use 66.4; share of audience 82.3; rating 54.6.

Five-game average — sets in use 52.1; share of audience 72.8; rating 37.9.

The Crossley ratings have been conducted for the Series for 16 years, during five of which all networks carried the series and during 11 of which MBS carried it exclusively.

Satisfaction over theatre telecasts of the games was voiced by S. H. Fabian, president of Fabian Theatres, whose Fabian Fox Theatre in Brooklyn brought big screen television to his moving picture audiences.

He said that receipts from the performances added up to four or five times those that could be expected for regular film features during the period. Concession business also boomed, he said. Box office prices were advanced from 55¢ to $1.20 on weekdays and from 85¢ to $1.85 on weekends.

He praised the RCA equipment used in the telecasts and promised to bring such events to theatre audiences as they become available.

Nathan Halpern, Fabian's consultant on theatre television, said the series proved a success from the point of view of picture quality and audience enjoyment.

NAB PRIMER

Covers World Radio Field

PRIMER on international broadcasting, titled *Who Gets the Air*, has been published by NAB. Text was written by Forney E. Rankin, NAB government affairs director, in collaboration with NAB's engineering and public relations officials.

The 64-page volume appears with decorative cover and is heavily illustrated. It is designed to explain the whole international radio picture, with proper documentation. Publication was ordered by the NAB board at its February 1949 meeting.

The first part is titled "Physical Obstacles to Good Listening." It covers NARBA, the International Telecommunications Convention, sharing of high frequencies, good neighbor conferences and gentlemen's agreements. Part 2 is called "People Speaking to People" and covers UN, UNESCO and Voice of America.

Part 3 deals with government relations, including broadcaster relations with the FCC, State Dept., interdepartmental committees and similar agencies. Part 4, "Relations With Other Countries," discusses foreign propaganda in the U. S., how governments speak to people, and the cooperation of broadcasters in the Americas.

POWER OF FM

FMA Cites Pulse N. Y. Survey

FM broadcasting is concentrated in the biggest buying bracket—upper and lower middle class groups —according to FM Assn. Based on a Pulse Inc. quarterly survey covering 3,000 New York homes, FMA declared the oft-heard theory that FM is enjoyed only by "longhairs" has been disproved.

A socio-economic study of homes with FM showed 13.7% of homes of the rich were equipped, 37.7% of upper middle class, 40.8% of lower middle class and 7.9% of poor homes. In its sample, Pulse broke down its contacts as follows: Rich 7%, upper middle class 24%, lower middle class 41% and poor 28%.

New York metropolitan area has more FM-equipped homes than the number of AM homes in any one of 26 of the 48 states, according to FMA. The survey showed that 41.9% of the sets were bought in 1948 compared to 21.1% in the first half of 1949. FMA concluded 1949 FM set sales in New York may exceed the 1948 FM total despite the falling off in total production of radio receivers.

ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

October 7, 1949

To the PRESS and RADIO:

Subject: WHAT RAILROADS MEAN TO MOTORISTS

Few people have as great a stake in the continuous successful operation of our railroads as those who own and operate the millions of trucks and private automobiles in this country.

This is true because America could not have built, and could not maintain and operate, its motor vehicles were it not for the basic low-cost mass transportation of raw materials and finished products which only the railroads can provide. Moreover, the great American network of public highways could not have been built, and could not be maintained today, without the essential service rendered by the railroads.

But there is another, and equally important, reason in the fact that railroads help our already overcrowded public highways by moving freight on their own special highways of steel. In 1948, the railroads performed more than 640 billion ton-miles of freight service -- or seven times more transportation service than was provided by intercity motor trucks. It doesn't take much imagination to picture what would happen to our public highways and to motorists if any considerable part of the traffic which moves by rail had to be carried by truck.

The more the nation's freight is moved on the special steel highways of the railroads, the less will be the wear and damage to the public highways, and the lower will be the cost of building and keeping them up. And the more freight that is transported by the railroads, the greater will be the convenience, the satisfaction and the safety with which motorists can use the public highways.

Sincerely yours,

William T. Faricy

KANSAS AUDIENCE Whan, WIBW Survey Area

SUBSTANTIAL radio listening not shown in most research is found in the audience tuned to sets outside the home and to auto receivers.

This additional listening is shown in the 13th study of the Kansas radio audience, conducted under direction of Dr. F. L. Whan, chairman of the U. of Wichita Committee on Radio. It confirms findings shown in a study of the Iowa audience by Dr. Whan [BROADCASTING, Aug. 29].

The Kansas study was conducted for WIBW Topeka and sent to the trade by Ben Ludy, general manager.

As in the case of the Iowa study, Dr. Whan's Kansas figures show an important amount of additional listening in homes having more than one radio set.

Nearly 9% of the 7,020 families interviewed in the Whan Kansas Survey reported one or more members of the family "regularly" listen to sets not located at home or in the family car. This additional listening occurs as follows: At school 18.8%; office 8.5%; retail store 13%; gasoline station 4.1%; hotel 0.4%; restaurant 0.8%; at work 17.8%; other places of business 6.4%; barn 3.9% (18.5% on farms); other buildings on home place 3.1%; another person's auto 1.5%; in homes of others 17.6%; all others 4.1%.

This type of outside-the-home listening is broken down to 5.5% of farm families, 9.9% of village families and 11.3% of urban families.

Car Radio Use

More than a third of those owning auto-radios use them "almost all of the time" when on long trips; approximately one-fifth use them "almost all of the time" when driving around town or on short trips. Less than a fifth reported they use the radio "not often" on long trips and only four of them reported "not often" on short trips.

With 40% of all Kansas families owning car radios, says Dr. Whan, "broadcasters may feel confident of a 'plus' audience at any quarter-hour of the radio day." Of all car owners in Kansas, 48.9% have auto radios.

Analyzing number of sets in the home, Dr. Whan found one set in 70.2% of farm homes, 68.3% of village homes and 54.5% of urban homes. Two sets were found in 24.2% of farm homes, 22.3% of village homes and 32% of urban homes. Three sets were found in 4.8% of farm homes, 7.1% of village homes and 9.5% of urban homes. More than three sets were found in 0.8% of farm homes, 2.3% of village homes and 4% of urban homes.

One fourth of all families owning two or more sets use them simultaneously "nearly every day" or "quite often" in the evening, it was found. Simultaneous use of two or more sets in Kansas homes is depicted in the adjoining chart, showing percentages based on replies from 2,444 homes equipped with two or more radios.

More than one set in a home was found by Dr. Whan to increase the number of listeners and the amount of time these listeners hear the radio. This increased amount of listening was found to be 18% (21.6% farm homes, 17.7% village homes, 14.3% urban homes).

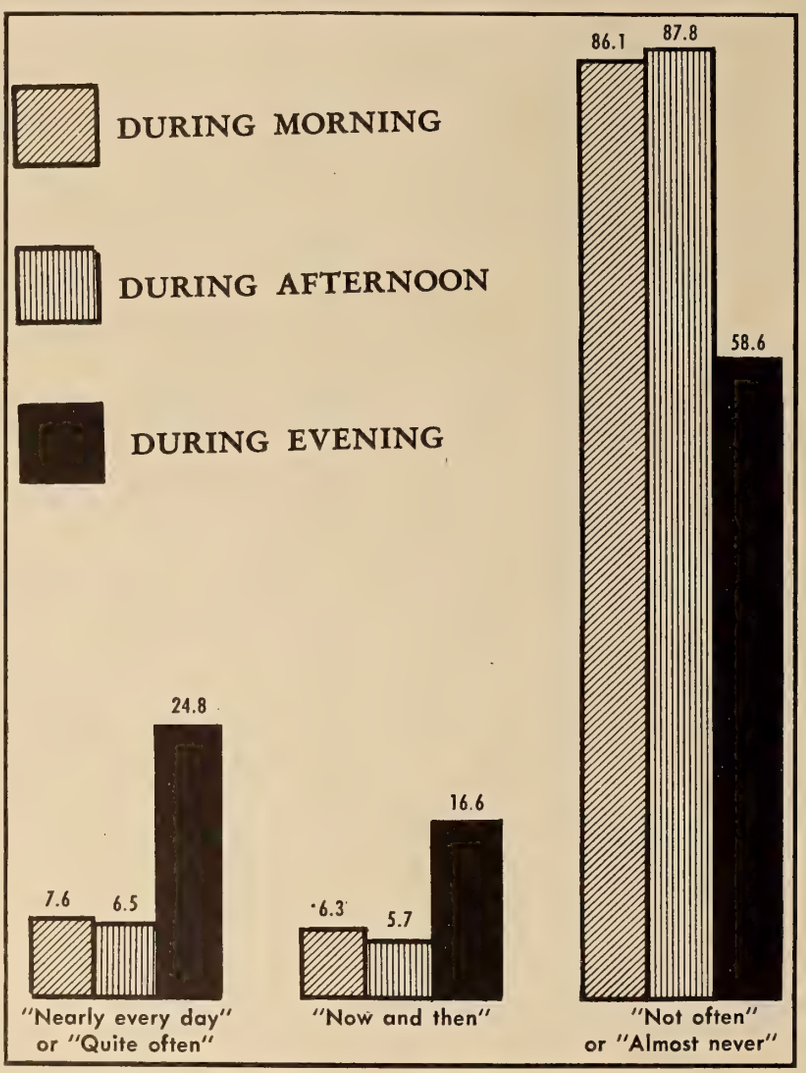
A study of types of sets in Kansas homes shows portable sets (AM) in 55.3% of all homes (48.8% farm homes, 49.7% village homes, 61.2% urban homes); non-portable sets (AM) in 67.7% of all homes (69% farm homes, 69.2% village homes, 65.3% urban homes); FM sets in 5.4% of all homes (3.6% farm homes, 2.7% village homes, 8.3% urban homes).

A geographical breakdown of the state into eight districts shows the percentage of homes with FM sets ranges from 4% in the northeastern area to 9.8% in the southwestern corner.

Analyzing age of radio sets, the survey shows that 54.3% were bought before the war, 15.7% during and 42% since the war.

Simultaneous Use of Two Sets in Homes

(percentage of Kansas homes equipped with two or more radios)



ANTENNA SITE FCC Resumes Hearing On WOR Today

HOPE that Civil Aeronautics Administration will throw a little light on its confused antenna-site policies was expressed at the weekend as the FCC planned Monday morning resumption of its hearing on WOR New York's effort to secure approval of an increase in tower height from 410 to 638 feet [BROADCASTING, Oct. 10].

CAA last week was granted permission to intervene in the case, as were NAB, Television Broadcasters Assn. and Air Transport Assn. of America.

Confusion over CAA's attitude arises from the fact that its New York office approved the WOR application. The CAA Washington office called for reconsideration of this action. In asking to intervene CAA said it is supposed to encourage development of civilian aeronautics and air navigation aids, and desires a complete record of the facts in the case.

★

Duke M. Patrick, WOR Washington counsel, contends CAA should go on the record and disclose any specific objections to the grant. CAA thus far has failed to state objections. It was believed CAA would testify this morning (Monday).

In asking to intervene, NAB contended the increased tower height "will not menace aircraft in the Newark airport area." NAB argued it should take part if Air Transport Assn. is to present views and conclusions. The NAB petition was signed by Don Petty, general counsel, and Richard W. Jencks, attorney.

Air Transport Assn. contended 14 of its member carriers use the Newark Airport and said its witnesses will attempt to show the higher antenna would be a menace to air navigation. M. W. Arnold, vice president, and H. L. Roberts, air traffic control specialist of the association, will testify. Paul Reiber is counsel.

TBA asked to intervene on behalf of its member stations. Counsel for the association is Thad H. Brown Jr.

KFI SUIT

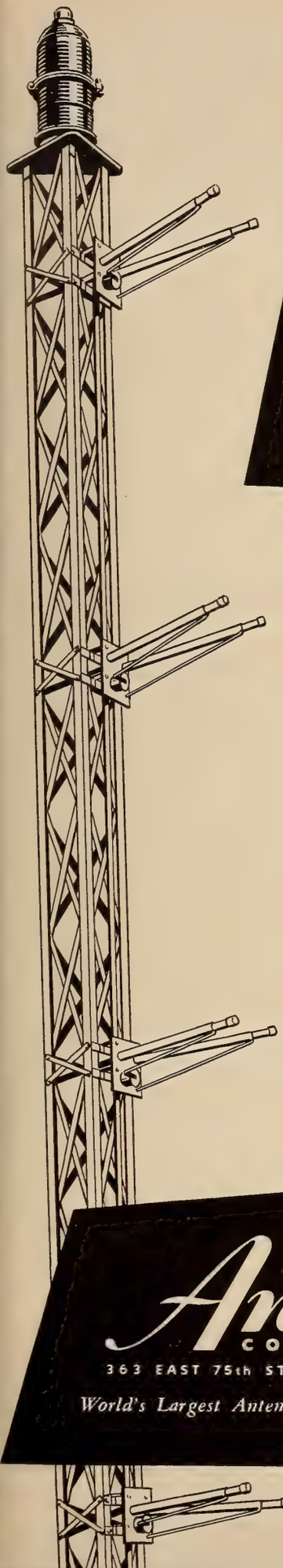
High Court Denies Appeal

KFI Los Angeles last Monday was refused a U. S. Supreme Court hearing on its appeal from a state court decision holding it lacked jurisdiction in the station's damage suit against a state judge and KVOE Santa Ana, Calif.

The highest court in effect held that denial of broadcast rights to KFI in a murder trial is not the basis for action for $150,000 damages based on usurpation of civil rights under the 14th Amendment and civil rights statutes. KVOE had been given exclusive permission to broadcast the verdict by Judge Kenneth E. Morrison, of the Orange county (Calif.) Superior Court.

Hearing had been opposed by counsel for Judge Morrison and KVOE, the judge justifying his refusal of permission to KFI on his authority to control his own court. In the appeal to federal court, Judge Ben Harrison had ruled that body lacked jurisdiction, holding that state law gave Judge Morrison the right to control his courtroom and also ruling the issue was not one of federal jurisdiction.

The defendants' brief had been argued that the question is whether a judge may "decline to give a radio station coming into the picture at the close of the trial as convenient accommodations as one that has been there the entire time."



GIVES YOU TWICE AS MUCH POWER GAIN PER DOLLAR!

NEW *Andrew* MULTI-V FM ANTENNA

TYPE	NO. OF BAYS	POWER GAIN	PRICE
1308	8	**7.3**	**$2800**
1304	4	**3.7**	**850**
1302	2	**1.6**	**320**

This table shows you why the new Andrew Multi-V is your best FM antenna buy!

NOW! Minimize your investment in equipment. Get top performance for only half the cost. The new Andrew Multi-V FM antenna is made and guaranteed by the World's Largest Antenna Equipment Specialists. It's another Andrew "First."

FEATURES

★ **Twice as much power gain per dollar as any other FM transmitting antenna!**

★ Top performance, yet half the cost of competitive antennas.

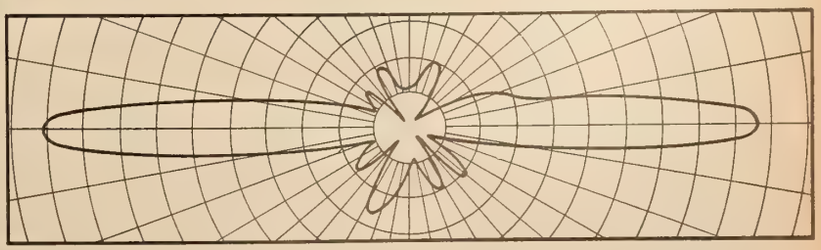
★ Side mounting construction permits installation on towers too light to support heavier antennas.

★ Circular radiation pattern.

★ Factory tuned to required frequency — no further adjustments necessary.

It will pay you *to use the Andrew Multi-V Antenna on your FM station. Write for Bulletins 86 and 186 for complete details TODAY.*

Andrew
CORPORATION
363 EAST 75th STREET · CHICAGO 19
World's Largest Antenna Equipment Specialists



Typical vertical plane field intensity pattern of 4 bay Multi-V FM Antenna.

TRANSMISSION LINES FOR AM-FM-TV · ANTENNAS · DIRECTIONAL ANTENNA EQUIPMENT · ANTENNA TUNING UNITS · TOWER LIGHTING EQUIPMENT · CONSULTING ENGINEERING SERVICES

Serving The

NORTHWEST

1130 KC **WDGY**

REPRESENTED NATIONALLY

EMPIRE *with*

50,000 WATTS (DAY)

25,000 WATTS (NIGHT)

MINNEAPOLIS ● ST. PAUL

New Opportunity for Shrewd Time Buyers . . .
to get choice time at favorable rates—on a long-established station that has just entered a new era of expansion and progress.

BY AVERY-KNODEL, INC.

Editorial

Can a Corpse Grow?

PROPHETS of radio's impending doom seem to have choked on their own funereal smoke signals, for the time being.

At any rate, the elegists who last winter were prematurely mourning radio's demise seem now to be silent.

The start of the fall round of meetings among media people and advertisers in New York during the past few weeks has been characterized by absence of alarms about what television will do to radio.

Maybe the doom-hollerers are silent now because they are a year older. Maybe it's because radio, instead of dying, seems to be growing—strange behavior for a corpse.

Radio set sales are running ahead of television receiver sales 4 to 1, it was pointed out to the Assn. of National Advertisers this past week by William N. Connolly, advertising manager of S. C. Johnson & Son (see story this issue). The number of radio homes is constantly growing. Can a corpse grow?

Radio's Roaring Forties

CHANGING of the order at NBC is demonstrative of the newer order in radio.

In elevating Niles Trammell to the NBC chairmanship, the parent RCA has freed that network's best salesman and one of the outstanding inspirational sales executives in America from the rigors of overall network management and operations. Even competitive media will agree that Niles Trammell will do more than sell business for NBC—he'll create new business for the mass radio media.

In selecting Joseph H. McConnell for the NBC presidency, the RCA board plucked from its own executive staff a young man schooled in administration and in finance and law. Since 1941 he has moved steadily forward in RCA and only last July was named third in command as executive vice president of the parent company. It was in pursuance of this duty that he figured prominently in shaping of NBC's reorganization project, ultimately to result in full separation (or un-integration) of radio and TV operations, and in the establishment of a distinct owned-and-operated stations unit.

Mr. McConnell's judicious handling of this tough assignment doubtless led to the recommendation of Mr. Trammell that he assume the NBC presidency, to team up with the energetic young Charles Denny, who assumed the executive vice presidency of the network 15 months ago. He had left the FCC chairmanship nine months earlier to join NBC.

Mr. McConnell's appointment, at 43, is indicative also of the vigorous pace of modern radio and TV. Three networks now have presidents in their forties. CBS President Stanton is 41. ABC's top executive—the veteran Mark Woods—at 47, is the dean of network presidents. And MBS President Frank K. White, who assumed office last May, has just turned 50.

The NBC realignment is symbolic of something else too—the era of more aggressive selling in radio and among all media. It reflects pointedly those twin maxims of salesmanship: (1) you send out your best salesmen; (2) the more calls you make the more you're likely to sell.

Cities Service Record

TODAY RADIO ought to have a parade. There will be the band—the Cities Service *Band of America*, which after 22 years in one musical format or another, has held forth Friday nights over NBC. On Sept. 26 it moved to Monday largely by juvenile listener demand because there's always something else doing Friday.

The Cities Service program is the oldest continuous network commercial on the air. It began on Feb. 18, 1927, and it hasn't missed a week since. It was the first program sold by the first network president—M. H. "Deac" Aylesworth, a few weeks after NBC was formed in latter 1926. "Deac" sold it to W. A. Jones, Cities Service president, and it has remained sold. "Deac," since his retirement from NBC's presidency in 1936, has remained as Cities Service radio counsellor.

The story of Cities Service and radio is recounted on another page. It is the original radio network success story. For Cities Service business has increased in ratio to its radio expenditures. It spent $200,000 in radio time in 1927, when its gross income was $158,000,000. In 1948 its time bill was $630,000 and its gross nearly $600,000,000.

Today Cities Service also launches a series of experimental simulcasts, with 16 NBC-TV affiliates to carry the *Band of America* along with the 82 AM affiliates. It is the same "Deac" Aylesworth, who presided over Cities Service first AM program, who moves behind the scenes on its first simulcast.

We are constrained to judge that Mr. A., who a few months ago predicted an early doomsday for what he chose to call "ear radio," may now feel that "ear radio" and "eye radio" not only can live side-by-side, but can thrive together, simultaneously, as if in radio wedlock.

FCC's HCL Increase

RADIO REGULATION is about to come of age—economically, that is.

Twenty-one years ago Congress created the Federal Radio Commission as a temporary body to bring order out of the then existing chaos in allocations. It stipulated a salary of $10,000 per year for the then five Commissioners, the recognized standard stipend for policy-level bureaucrats.

In 1934, the seven-man FCC succeeded the FRC. The $10,000 ceiling remained.

Now, after those 21 battle-scarred years, Senate and House conferees have agreed on increases for the FCC members to $15,000 per annum. Whether the FRC and its successors and assigns have yet delivered radio from chaos is open to serious question, but no one can question the necessity of the pay hike.

It was only because of the assurance from Congress and the White House that there would be salary increases that Wayne Coy agreed to stay on as Chairman—probably until the expiration of his current term in mid-1951. Two and possibly three others had resignation in mind unless the Congress acted.

We have said many harsh things about this Commission and its predecessors over the years—and we've certainly meant them. But we have not been unmindful of the handicaps under which Commissioners have labored. For most of them it was hand-to-mouth.

But we feel that reasonably contented Commissioners—like contented cows—will produce better results.

Henceforth we shall look for homogenized decisions with vitimin B added from the more opulent, but still under-paid, Commissioners.

Our Respects To —



JOSEPH HOWARD McCONNELL

JOSEPH HOWARD McCONNELL, the tough-minded administrator who was picked from the top command of RCA to direct the reorganization of NBC as its president, is not easy to classify.

He is a Southerner with a Southerner's affable manner, but he is canny enough to trade a spavined horse to the shrewdest Yankee. He is a scholar with a Phi Beta Kappa key, but was also a center on the Davidson College football team and later a coach at the U. of Virginia. He is not ill at ease in a locker room conversation, but he is equally unabashed in arguing an intricacy of corporation law.

In RCA, a corporation which is not the least formal of U. S. businesses, Mr. McConnell calls his superior "boss" and, within days after moving to NBC, was on a first-name basis with subordinate executives.

His diversity of interests, however, has not conspicuously hampered his progress. Seventeen years ago, fresh out of law school, he earned $900 in his first year of practice. Today his salary, although not a matter of record, is known to be in excess of $75,000 a year.

Mr. McConnell was born in Chester, S. C., May 13, 1906. His parents were residents of Davidson, N. C., where the elder McConnell was dean of Davidson. They journeyed to Chester only because they wanted Dean McConnell's brother, a Chester physician, to deliver their child.

Once Joseph McConnell arrived, the family returned to Davidson, and it was there he grew up. He attended public schools and entered Davidson College.

At that time Mr. McConnell was bent on a medical career. By the time he graduated, however, he had turned against medicine. His degree was in chemistry.

It was the conviction of Mr. McConnell's father that a young man ought to teach school for a while before making his final decision on a career. Accordingly, young McConnell got a job at boy's preparatory, in Virginia, where he taught chemistry and coached football.

After a year of that, he elected to study law. The U. of Virginia offered him a job as coach of the freshman football team and scout for the varsity. In a feat that could be accomplished only by a man with slight regard for sleep, Mr. McConnell held the coaching and scouting jobs and simultaneously took a full course in law, finishing in par—three years.

Mr. McConnell bore an even heavier burden in those three years than is immediately ap-

(Continued on page 46)



3 Beauties of the Deep South

1. ALBANIA PLANTATION, Jeanerette, La. Built in 1842 by Charles Grevemberg. Since 1910, Albania's 1,100 acres of sugar cane and this beautifully preserved mansion have been owned and maintained by the City of New Orleans.



2. RICE THRESHING near Kaplan, Louisiana. This rich, farm area leads the nation in rice production. High yields and wide crop diversification are other important reasons why WWL-land exceeds the national average in increased income, increased buying power, and general prosperity.



The greatest selling power in the South's greatest city

50,000 WATTS CLEAR CHANNEL CBS AFFILIATE

3. WWL'S COVERAGE OF THE DEEP SOUTH 50,000 watts—high-power, affording advertisers low-cost dominance of this new-rich market.

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

BMB Maps of WWL-coverage and other data available from the Katz Agency, Inc., our National Representatives.

ABC REALIGNS

Day, Simmel Get New Posts

REALIGNMENT of executive duties in ABC's spot sales and cooperative program departments was announced last week by Murray Grabhorn, network vice president and manager of owned and operated stations.



Mr. Simmel

Harold B. Day, former cooperative program sales manager, has been named to the newly created post of director of radio and television sales development for spot sales, while Ludwig W. Simmel, formerly business manager of the cooperative program department, has been appointed department manager.

Reorganization was planned by the network to coordinate the operations of spot sales and cooperative program departments, and to provide faster special services for advertisers and agencies, it was said.

Also involved in the shifting of duties is Frank Atkinson, formerly sales service manager of cooperative program sales, who has been named assistant to the manager of the cooperative program department. Tom Black, who has been manager of sales development, ABC spot sales, becomes manager of radio sales development, cooperative program department.

Management

CLIFFORD A. McKAY, former commercial manager of WTAN Clearwater, Fla., appointed acting manager of station succeeding the late **DENZIL PULLEY**, recent victim of automobile accident [BROADCASTING, Sept. 26].

TOM SLOAN, formerly of British Broadcasting Corp. North American Service, appointed assistant BBC representative for Canada, and is now at Toronto BBC office.

REX PREIS, assistant manager of KTSA San Antonio, Tex., and before that commercial manager for station, resigns. He was with station for more than 10 years. Future plans have not been announced.

WILLIAM S. PALEY, CBS board chairman, arrives in Hollywood today (Oct. 17) for two weeks conferences.

HUGH B. TERRY, vice president and general manager of KLZ Denver, elected general trustee of Colorado Div., American Cancer Society.

WILLIAM H. SPENCER, general manager of WHOT South Bend, Ind., named co-chairman of commerce division for local Community Chest Campaign.

Respects

(Continued from page 44)

parent in the record. He not only had to hold his coaching job and get through law school but also to make Phi Beta Kappa to boot.

It had been a source of disappointment to his father, who came of a family of Phi Betas, that his son had failed in admission to the honorary scholastic fraternity in his undergraduate days. Law school, the young man realized, provided a last chance to redeem himself.

Mr. McConnell, haggard from his rigorous three-year schedule, was offered a position with a West Palm Beach law firm upon graduation. He knew very little about the firm, but, in his depleted state, he could not resist the restorative promises of the community.

"Man, that was a job," he recalled the other day. "I earned $900 in a year."

Although still an admirer of the West Palm Beach climate, Mr. McConnell accepted an opportunity to abandon the penury of law in the region and to join a firm of barristers in Charlotte, N. C. "It was close enough to home that I knew I could at least be sure of eating," he explains.

Mr. McConnell chose, a year later, to quit the Charlotte firm and go to Washington as an attorney in the newly organized National Recovery Administration.

Charlotte's Pride

Despite the fact he has not returned to residence since then—it was 1933—he is not forgotten there. A week ago the *Charlotte Observer*, a journal of profound local pride, presented the news of his election as NBC president on page one.

Mr. McConnell worked in the NRA until its dissolution in 1935. Then he joined the New York law firm of Cotton, Franklin, Wright & Gordon. In the last four years of his association with that firm, he spent most of his time in legal service to the RCA Manufacturing Division.

He finally abandoned private practice in 1941 to become a member of the legal staff of the RCA division, which later became RCA Victor. Within a year after he joined the company he became general counsel of the division and three years later was elected a vice president.

From April 1947 to January 1949 he served RCA Victor as vice president in charge of law and finance. Last January he became vice president in charge of finance for RCA, the parent company.

Only last July he was elected executive vice president of RCA, a position which had not been filled since 1934, and became the No. 3 officer in the RCA command.

During his service with the parent company, he worked closely with Booz, Allen & Hamilton, the management consultant firm which has been appraising the functions of NBC. A year before that, he had been an important figure in a similar management survey of the RCA Victor Division.

In 1936, when he had become established in the New York law firm, Mr. McConnell married Elizabeth Bernard, of Jacksonville, Fla., whom he had known since childhood. Miss Bernard's father and his jointly operated a summer camp for boys.

The McConnells have three daughters, Elizabeth, 11, Mary Meade, 8, and Catherine, 2½. They live in Bronxville, N. Y.

Mr. McConnell owns to only two hobbies—golf, in which he indulges regularly and with average competency (his handicap is 14), and deep sea fishing, which he manages less often.

He is a member of Kappa Alpha, Southern—the same fraternity to which his NBC predecessor, Niles Trammell, belongs—Phi Delta Phi (a legal fraternity), the Rittenhouse Club of Philadelphia, and the University Club of New York.

ALABAMA MEET

Fell Urges Cooperation

RADIO and newspapers "must stand shoulder to shoulder" to enjoy equal protection from any government agency that might try to intimidate or gag them, Charles A. Fell, managing editor of the *Birmingham News-Age Herald*, told the Oct. 6-7 fall meeting of the Alabama Broadcasters Assn. Sessions were held at Tuscaloosa.

Howard E. Pill, WSFA Montgomery, presided as association president. At the opening day luncheon Easton C. Woolley, NBC stations relation department director, said the challenge of TV competition should stimulate broadcasters to realize radio's full potential.

Taking part in a sales panel conducted by James E. Reese, WWWB Jasper, were Bert Bank, WTBC Tuscaloosa; Malcolm Street, WHMA Anniston; Hugh Smith, WGWC Selma, and Clarence Persons, WAPI Birmingham. Lionel Baxter, of WAPI served as moderator of a program panel assisted by John Kirkpatrick, WCOV Montgomery; Mrs. Wilhelmina Doss, WJRD Tuscaloosa; John Garrison, WFUN Huntsville; W. C. Needham, WTBF Troy, and Gene Plumstead, WSGN Birmingham.

Students of the U. of Alabama, on whose campus the meeting was held, presented a skit, "The Miracle of Radio," at the banquet. Frank M. Headley, of Headley-Reed Co., spoke at the Friday luncheon [BROADCASTING, Oct. 10].

Allen M. Woodall, WDAK Columbus, Ga., NAB District 5 director, discussed the NAB's activities on behalf of the industry. Dr. Kenneth H. Baker, BMB acting president, reported on the second coverage study. Mr. Woodall showed the NAB slide film, "How To Turn People Into Customers."

Commercial

FORD BILLINGS, formerly associated with WEIM Fitchburg, Mass., appointed commercial manager for WWCO Waterbury, Conn.

CHARLES J. HOBAN and **IRVING F. TEETSELL** named to sales staff of WFIL Philadelphia. Mr. Hoban operated his own public relations business for last four years, and was active in selling, advertising and merchandising for many years previous to that. Mr. Teetsell formerly was general manager and sales manager for WFPG Atlantic City, N. J. He also did sales work for WJTN Jamestown, N. Y.

HOWARD SELGER, formerly with NBC and ABC in sales research, joins promotion department of Edward Petry & Co., New York, station representative.

NORMA F. HESLIN joins commercial staff of WDRC Hartford, Conn.

ROBERT L. GERSON, formerly of technical staff of WSB-TV Atlanta, Ga., joins commercial department of WBS and WSB-TV.

KISD Sioux Falls, S. D., WTXL Springfield, Mass. and **WVVW Fairmont, W. Va.**, appoints **Donald Cooke Inc.** as national representative.

KENNETH L. CARTER, account executive for WMAR-TV Baltimore, resigns. He is former sales manager of WBAL WBAL-TV Baltimore. His future plans have not been announced.

CHARLES D. MELTON appointed commercial manager of WSIC-AM-FM Statesville, N. C.

WNJR Newark, N. J., appoints **Wm. G. Rambeau Co.**, Chicago, as national representative.

LEE REDFIELD, formerly with John Blair & Co., ABC and Redfield-Johnstone Agency, joins television sales staff of Edward Petry & Co., New York, station representative.

WWCO Waterbury, Conn., appoints **Robert S. Keller Inc.**, New York, as national representative.

RICHARD E. GREEN, manager of national sales and service at KOMO Seattle, named radio co-chairman in local Community Chest campaign.

KSDO San Diego, KCMJ Palm Springs and **KVEN Ventura, Calif**, all name **Western Radio Sales of Hollywood** as their representative.

FRANK G. MORELAND becomes account executive in Los Angeles office of John Blair & Co., Chicago representative firm. He is former manager of W. S. Grant Co., San Francisco, and account executive at KSMA Santa Maria, Calif.

ROBERT SCHLINKERT, assistant sales manager of WWJ-TV Detroit, is the father of a girl Judith.

FTC's Mason Sworn In

LOWELL MASON, reappointed by President Truman to the Federal Trade Commission for his first full seven-year term, was sworn in to the Commission last week. His new term, retroactive to Sept. 26, runs through Sept. 25, 1956. He joined the Commission in 1945.

A Service of Broadcasting Newsweekly

TELECASTING

OCTOBER 17, 1949

TV SESSIONS LENGTHEN

Hope of December End Abandoned

HOPE of completing the color television hearing before late December was officially abandoned last Thursday as FCC reached the end of the third week of its increasingly complex color investigation [BROADCASTING, October 3, 10].

With this hope went any remaining likelihood that hearings on other far-reaching phases of the overall television review—including the opening of UHF channels, changes in black-and-white standards, and nation-wide allocations—could be undertaken before the new year.

There was also speculation that the Commission, when it finally finishes what started out as a three-week hearing on color, may elect to decide the color question before launching into the next and perhaps equally long-drawn phases.

Unless FCC follows repeated industry suggestions and lifts the current licensing freeze without waiting for final determination of the other issues, this could mean the ban on new black-and-white grants, in effect for more than a year, will remain until spring or perhaps summer.

The Commission's revised color time-table calls for 3½ days of hearings per week until about Oct. 27, followed by a recess until the week of Nov. 1, when the CBS and RCA color systems and black-and-white transmissions by Allen B. DuMont Labs will be shown compartively.

San Francisco Trip

FCC then will go to San Francisco to witness a demonstration of the color system of Color Television Inc. during the week of Nov. 28 ("in no event later than Nov. 30"), after which cross-examination of the various witnesses will be started Dec. 5.

For the most part there has been no cross-examination, which is expected to take at least as long as the direct testimony. Dr. Charles Willard Geer, physics professor at the U. of Southern California, who outlined the principles of his electronic color receiver tube last Thursday, was cross-examined the same day. Dr. Peter C. Goldmark, developer of the CBS color system, will go on the stand for cross-examination today (Monday), in view of his plans for early departure to attend demonstrations of his color system in London and on the continent [CLOSED CIRCUIT, Sept. 19].

In order to cut down the time needed for cross-examination in the period starting Dec. 5, and also to eliminate "unnecessary trips" for those of whom no further questioning is desired, FCC asked participating counsel to file by Nov. 18 a "cross-examination form" for each witness they want to interrogate.

The date when the interim recess of the hearings will commence will depend upon the time needed to complete the direct testimony of all the participants. FCC said "it is anticipated" that this may be completed by Oct. 27. Until then, the hearings will be in session only from Monday through noon Thursday of each week, giving the Commission a chance to spend a day and a half per week on other pressing business.

Announcement of the new timetable came at the end of a week in which the Commission, in sequence:

1. Had its first look at RCA's color system, the second to be demonstrated officially (see story this page);

2. Heard the inventor of the rival CBS system, shown the week before, voice "grave doubts" that RCA's will "ever emerge from he laboratory";

3. Received manufacturers' time and cost estimates on adapters and converters for the CBS technique, as forecast a week earlier in statements of CBS witnesses [BROADCASTING, Oct 10].

4. Heard Dr. Greer explain his three-color single-tube plan and call for adoption of color standards "not immediately, but soon";

5. Was told by a witness for Color Television Inc., opening his firm's presentation, that with a single direct-view three-color tube,

(Continued on page 54)

RCA'S COLOR

Equipment Completed in 77 Days

RCA COLOR television took the spotlight in a virtually continuous series of showings in Washington last week, with what started out as an admittedly disappointing official demonstration to the FCC adjudged greatly improved at week's end, four days later.

Although RCA officials made no attempt to alibi for Monday's demonstration to the Commission, it was pointed out that the equipment had been developed under pressure and was in use in the official showing just 12 hours after it reached Washington from the RCA plants in Camden.

* * *

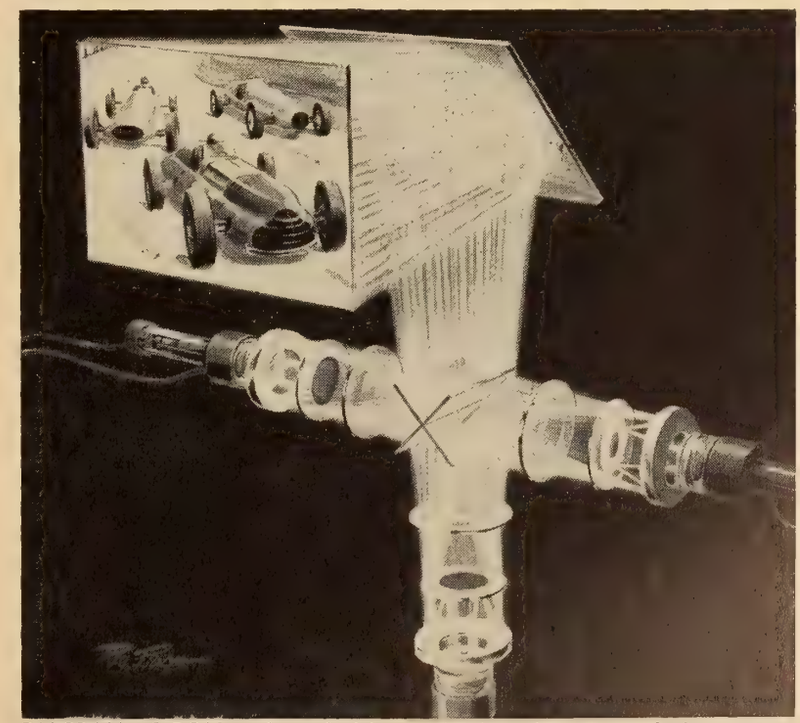


DIAGRAM of RCA's color television projection picture-reproducing system, using three projection kinescopes, reflective optics and a pair of dichroic mirrors. The kinescopes direct primary colors, after unscrambling color signal, onto the viewing screen via a refractive optical system. Each projection is of a different color—red, blue and green—which combine into a full color picture.

It was known that work on the equipment shown the Commission had been done in but 77 days, at a cost estimated at approximately $500,000. Four days later observers saw marked improvement in its performance, though it was still lacking in fidelity and resolution. Many engineers argued that this showed what might come with additional development. RCA authorities have suggested a minimum six months of field testing.

First Showing

In Monday's showing, first exhibition of the RCA system outside the laboratory, color signals were transmitted over the standard Channel 4 (66-72 mc) facilities of NBC's WNBW Washington, in the Wardman Park Hotel, and picked up on RCA color receivers in the Washington Hotel. Air distance was about 2¼ miles. Developments included:

- Revelation that RCA is concentrating research on a single full-color kinescope tube slated for completion in 6 to 12 months. System now uses three tubes, one each for red, green and blue.
- Announcement that the single, full-color tube would be used in some of the first color sets produced if FCC approves RCA's system.
- Report that RCA is giving exacting attention to a number of color TV problems and principles, including a virtually new 6-mc "compatible" color system which

(Continued on page 48)

RCA's Color

(Continued from page 47)

may be ready in another six months or a year.

Comments on Monday's tests ranged from disappointment to acclaim for the principles of RCA system, with CBS observers outspoken in their criticism (see story this page). The issues centered on color fidelity and problems of image registration and optical focus, resolution and detail. Most impressive to many observers was the degree of compatibility reflected in monochrome reception of color signals on standard black-and-white sets.

RCA engineers indicated the test was not all that had been hoped for in view of many "bugs" that appeared at the last minute, but they stuck firmly to their affirmation that fundamentally RCA's system is technically superior. They claimed the operative kinks that developed can be ironed out easily when treated separately.

One RCA official reported that at 1:30 a.m. Monday all of the receivers were in perfect register and color, but that by the time of the demonstration at 10 a.m. natural inclinations to adjust sets "just a shade better" had resulted in the opposite effect. He indicated a better showing could have been made if only four more days had been available to arrange the many complex details.

RCA's claim that its system is completely compatible with existing black-and-white television was given a crucial test Monday evening on the NBC television network. Studio color demonstrations on Monday afternoon at WNBW ran right up to network time and black-and-white cameras had not been warmed up. The network program, *Kukla, Fran & Ollie*, also featured in the tests, was picked up by the color cameras and the resulting WNBW color signal was fed into the coaxial network.

WNBW reported that several outlets in the Midwest reported the detail and clarity of the program, which came out in monochrome, were better than past monochrome transmissions.

Commission Chairman Wayne Coy, who is presiding over the TV hearing, and Comrs. Hennock, Jones, Sterling, Walker and Webster headed the FCC group participating. Brig. Gen. David Sarnoff, chairman of the board and chief executive officer of RCA, was present, as were Niles Trammell, newly-elected chairman of the board of NBC, and a host of other RCA-NBC officials.

RCA showed its color TV throughout the week to representatives of other government agencies, Congress, the military, communications attorneys and engineers, Washington and New York advertising executives, NBC affiliates and RCA licensees and distributors, the diplomatic corps and others. Some 15 demonstrations will be concluded Wednesday and Thursday this week when an estimated 3,000 persons will have seen the tests.

McConnell Introduced

At the demonstration Thursday afternoon for NBC affiliates, Mr. Trammell introduced Joseph H. McConnell, former RCA executive vice president who has succeeded him as president of NBC [BROADCASTING, Oct. 10]. Approximately 250 persons were on hand.

Dr. Elmer W. Engstrom, vice president in charge of research for RCA Labs., described Monday's official demonstration as it proceeded. The battery of color and monochrome receivers included:

Direct view color receiver using three 10-inch kinescopes and two dichroic mirrors [This set blanked out just before test through failure of high voltage circuit]; color receiver using two-color reproducing system; projection three-color set using reflective optics and magnifying lens with small picture; projection three-color set with 15 x 20 inch picture using reflective optics; direct view color converter using three 10-inch kinescopes and two dichroic mirrors; standard monochrome set to which was fitted a color converter using three small projection kinescopes and refractive optics; standard monochrome set to which color converter was added using two-color system; and black and white direct view sets having 10 and 16-inch tubes and monochrome projection set with 15 x 20 inch picture, for comparison purposes.



COLOR set (r) of Color Television Inc., alongside a black and white projection receiver.





RCA trains its color TV cameras on entertainer during demonstrations before the FCC and industry representatives at WNBW (TV) Washington studios. Lower photo shows Richard C. Webb, research engineer of RCA Labs, explaining the inside of one of the new cameras. In center foreground appear two dichroic mirrors which allow green rays to pass through to lens of center image orthicon tube, while reflecting red rays via a silvered mirror to right-hand tube and blue rays to another mirror to tube on left. In rear some of the camera's electronic control elements can be seen.

The initial demonstration was a half-hour entertainment program telecast in color by WNBW. The show began with the NBC television puppet personalities, *Kukla, Fran & Ollie*, who introduced other specialty numbers.

Metropolitan Opera's Gladys Swarthout, who sang "Habenera" from *Carmen*, appeared in a yellow gown with a ruffled skirt of various hues. Some observers considered the color reproduction somewhat artificial and said it varied according to the receiver being observed. The background for this and other scenes appeared to vary from shades of dark blue to different lights and darks of green, many noted.

Juggler Rudy Cardenas followed, wearing a light cream costume patterned down the front with a colorful flower-like design. Certain witnesses commented that his movements appeared much more free than those of the juggler who appeared in the CBS showing of a fortnight ago [BROADCASTING, Oct. 10].

Before the test had started, Dr. Engstrom explained that "we are not in a position, of course, to demonstrate things such as flicker, color break-up, lack of smoothness of motion, because in the particular system we are proposing these effects do not show up for any practical conditions of operation, because the conditions are equivalent to that of the black-and-white system."

In one sequence some witnesses commented that as the dancers moved about they appeared to step into a red spotlight.

Miss Swarthout reappeared in a rose gown to sing a duet with Dickenson Eastham, understudy to Ezio Pinza, star of the Broadway play, "South Pacific." Commercial possibilities of color television were demonstrated in lighter vein by Sid Stone, comedian "pitch man." Music was provided by 19-piece NBC orchestra under direction of Norman Cloutier.

Following the live telecast, RCA demonstrated 16 mm color movie film strips and Kodachrome slides. At this point Dr. Allen B. DuMont, TV manufacturer and broadcaster who is one of the chief opponents to adoption of color at this time, requested that the contrast and brightness of the monochrome receivers be turned up to their "normal" values. After adjustments

(Continued on page 50)

WCAU

"The Philadelphia Bulletin Station"

announces the appointment of

RADIO SALES

Radio and Television Stations Representative . . . CBS

as its representative

in New York

effective October 17, 1949

*(*WCAU *is already represented by Radio Sales*

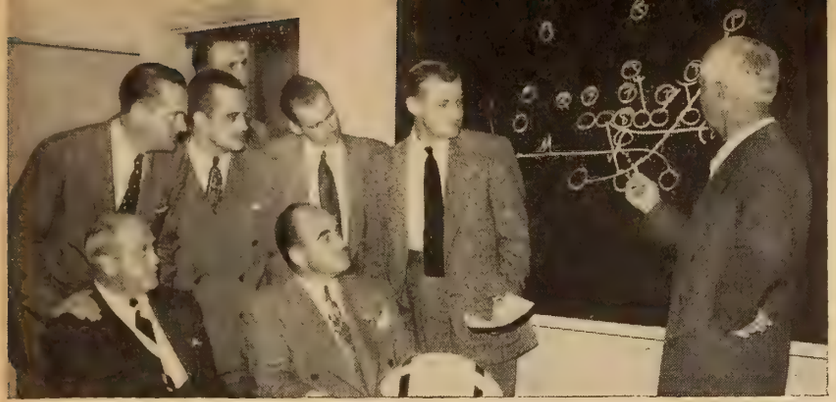
in all other markets.)

WCAU

50,000 watts

a CBS affiliate

Philadelphia



DETROIT LIONS pro grid Coach Alvin (Bo) McMillin (r) prepares for new WWJ-TV Detroit weekly series *Inside Football* with (l to r): front—Goebel Brewing Co.'s (sponsor) V. P. Charles E. Carey and Pres. Edwin S. Anderson; rear—Allison Monroe, Brooke Smith French & Dorrance; Barnum P. Coolidge, Goebel; Keith T. McKenney, WWJ-TV; Hugh Hole, BSF&D, and Willard E. Walbridge, WWJ-TV.

PREMIERE of the Wayne King video show on NBC-TV from Chicago is planned by (l to r): Paul McCluer, NBC Central Div. sales manager; A. W. Peake, president of Standard Oil of Indiana, sponsor of Thursday evening show; Homer H. Havermale, McCann-Erickson, Chicago acct. executive; Jules Herbuveaux, Central Div. TV manager, and Wesley I. Nunn, Standard Oil advertising mgr.





PICTURED at the press prevue for *The Life of Riley*, which premiered on NBC-TV Oct. 4, are (l to r): O. C. Willemin, Pabst Brewing Co. division sales mgr.; Sylvester (Pat) Weaver, v. p. in charge of NBC-TV, and Edward J. McHale, senior district sales mgr. of Pabst, sponsor of the program.



NILES TRAMMELL (l), NBC chairman of the board, and Forbes Ryder, v. p. in charge of sales for the Hoffman Brewing Co., distributor of Pabst Blue Ribbon Beer, chat at the press prevue of *The Life of Riley* (started Oct. 4). Jackie Gleason is star of the NBC-TV show.

PIEL'S BEER sponsored telecasts of boxing matches will beam out from WOR-TV New York transmitter tower, sketch of which is shown by R. C. Maddux (r), WOR v. p. in charge of sales, to (l to r) Bill Barech, Piel's adv. mgr., and William Esty agency officials, Kendall Foster and George Oswald.

FREDERICK (Ted) LONG (l), Geyer, Newel & Ganger radio-TV dir., shows "K Man" character to be highspotted on new G. Kreuger Brewing Co. weekly boxing telecasts over DuMont's WABD-TV New York, to (l to r) Dennis James, sportscaster; Andy Love, jingle writer, and David Gross, DuMont acct. exec.



DON'T KILL COLOR TV

Dr. De Forest Urges Compatible System

DR. LEE De FOREST, pioneer radio inventor, last week urged adoption of a compatible color television system and said he had abandoned work on a mechanical system of his own because it lacked compatibility.

He said he thought it would be "disastrous" if the FCC acted in any way to inhibit television's growth.

"The only way that color can come about, without serious harm to the television industry, is by means of a compatible system," he said.

Dr. De Forest reported he had been working for two years on a mechanical color system which varies from that developed by CBS in that no color disc is used. Dr. De Forest's system uses a color filter which is no larger than the face of the receiver television tube.

The filter moves in an orbital pattern, agitated by a small motor that is synchronized with the transmission frequency. Although he said he had quit work on transmission aspects of his system, Dr. De Forest reported he thought the mechanical filter technique might be adopted as a device to convert black-and-white sets to receive RCA color transmissions.

He said he intended to discuss this possibility with top RCA Lab executives this week.

The veteran engineer spoke favorably of the RCA color demonstrations which he observed in Washington last week. He said he had not seen the current demonstrations of CBS color.

RCA's Color

(Continued from page 48)

were made, some observers noted that the comparative values of the color pictures dropped considerably.

Dr. DuMont also asked that black-and-white transmission be made for comparative purposes. After RCA switched to monochrome cameras, Adrian Murphy, CBS vice president and general executive, stated that all the color receivers "showed very major differences in color from very bright pink to greens and oranges."

It also was observed that Dr. Engstrom had to call the WNBW crew to tell whether they had switched back to the color cameras from monochrome.

At CBS' request, the ambient illumination of the demonstration hall was measured at two locations and found to be 0.12 foot lamberts. Some observers thought this less than normal viewing condition.

Mock-up of a small field camera for color work, now under development and slated to be ready by next spring, was shown along with a new midget image orthicon tube measuring only one by six inches. Dr. Engstrom explained the small tube has been used in non-broadcast black-and-white experimentation. Its image size is about that of a 16 mm film, it was explained. Similarly, the 16 mm movie line of lenses would be used with the tube.

In showing the principle of the single full-color tube being investigated, Dr. Engstrom emphasized that such a tube would greatly simplify the converter and receiver problems, including image and focus registrations. "It is for that reason," he said, "we are placing real emphasis on our research and development program so that we hope shortly to be in position to have such a tube."

RCA omitted tests by microwave and coaxial cable, Dr. Engrstrom said, because "we did not have the time to prepare for this demonstration and its program and at the same time do the work necessary together with the telephone company to arrange for the switching and other matters." He said such tests would be shown later.

Still in Future

Immediately following the morning session, Dr. DuMont stated that the tests had "confirmed" his belief that practical color television was still some years away. He noted the effect of varied colors on the sets when monochrome signals were telecast.

The afternoon was devoted to tours of the WNBW facilities and inspection of the color studio equipment. A series of entertainment features was presented to enable a direct comparison on a large three-tube set in the studio.

NAMES PETRY

To Represent WOAI-TV

APPOINTMENT of Edward Petry & Co. Inc. as national representative for WOAI-TV San Antonio, which will begin operations next month, was announced last week by High A. L. Halff, president and general manager of WOAI and WOAI-TV. Mr. Halff stated the appointment was determined by Petry's plan of operations and television sales and the "gratifying results of the firm's representation in AM broadcasting over a period of many years."

WOAI-TV, the first television station in South Texas, will begin test pattern operations early in November with commercial programming scheduled to start in December. Station is assigned to Channel 4 and is basically affiliated with NBC. It is expected to carry other TV networks on a non-interconnected basis.

WBRC-TV

BIRMINGHAM, ALABAMA

ANNOUNCES THE APPOINTMENT OF

BLAIR-TV INC.

AS NATIONAL REPRESENTATIVES!

Today, it's *see Blair-TV* for information on WBRC-TV, Birmingham. *Blair-TV,* because it's an organization of *experienced* men, devoting *all* their time and talents to SPOTelevision . . . making it work for station and advertiser alike. *WBRC-TV,* because it dominates one of the South's biggest, richest, most TV-conscious markets!

If you advertise, it will pay you *now* to know television, WBRC-TV and the big Birmingham market. For accurate facts on all three, ask any Blair-TV man today!

WBRC REPRESENTED BY **BLAIR TV INC.**

Birmingham, Alabama

New York • Chicago • St. Louis • Detroit
Los Angeles • San Francisco

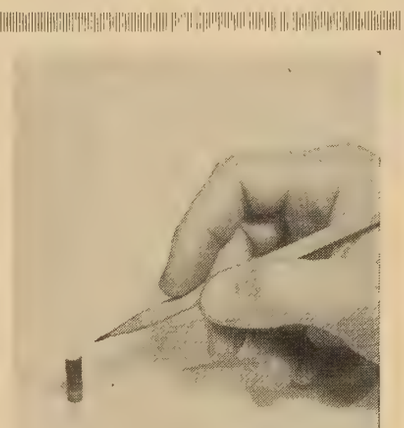
WU's Telcoarc Lamp

THE answers to some of television's more stubborn lighting problems may be provided by a new high-power, high-intensity electric light, named Telcoarc described Friday by W. D. Buckingham, assistant to the electronics research engineer of Western Union Telegraph Co., in a paper presented before the Society of Motion Picture Engineers convention in Hollywood.

Light source of the new lamp, which operates in the open air and not in a glass bulb, is a pool of molten zirconium two-tenths of an inch in diameter. Maintained at a temperature near 6500 F, this source is one-eighth as bright as the sun, Mr. Buckingham said. The light, which has a brightness 20 times that of the tungsten filament lamp, totaling 20,000 lumens with a maximum brightness of 130,000 candles per square inch, is an outgrowth of WU's wartime research in military communications, he reported.

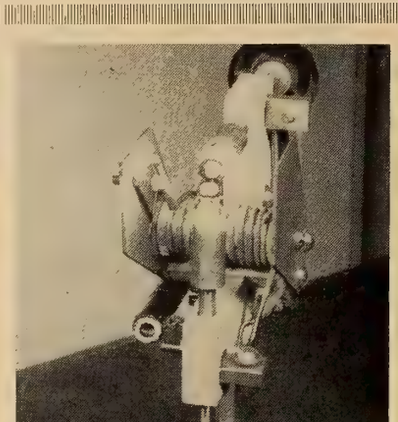
Asked about the uses of the Telcoarc in TV, Mr. Buckingham said that it will probably be used chiefly for illumination. However, he added, the new light may well be used for the projection of background lighting and scenes for sudio shows. When a 5 kw tungsten filament lamp was used for such projections, so much heat was generated that the slides had to be watercooled, he stated. The same light, 2,000 lumens, can be produced by a 1 kw Telcoarc lamp, he said, and comparatively so little heat is produced that a slide can be left in for an hour without harm.

The Telcoarc will be "ideal" for flood and spot lighting and searchlights, Dr. Buckingham stated. He predicted that it also will have wide medical and scientific use and will be of special importance to color photography. No prices have been set for the Telcoarc lamps as yet, but they will be priced competitively with the tungsten lamps, he said. Manufacturing plans also are unsettled, but it is expected that WU will license lamp companies to produce them rather than enter this field itself.



Telcoarc's small electrode which can be replaced when exhausted.

* * *



Working parts of the Telcoarc lamp.

* * *



Mr. Buckingham examines the light from the Telcoarc through a dark filter.

CBS-B&B Projector

FOR reportedly the first time in television history, last week during the telecast of *This is Show Business*, action films were shown on the screen of a studio television set which appeared along with the announcer demonstrating it to home viewers. Heretofore when a video set was presented, the picture inserted in the tube frame was a "still."

CBS in collaboration with the Benton & Bowles television department, built a special projector geared down to synchronize with the phasing and pick-up rate of the television camera. The projector slowed the film from 60 frames per second to 30 frames so that the material could be inserted in the tube space of a demonstrated Crosley television set, and the image of the set in its entirety was picked up by the TV camera, giving the effect of another video show being retelecast by the studio camera. As the announcer turned the switch on the Crosley set, the projector inside the set started simultaneously.

Herb Leder, director of TV for Benton & Bowles and Bill Valle, technical director of TV for the agency, developed the technique along with Fred Reinhart and John De Mott of CBS. *This Is Show Business* is sponsored by Avco Corp., Crosley Div.

Projectall Dissolve Unit

TRESSEL TELEVISION Productions, Chicago, which manufactures the Projectall, plans to release, within two weeks, a new attachment which will make automatic dissolves possible.

George Tressel, company president, said the new mechanism adds no bulk to the Projectall as it fits on the back of and in the instrument. It includes a second aperture, lighting system and cooling system, enabling immediate dissolves and use of more title cards, he said.

Sergei Fomenko, firm's design engineer, returned recently to Chicago after a two-week trip to northeastern TV stations which telecast Projectall news, time, temperature, music and advertising. He exhibited a working model of the new attachment and explained its operation. All Projectall-installed TV stations are expected to use the new device, Mr. Tressel said.

* * *

Rectangular TV Tube

RECTANGULAR TV tube, designed to be used in a cabinet small in proportion to picture size, is ready for mass production at American Structural Products Co., Toledo. Firm is a subsidiary of the Owens-Illinois Glass Co. The rectangular shape will give tubemakers "an ideal glass tube" for 100% reception of the transmitted picture, according to Stanley McGiveran, American Structural president.

KSL-TV Periscope

WHILE covering the Sept. 30, Oct. 1-2 semi-annual conference sessions of the Mormon Church, KSL-TV Salt Lake City employed new methods of telecasting. A periscope-like instrument caught the front-view image of the speaker on the pulpit and sent it by reflecting mirrors to a camera built in the Tabernacle basement. Also used was a special platform erected in front of, and a little lower than, the south balcony of the Tabernacle. The telecast was the first of general sessions in the history of the Church. Receivers were set up in the Assembly Hall on Temple Square for the benefit of overflow crowds. crowds.

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY



BALTIMORE 3, MARYLAND

Still more results on WMAR-TV in Maryland!

SERIES NUMBER 8

TV Success Story

submitted by

GRIEBEL MOTORS, INC.

Since placing our television spot with WMAR-TV, we have been quite gratified with the results obtained. We have been able to directly trace a considerable amount of business to this source.

We are firmly convinced that WMAR-TV is an excellent medium for our products and services and you may be sure that we more than appreciate the excellent cooperation that your station has given us. We are proud to be a member of the WMAR-TV family.

CHARLES G. GRIEBEL, II

☆

The television advertising referred to above was placed by

Courtland D. Ferguson, Inc.,
525 N. Charles St.

TV Success Story

Submitted by

The National Brewing Co.

NATIONAL BOHEMIAN BEER and WMAR-TV have really "hit the jackpot" — The most recent television audience survey showed our Tuesday WRESTLING to be the TOP LOCALLY ORIGINATED TELECAST — our afternoon NATIONAL SPORTS PARADE is the MOST POPULAR AFTERNOON SHOW—and our NATIONAL AMATEUR PARADE has the highest rating for the Saturday 7:00 to 7:30 period—"Hats off" to WMAR-TV for these excellent jobs of production and promotion.

NORMAN S. ALMONY

☆

The television advertising referred to above was placed by

Owen & Chappell, Inc.
New York City

TV Success Story

submitted by

CLOVERLAND FARMS DAIRY

In analyzing television results for Cloverland's "I'm the man who comes around with Golden Guernsey Milk," we must award the palm to WMAR-TV for its part in the ever-increasing stops our man who comes around makes.

MAYNARD C. KEMP

☆

The television advertising referred to above was placed by

St. Georges & Keyes, Inc.,
New York and Baltimore

TV Success Story

submitted by

WEBER MOVING & STORAGE CO., INC.

WMAR carried the first spot we placed on Television many months ago. We have maintained our schedule with WMAR continuously since then. Results have been increasingly noticeable from month to month, with substantial business resulting directly from this television advertising. WMAR was first in demonstrating to us that television is a powerful medium for our business, and it will definitely be included in our future advertising plans.

CARL F. WEBER

☆

The television advertising referred to above was placed by

Louise Waite Advertising
21 E. Centre St.



These advertisements originally appeared in the Sunpapers, Baltimore, Md.

Represented by

THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

TV Sessions Lengthen

(Continued from page 47)

on which work is being started, conversion of existing receivers to the CTI system would cost set owners about $65 to $75 but that at the present stage CTI does not generally favor conversion.

A surprise witness for CBS when testimony was resumed after the RCA demonstration was Dr. Dean Brewster Judd, physicist in charge of colorimetry for the National Bureau of Standards, who said he considered the RCA color pictures at Monday's demonstration "poorer in fidelity" than those in the CBS showing.

He criticized primarily the RCA two-color system and said he was testifying "as a possible customer for a color set" but with the permission of Dr. E. U. Condon, Bureau of Standards director who also is heading a color investigating committee for the Senate Interstate and Foreign Commerce Committee.

Rebuttal Planned

RCA authorities said they would offer witnesses to rebut Dr. Judd's testimony and also that in which Columbia's Dr. Goldmark recommended that RCA drop its system now. They also said they would present their own analysis of the CBS demonstration the week before.

Dr. Goldmark was particularly sharp in his criticism. The RCA demonstration, he said, "revealed all the difficulties I have discussed thus far in my testimony concerning the RCA system, only to a much greater and more disturbing extent than I had thought would appear."

When "presumably" black-and-white transmissions were being received on color cameras, he said he saw "marked differences in the colors of the images on the color receivers." Further, he said: "No flesh tones or true whites were visible on any color receiver. Faces were dark red, purple, green or orange."

On a 16-inch three-tube direct-view color set, Dr. Goldmark said, the background curtain appeared purplish when it was actually reddish brown; a gray coat showed purplish, while a singer's face was

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SURPRISE witness was Dr. Dean Brewster Judd, physicist in charge of colorimetry for the Bureau of Standards, who appeared on behalf of the CBS system.



FCC COMRS. Robert F. Jones (l) and Frieda B. Hennock listen as Charles H. Sparklin, vice president in charge of engineering for Birtman Electric Co., Chicago, explains color converter built by Birtman for the CBS color television system.

"purplish with dark purplish reds in the shadows."

Close examination disclosed "a most serious lack of geometrical resolution and crispness on every one of the color receivers," he asserted.

He contended that RCA's dot-sequential system cannot effectively convey definition equivalent to current monochrome standards because it "forces the viewer, in order to avoid the disturbing dot structure, to retreat to a distance past 10 times picture height. At this distance, the eye is unable to resolve any detail finer than that contained in a 210-line picture," he testified.

During black-and-white transmissions, he contended, one color receiver showed green and orange pictures, another purple and green, two orange, one green, and another pink and purple.

Questioned by Comr. Frieda B. Hennock, he said he didn't think the RCA system should be field-tested at all and that, indeed, nothing would improve the system.

The only witness thus far presented for the third color system—Color Television Inc.—estimated that with the development of a direct-view tube existing monochrome sets could be converted to CTI color for $65 to $75.

He was Charles W. Partridge, a member of the CTI executive committee, who claimed Columbia's $70 to $140 conversion estimates are beyond the range of low-income groups. He said CTI feels it has a well-perfected color system and is now setting up a laboratory for development of a low-cost tube.

The CTI system, Mr. Partridge claimed, is simpler than those of RCA or CBS.

He said that the firm does not favor conversion on the basis of present developments because converters are "troublesome and costly." It is undertaking to develop new sets which would receive both monochrome and color, he reported, and "may engage in the manufacture of sets," though it has made no plans toward this end.

The tube meanwhile described by Dr. Geer, who holds a patent on it, would employ a screen with one color on the front side and the two other colors on "pyramids" on the back. Its "forerunner," he said was developed by the late John L. Baird in England, with DuMont also having worked on one of a similar type.

It can be built relatively inexpensively, he asserted, and can receive color transmitted "sequentially by frame (or field), line or dot, or simultaneously." He said it possesses "inherent simplicity, low cost, adaptability and universality, [and] promises to open color to all who are within range of the color transmitter and who can afford to purchase a television receiver of any sort at all."

Color 'Here'

Under questioning, Dr. Geer paid tribute to the color achieved by the CBS system, and said he was confident the RCA system could be improved substantially. He said color television is "here" and that standards should be adopted soon, but that FCC should see the Color Television Inc. system before reaching a decision. His own tube, he reported, is not yet "demonstrable" but could be built in eight months to a year.

The manufacturers who apeared on behalf of the CBS system offered time and cost estimates as forecast in Dr. Goldmark's statement, released the week before.

President Edward F. Mulhern of Birtman Electric Co., Chicago, exhibited a sample color disc converter built according to design information which he said CBS started providing on Aug. 25, after a demonstration Aug. 24. He said Birtman immediately started work on 25 pre-production samples to be used by CBS, Air King Products Co., and Tele-Tone Radio Co. for field-testing work.

He estimated a color converter for existing sets would cost consumers about $70 and that this should be reduced to about $55 when laboratory designs have been production-engineered. A color disc assembly to be factory-built into future sets should add about $50 to the retail price of the sets, he predicted.

Mr. Mulhern thought production "in reasonably large quantities could start within 90 days" after FCC approval of the CBS system. His estimates were based on "a monthly volume of 7,500 sets."

The operation of the converter, and other technical details, were outlined by Charles H. Sparklin, Birtman vice president in charge of engineering, and John Schubert, production vice president.

The Birtman cost estimates were exclusive of service charges where home installation would be required. So was the estimate of President Milton J. Shapp of Jerrold Electronic Corp., Philadelphia, who thought an external electronic adapter to permit present sets to receive either monochrome or color transmission would retail at about $40.

But Mr. Shapp thought an easier and less expensive method of adapting existing sets would be to build an adapter kit, which he said should retail for about $20 and could be installed in 90 minutes.

He said, however, that production of the external adapters can reach 100 units a day after FCC approval of the CBS technique.

Cites Charges

Comr. Hennock cited charges of "inefficiency" which she said had been levelled against FM converters, and wanted to know how well the scanning adapter would perform. Mr. Shapp contended that "for all practical purposes" it would give black-and-white pictures as good as the present system's.

He conceded, however, that he had seen only one adapter in operation and that there was "a certain change" in the picture when the line rate was reduced from the standard 525 to Columbia's 405.

President H. G. Hamilton of Eastern Air Devices Inc., Brooklyn manufacturers of electric motors, exhibited a motor which he thought could be produced for the CBS color disc at about $8 each and per-

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SURGICAL demonstrations presented via CBS color at medical conventions were reviewed by J. N. DuBarry of Smith, Kline & French Labs., pharmaceutical manufacturers and sponsors of the showings.

haps ultimately as low as $5.

C. P. Cushway, executive vice president of Webster-Chicago Corp., noted that his firm participated in the development and production of 27 color converters used in receivers built by Zenith Radio Corp. for CBS and Smith, Kline & French Labs for surgical demonstrations at medical meetings.

He said his firm redesigned the CBS diagrams, modified initial units and produced the 27 units within 50 days. Asked whether he could produce converters for 16-inch or larger pictures, he said he would like to get the present 10-inch size "a little farther along" and that "then there will be no secret on the larger units."

Converters for existing sets would cost $75-80, Mr. Cushway estimated, with external scanning adapters $40-50. He said it was proposed to supply stripped-down converter unit chassis, minus lens, to other manufacturers for new color sets at about $17.50 to $19.50 each.

$220 Set Foreseen

Mel Kohner, Webster-Chicago's chief project engineer for color television, said his firm received all basic information necessary from CBS and then proceeded to add its own improvements and modifications. He said information on the scanning adapter was received in late August and that one man produced a pilot model in two days.

S. W. Gross, president of Tele-Tone, said his firm contemplates building complete color-monochrome receivers with built-in mechanical color wheel converters. He estimated the retail price at about $220 for a set using a 7-inch tube enlarged to give the equivalent of a 10-inch picture. "Quantity production runs," he said, "could begin within 60 to 90 days after FCC approval of the CBS system."

He also disclosed that his company will be ready to begin field testing today a number of black-and-white models which have been internally adapted to receive either standard black-and-white or CBS color in monochrome. These, he said, are provided with connections for easy addition of external color wheel converters.

David H. Cogan, president of Air King Products Co., said his firm's standard 10-inch monochrome set, retailing at $199, would cost $75-80 more when converted to CBS color. A color set with an effective 12½-inch image would cost about $100 to $125 more, he predicted.

He said Air King has been working on production of 10 color receivers for CBS and that they should be ready for field tests by Nov. 15.

The Bureau of Standards' Dr. Judd, an unannounced witness, said he personally judged the color fidelity of the CBS system to be "comparable to what we get in technicolor motion pictures" and that RCA color fidelity, as he saw it, was "much poorer" than Columbia's.

He compared the RCA two-color system to partial color blindness.

Dr. Judd was asked by Comr.



DURING interlude in RCA's showing of its all-electronic color system NBC Board Chairman Niles Trammell chats with Miss Gladys Swarthout, Metropolitan opera star who appeared in the demonstration.

* * *

Jones whether he could test the relative capacities of the CBS and RCA systems for quantitative values of intelligence. He replied affirmatively, but said the request would have to clear through the Bureau's Director Condon.

Comr. Sterling also asked him to study the CBS system further and upon his return for cross-examination to submit a technical analysis of the CBS theory of "crispness" in relation to picture detail.

In response to other questions, Dr. Judd said he thought FCC should let "the potential customers" get a look at the respective systems.

J. N. DuBarry, assistant to the executive vice president of Smith, Kline & French Labs, sponsors of the demonstrations of CBS color for medical meetings, told FCC these showings had brought enthusiastic response from doctors and that there had been no equipment failures.

At the suggestion of Comr. Robert F. Jones he said he would consider the possibility of an "objective" survey of doctors attending the demonstration to be conducted for the Chicago meeting of the American College of Surgeons this week.

He said that "basically" the color fidelity shown in the RCA demonstration to FCC was not as good as that produced in the medical showings via the CBS system.

Mr. DuBarry was questioned at length by W. A. Roberts, counsel for DuMont, on his statement that one receiver could accommodate about 50 viewers. When Mr. Roberts noted that the best viewing distance for maximum detail is only a few feet, he replied that the doctors nevertheless appeared to consider detail satisfactory at 25 to 30 feet.

He also reported that his company had approached RCA as well as CBS concerning surgical demonstrations via color TV, but that RCA "declined to consider the furnishing of color equipment."

He said he had heard Dr. Goldmark question surgeons on the detail and color fidelity of demonstrations while they were in progress, and that this answer was typical: "It couldn't be better than it is. For God sake don't fiddle with it."

Mr. DuBarry estimated attendance at the medical demonstrations at Atlantic City last June at more than 30,000, and said from 40,000 to 50,000 doctors are expected to be registered at meetings where demonstrations are slated through next June.

He predicted that all accredited medical schools in the U.S. will eventually have color television installations, but said this cannot be achieved until color television has been authorized by FCC and quantity production has brought equipment costs down.

Dr. Goldmark, continuing with the prepared statement which he had commenced the week before, meanwhile reported in answer to questions that it shouldn't take more than a week to modify existing TV recording equipment so that color programs could be filmed for use by black-and-white stations.

He thought that within three months a method might be designed for recording color programs in black-and-white for re-transmission in color.

Edward K. Wheeler, attorney for RMA, wanted to know how a station on a network would get a network color program to its audience, under the CBS color system, if there weren't enough color sets to justify colorcasting.

"I'm afraid I don't know," Dr. Goldmark replied. Later, he said one solution would be to film the shows for black-and-white telecasting by the station at a later date. Another, he said, would be for the originating station to relay the program in monochrome as well as color and let the affiliate use the one it wished.

Comr. Jones, emphasizing the possibilities for testing color equipment, brought out that any station within relay reach of a color originating station may make color tests without special transmitting equipment.

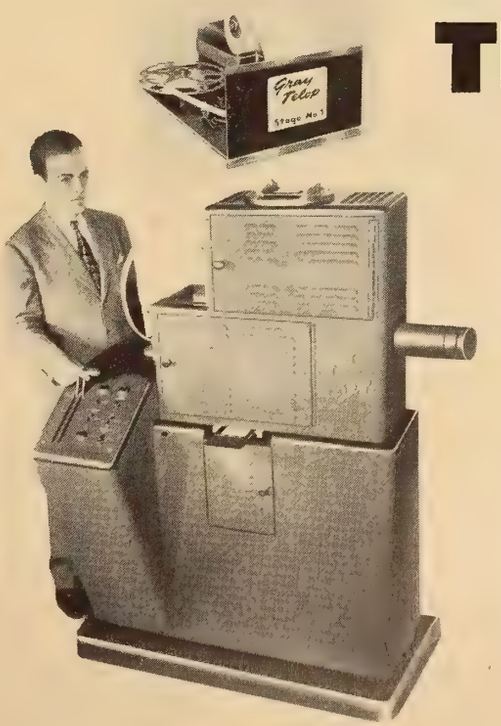
Toward this end he elicited Dr. Goldmark's assertion that CBS would not "hold back" on information which might be used by manufacturers to build equipment for "exploratory" or testing purposes.

Dr. Goldmark said CBS would make its information available even to what Comr. Jones called "unfriendly" manufacturers, and would require licensing agreements only if the information was to be used for commercial rather than test purposes.

The CBS research chief presented the Commission with 45 drawings of its color converter.

Asked whether he had given the RMA color committee full data on the CBS system, he said he had not, because the committee didn't seem "in a mood to dig too deeply into our color system." Such information, he said, would have been useless without a visit to the CBS laboratories.

Your Solution for Better TV Broadcasting at LOWEST COST—The New Stage No. 1 and the GRAY TELOP



This most versatile telecasting optical projector enables dual projection with any desired optical dissolve under exact control.

The accessory STAGE NUMBER 1 adds three functions separately or simultaneously: a) teletype news strip, b) vertical roll strip and c) revolving stage for small objects.

The TELOP, used with TV film cameras, permits instant fading of one object to another, change by lap dissolve or by superimposing. Widest latitude is given program directors for maximum visual interest and increased TV station income.

For full details write for Bulletin T-101

GRAY RESEARCH and Development Co., Inc.
16 Arbor St., Hartford 1, Conn.

WOR-TV RATES

Class A Time $1,200 Per Hour

BASIC time rates for WOR-TV New York, which premiered last Tuesday, have been announced by R. C. Maddux, vice president in charge of sales.

Rates for general advertising, 7-11 p.m., class A time, are: $1,200 per hour, $720 per half-hour, $480 per quarter hour and $360 for five minutes. Weekly volume dollar discount will be the same as that for WOR-AM.

One minute announcements and one minute participations are $250 and 20-second station breaks $200 each.

Evening time signals and weather reports are $2,000 per week, including 28 five-second breaks weekly. Studio facilities are $200 per hour with one hour the minimum time sold. Film facilities, one-hour minimum, are $75 per hour.

DuMont Moves Sales

EXECUTIVE offices of the Receiver Sales Div., Allen B. DuMont Labs Inc., were moved to the recently-dedicated East Paterson, N. J., plant over the week end and will commence operations from there today (Oct. 17). The move affects DuMont national receiver sales, advertising and order administration departments.



Film viewing (l to r) Marvin Young, Ruthrauff & Ryan Inc. radio and television director; K. S. Pratt, R&R account executive, Detroit; Jerry Fairbanks, Hollywood film producer, and Ray Ayer, Dodge sales supervisor.

RE-APPRAISAL

Selling Aids, TV Costs Eyed by Loewi

CALL for a re-appraisal by broadcasters and advertising men of "several aspects" of television as a sales medium, was sounded last Friday by Comdr. Mortimer W. Loewi, director of DuMont Television Network, at the Radio Executives Club of Boston.

Topping the list, he said, was "the question of how much an advertiser should spend on the entertainment side of his program" followed by how most effectively the new medium could be utilized. "To an advertiser who must pay for it, entertainment is only incidental . . . a device by which he raises an audience before whom to display his wares—like the barker in front of the side show—the beautiful girl on a magazine cover. . . ."

A DuMont study of more than 100 programs and their costs, when a "competing network was making quite a 'to-do' about a $20,000 television program that it was airing," found DuMont's "lower rated program aired at the same time" delivered an audience at one fifth of a cent a viewer as against the 5½ cents per viewer that the sponsor of the $20,000 program paid," Comdr. Loewi said. How can advertisers and broadcasters sell a sponsor conscientiously the idea that one viewer group is "27 times more attractive than another. . . ?" he asked.

Obligation to Sponsors

Other points scored by Comdr. Loewi were: There's an obligation owed sponsors and clients to see they use all of TV's selling aids—entertainment, display, demonstration and merchandising; radio could "never present an acrobat" because he must be seen to be appreciated; TV will attract "scores of new advertisers whose products an older medium just could not sell."

TV is cheaper than actual home demonstration, he said. For example, he pointed out the automobile pays $5 per personal demonstration as against 30¢ on TV. "Gentlemen," he concluded, "there's a new Glamor Girl coming 'round Advertising's Mountain. She's Miss Television—and I hope you get to know her well—and soon."

TELEQUIP RADIO Co., Chicago, announces production of full line of TV sets, ranging from 12½-inch table model for $199.50 to 16-inch deluxe console at $339.95. Receivers feature built-in antenna, "tru-lock" picture control, automatic gain control and simplified channel selector.

DODGE TV SPOTS

Animals Speak and Sing

FILM shorts featuring animals that sing and talk will be used by Dodge Div. of Chrysler Corp. in its sponsorship with dealer group participation of local TV shows and spot announcements. Produced in Hollywood, the movie shorts are under the direction of Dodge Sales Supervisor Ray Ayer and use the technique, already accepted as entertainment in movie theatres, of putting words in the mouths of animals.

Six different films, each running 60 seconds, have been produced. Animals on film bring to life the polar bear, giraffe and flamingo made known to the public through outdoor and newspaper advertising. Human voices are synchronized with mouth action so that the animals seem to talk and sing. Theme is "story of Dodge value and dependability." Thirteen films of 40 seconds running time also are available for theatre use. Ruthrauff & Ryan Inc., Detroit, Dodge Agency, aided in film supervision.

KASPER-GORDON

Plans Christmas Toy TV Show

TINSEL tinkling comes from Kasper-Gordon Inc., Boston, in its announcement that it is producing a Christmas toy promotion TV series for sponsorship by department stores and toy retailers. Series, made up of 15 quarter-hour programs, is called *Adventures in Christmastree Grove*, same title of its transcribed radio packet that has had wide distribution in past seasons.

Episodes, each leaving room at opening and close for a commercial, will be available on an exclusive basis, leased to one sponsor in a city. They may be used on a three-a-week basis between Nov. 21 and Dec. 23 or on a five-a-week basis for three weeks preceding Christmas, the producers said. Rates, based on population and number of TV sets in each market and station time charges, begin at $150 per episode for the smallest markets.

Firm uses the transcription as sound track for its television installments, synchronizing action of marionettes with the dialogue and sound. Marionettes, specially designed, are larger than those ordinarily used to permit an undistorted image proportional to toys displayed. Story and plot are fantasy.

Filming is being done in color with black-and-white prints to be available for telecasting. Kasper-Gordon Inc. says "when color TV becomes a reality" toys can be seen in their natural color. In cities where there are no television stations, the company plans to lease films as an in-store feature. Also planned is a specially edited 60-minute version for home movie rental.

It's a Great Combination

ABC **WEAV** 1000 W 960 kc

PLATTSBURG, NEW YORK

Joseph Hershey McGillvra, Nat. Rep.

Monday through Sunday, morning, afternoon and evening, WEAV-WENT SELLS more for less in these two rich markets.

CBS **WENT** 250 W 1340 kc

GLOVERSVILLE—JOHNSTOWN

Joseph Hershey McGillvra, Nat. Rep

KTVI (TV) CASE

FCC Examiner Proposes Denial

INITIAL decision was issued by FCC Hearing Examiner James D. Cunningham last week to deny as in default the application of Video Broadcasting Co. for additional time to construct KTVI(TV) Portland, Ore.

Construction permit for the station, the decision said, had been granted by FCC in April 1948 for Channel 3 (60-66 mc) with completion date of December 29, 1948, specified. On request this was extended last February until June 29, FCC said, at which time further extension was sought.

The latter extension was denied for failure to give sufficient supporting reasons for delay, the proposed ruling declared. Subsequently, the station asked for hearing on the matter and Sept. 29 was designated. FCC said no representative of Video Broadcasting appeared for the hearing and none appeared later for a recessed hearing after due inquiry, hence the proposed denial for default.

WNBQ(TV) STAFF

Six Changes Announced

FOUR men at WNBQ (TV) Chicago were upped to directors and assistant directors last week, it was announced by Program Manager Ted Mills.

William Hobin and Robert Banner, new directors, handle *The Wayne King Show* and *Garroway-at-Large*, both NBC-TV features. New assistant directors are Russell Mayberry, who worked at WBKB (TV) Chicago, and Lynwood King Jr., former TV operations assistant. David Brown replaced Mr. King.

Shirley Seidel of the Chicago Goodman Theatre Co. joins the staff as costume designer and makeup artist, succeeding Rite Dhu Wray, who resigned to work for a Dallas theatrical production firm.

TELENEWS ADDS

Four Take INS Newsreel

FOUR additional television stations have signed for Telenews-INS newsreel, with KRLD-TV Dallas and WMAL-TV Washington contracting for the daily service, and WXEL (TV) Cleveland and WBAL-TV Baltimore taking the weekly review.

The Dallas station's contract is effective on or about Nov. 1, the Cleveland station's early in December, when the station begins operating. The daily newsreel started Monday, Oct. 10, on WMAL-TV under sponsorship of Valley Forge Brewery. The weekly newsreel started Oct. 9 on WBAL-TV.

WTVJ(TV) Miami has sold its telecasts of the daily newsreel to the American Brewery Co.

POLITICIANS PONDER TV

Explore Video as Addition to Radio Campaigns

NOW that adjournment of Congress is imminent, the nation's legislators are casting an eye toward public sentiment that will go far in determining their political fortunes in the 1950 Congressional elections. Many of them are focusing the other eye on television's progress as it affects their constituent areas—and, of course, the perennial use of radio.

Television may turn the corner as a feasible medium on Capitol Hill in 1950 if production costs and a host of other problems can be solved. But already many Senators and Representatives, alert to the possibilities of being seen as well as heard, are thinking and inquiring about video.

One logical source to which they are currently directing their inquiries are the Joint Senate and House recording facilities where nearly 200 of the legislators turn out weekly or bi-weekly records or tape-recordings for shipment to stations back home.

Robert Coar, supervisor of the government-operated studios, has been thinking seriously about making TV films for members of Congress as an adjunct to the recording project. Such a venture is not economically feasible now, he feels, but he predicts it may be a reality by next April or May.

Mr. Coar explained that at present only 33% of members of Congress represent areas within the range of television reception. By next spring, depending on opening of UHF channels and with addition of more TV stations, a higher percentage might make it worth while. Mr. Coar estimates he can turn out a series of five-minute film strips at a basic cost of $18, excluding production and other factors. Further, the recording project currently enjoys a $15,000 surplus which could serve to buy equipment. Whether many stations which run members' records in the public interest would carry that policy over to video is another matter for speculation.

Television, showing legislators in action in chamber or committee sessions, is a new opportunity and a new problem. Some members have blown hot and cold on the idea of telecasting Congressional proceedings. One Congressman—Rep. Thomas J. Lane (D-Mass.)—urged networks early this year to schedule regular telecasts. His proposal also included aural broadcasting [BROADCASTING, Jan. 31].

In any event, television appears to have a place in the affections of the House. In the current renovation of the Capitol, provisions are being made in the House Chambers to include facilities for telecasts. Placements for three cameras are part of the blueprint, with cables to stretch out to a central box circuit outside the Capitol. Mobile units would be able to pull up and take it from there.

The Senate has named a five-man committee headed by Sen. Dennis Chavez (D-N.M.) which will take up the whole question sometime next January. No provision is being made in current remodeling of the Senate chamber.

The recording facility, which has operated by dint of appropriations for the past two years, will be given legislative status in a current resolution (H J Res 332) passed by the House and slated for Senate consideration. In the event Congress decides to authorize the television project, another resolution would be necessary inasmuch as the current one covers only radio broadcasts.



FIRST nighters at Hollywood presentation of CBS-TV's *Ed Wynnn Show* beam satisfaction. They are (l to r): Gertrude Neiseen, guest star on the first program; Edwin Speidel, president of Speidel Corp. (watch bands), sponsor of the show, and Ed Wynn, the show's star. Program was kinescoped for later showing in the East and Midwest Oct. 6.

TRIMOUNT DROPS

CBS-TV Fails To Clear Time

WILLIAM H. WEINTRAUB Co., New York, for its client, Trimount Clothing Co., New York, is dropping the CBS-TV telecast of *The Amazing Polgar* effective Oct. 21, because of the inability to clear sufficient time and stations. The client is anxious to extend the 10-minute programs to a half-hour, and wants a network of 37 stations to advertise its Clipper Craft clothes.

CBS has been able to give only seven stations, live, the balance getting the show via kinescope, and scheduling the program at various time spots on different days. This, according to Noran E. Kersta, Weintraub's vice president in charge of radio and television, confused the dealers, and did not make for the most effective merchandising job. When the agency has found a network that can clear a sufficient number of stations at the same time, it will purchase a half-hour for the show.

closing out

WERE ~~$125.~~

while supply lasts now $75.



Here is your opportunity to own a brand new Charles Michelson AC Porto-Playback—the identical machine used daily by stations everywhere.

Because we are discontinuing our Playback Department, we have reduced every AC machine to $75.

The supply is limited. For immediate delivery act now! Orders will be honored as received.

A very few AC-DC models also available. Were $140. Now $85

Weight 26 lbs. complete. Designed with a permanent sapphire stylus for playing 16" transcription recordings at 33⅓ r.p.m. and phonograph records at 78 r.p.m.

Every machine carries a one year factory guarantee.

CHARLES MICHELSON, INC.

radio transcriptions

23 WEST 47TH STREET, NEW YORK 19, N. Y. • PLAZA 7-0695—0696

Film Report

E. T. SOMLYO, Beverly Hills, Calif., planning on-the-spot filming of non-royalty and original college productions for one-hour television series. First shooting will start late this month at New Orleans when **Tulane U.** presents Gilbert and Sullivan operetta. Scheduled next is "Taming of the Shrew," production of **U. of Utah** at Salt Lake City. National sponsorship is being sought. . . . **United Productions of America**, Hollywood, has completed three of its scheduled nine one-minute animated television commercial films for **Ford Motor Co.**

Sherman Plan Inc., Washington, has produced two-minute open-end spot for TV sign-off. Film presents changing pastoral scenes while narrator recites The Lord's Prayer. Presently available in black-and-white, spots are being filmed in color looking toward advent of color TV. National sponsorship is being sought on exclusive basis and cost of film is less than 25 cents per day to station.

Stor-Ad Films Inc., 5746 Sunset Blvd., Hollywood, has completed first series of 13 one-minute live action film commercials for TV. Total of 20 series planned, aimed at jewelry stores, department stores, loan companies and restaurants. President of new firm is **Rene Lenoir**, and writer-director **Edward D. Wood Jr.**, is secretary. Telephone: Hollywood 9-7381.

Telepix Corp., Hollywood, has completed television film commercials for five local advertisers. Included are one five-minute and two one-minute films for **Troup Hobby Motor**, through **Paul Jones & Assoc.**; two one-minute films each for **Hollywood Bedding Co.**, through **Anderson & McConnell Adv.**, and for **Dr. Beauchamps** through **Charles Stahl Adv.**; through **H. M. Gardner** for **Waste-King Pulverator** and **Southern Corn Bread.** Firm also producing one quarter-hour animated *Telefunnies* film and ten-minute participation film, *Teletricks.*

TV CLINIC

Set for Chicago FPRA Meet

JOHN J. BARRY, vice president of the National Shawmut Bank, Boston, will supervise a television clinic Friday afternoon at the annual convention of the Financial Public Relations Assn. in Chicago. Mr. Barry's bank is using TV advertising locally. The Wednesday-through-Saturday conference is expected to attract nearly 700 U. S. and Canadian members.

Wednesday and Thursday afternoon radio sessions will be conducted by Frank Warden of the Central National Bank, Des Moines, and Wilfred W. Delamater, assistant vice president, Land Title Bank & Trust Co., Philadelphia.



ADMISSION price to this TV World Series party for agency men and sponsors at WIP Philadelphia was an unshaven face and purchase of a Gillette Razor set at the station. Paying the price are (l to r): Ralph Huberman, sponsor of full hour *C'Mon 'N Dance program;* Benedict Gimbel Jr., WIP president and the party's host; Gordon Gray, station vice president; Gene Tanz of Cox & Tanz agency, and Murray Arnold, WIP program director. In background is Ralph Minton, station promotion manager.

MUSIC RIGHTS

On ILO Agenda at Geneva

RIGHTS of performers in broadcasting, television and the mechanical reproduction of sounds will be considered by the Committee on Salaried Employes and Professional Workers of the International Labor Office at meetings in Geneva, Oct. 24-28.

Herman D. Kenin, international executive officer of the AFM and president of Musicians Local 99, Portland, Ore. and Richard P. Doherty, director of Employe-Employer Relations Dept. of the NAB, are among the six-man U. S. delegation to the meetings.

At a news conference in New York Thursday afternoon, on the eve before departing for Europe, Mr. Kenin said he would present the AFM point of view of requiring payments on the use of "canned" music into a royalty fund.

He contended that unfair re-use of mechanical music will hurt music. This already has happened in the United States, he said, causing a shortage of skilled string instrumentalists.

WTVJ (TV) Adds

WTVJ (TV) Miami, Fla., has increased its telecasting schedule to 24 hours a week, according to Clyde Lucas, program director. Station plans to add eight network programs, using kinescope recordings, to further boost its weekly operation. Recent additions by WTVJ have included three local sports shows, all sponsored. All U. of Miami football games and a series of high school contests are being telecast.

SCHWERIN CORP.

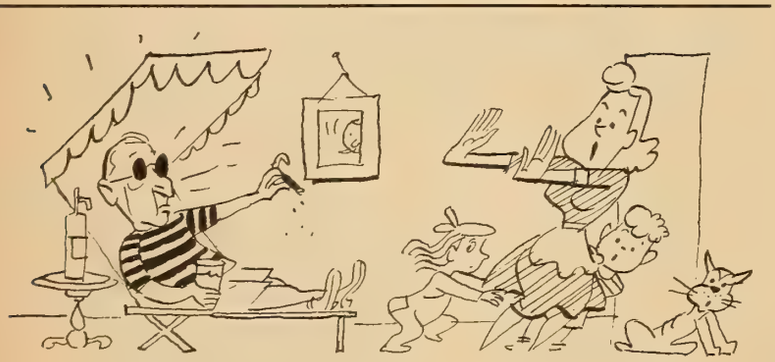
To Test Lever TV Show

LEVER BROS. has engaged the Schwerin Research Corp., New York, to test its NBC television show, *The Clock*, the audience research firm announced last week.

The tests will be conducted before selected studio audiences and will cover not only the liking and disliking factors of the program but also reactions to commercials for Pepsodent, Spry and Lux Toilet Soap, products advertised on the show.

Cable Fame

ANOTHER tale of the coaxial cable cutting by a Cleveland plumbing contractor [BROADCASTING, Oct. 10] concerns the making of a big-time show as a result. Scheduled as a local telecast by KSD-TV St. Louis, the annual Veiled Prophet Ball, local social event for 71 years, became an unscheduled network program for midwest TV stations as a fill-in. The program was carried for varying periods in Chicago, Milwaukee, Detroit, Toledo, Cleveland, Cincinnati, Dayton and Buffalo, says KSD-TV, which was deluged with letters commenting on the event as spectacular with writers unaware of such an historic affair. NBC-TV subsequently telecast a half-hour film show of the Ball and parade Oct. 13 over its full video network out of Chicago with Frank Eschen, KSD-TV special events director, as commentator.



SUPERIORITY COMPLEX

My husband, advertising manager of the Ding-Bat Company, used to be a nice fellow with just enough of an inferiority complex to make him easy to live with. Since he picked KXOK, sales have gone up so fast my husband thinks he's the smartest advertising manager in town. Now he has a superiority complex and he's positively obnoxious.

Unhappy Wife

Dear Unhappy Wife:

Maybe KXOK should have the superiority complex instead of your husband. During March, 1949, KXOK was within share of audience striking distance of first place in St. Louis. Briefly, this means KXOK delivers more Hooper audience per dollar than any other St. Louis network station. No wonder Ding-Bat products are going to town. When your husband checks KXOK's low-cost-per-Hooper point, KXOK's wide coverage, and KXOK's low-in-St. Louis rates, he'll be even cockier!

KXOK, St. Louis
630 on the dial

Basic ABC | 5,000 Watts | A "John Blair" station

Ad Budget

(Continued from page 25)

percentage of all American homes than any competitive mass medium. Our 94% radio ownership far surpasses the readership figures for daily newspapers or magazines."

Speaking for NBC alone, he said the time spent listening daily to broadcasts by the network and its affiliates nearly equalled the total hours spent reading all newspapers and magazines combined.

On the radio theme, William C. Gittinger, vice president in charge of sales, CBS, repeated the message he delivered the week before to the Eastern Annual Conference of American Assn. of Advertising Agencies [BROADCASTING, Oct. 10]. He expressed the belief that radio will grow, but that if television does finally affect its growth, such impairment will be gradual.

On the subject of whether television has reached the pay-off point, slightly varying views were expressed by George L. Moskovics, manager of television sales development, CBS, and Sylvester L. (Pat) Weaver Jr., vice president in charge of television, NBC. Mr. Weaver unqualifiedly said that video has reached the pay-off point for advertisers, while Mr. Moskovics said that it has for some, but not all advertisers.

Mr. Moskovics, however, reported on several TV success stories. Disney Hats upped sales 38% in New York as the result of one campaign, he said. Chesterfield and Lipton's Tea report viewers of their TV programs use their brands more than others.

Cites Figures

As further evidence video is reaching the payoff point, Mr. Moskovics cited these figures: In June 1948, 234 advertisers in 11 markets used 20 stations, an average of 12 advertisers per station; in May 1949 there were 1,343 advertisers in 34 markets using 59 stations, an average of 23 advertisers per station. CBS itself had four network accounts using two hours and 15 minutes weekly a year ago, but today has 33 advertisers using 18 hours, he said.

Mr. Weaver, backing his thesis that TV advertising pays, contended that an advertiser gets a better buy at comparable cost per television home than per ad read in a magazine. He also declared that television competes with all media except radio, with which it is complementary. Radio and television together can deliver 95% of all homes in the country to an advertiser's message, he said.

Robert S. Peare, vice president and advertising head of General Electric Co., believed that television has reached the pay-off point for many local advertisers or advertisers seeking urban customers. For a long time to come, however, he believed that a national advertiser will need to use both radio and TV to get sufficient coverage.

He believed that the station operator was paying a larger portion of the cost of developing television than are advertisers. In the long run, however, he believed that what would be profitable for the advertiser would ultimately bring profit to the station.

In the discussion on "Audience Trends—AM and TV," Thomas H. Brown Jr., vice president of C. E. Hooper Inc., said radios claims to continued leadership in advertising were substantiated by the firm's findings. During top TV evening programming, radio was able to hold 88.5% of the broadcast audience nationally even in August, radio's traditionally low-level listenership period, he said.

Although ratings for radio's half-hour evening sponsored programs was off .33 in mid-winter 1949 over the same period of 1948 that was more than offset by the increase in homes able to listen, he said.

In the discussion on the FCC giveaway order, I. W. Digges, ANA counsel, gave the opinion that there is no reason for an advertiser to change present plans on giveaway shows in view of the present status of court actions challenging the legality of the rules. He believed only the first of the FCC's four rules set forth a lottery. That rule required the winner to give a box top or something of value.

Among other matters considered:

Elections—W. B. Potter, director advertising operations, Eastman Kodak Co., Rochester, named chairman of board, succeeding William N. Connolly, advertising director S. C. Johnson & Son. Albert B. Brown, vice president in charge of advertising for Best Foods Inc., New York, named vice chairman. Paul B. West, who has served as president since 1932, re-elected. New board members: Howard M. Chapin, advertising director, General Foods Inc., New York; William M. Stedman, director of advertising, American Home Products Corp., New York, and L. Rohe Walter, director of public relations, The Flintkote Co., New York. Re-elected to the board: George A. Percy, advertising manager, Bauer & Black Division, The Kendall Co., Chicago.

Cancellations—John E. Wiley, chairman of the board, Fuller & Smith & Ross Inc., reported space and time cancellations started in earnest this year and will be an annual experience from now on. Cancellation is in effect a "no confidence" vote in the advertising manager. His advice to the advertising manager: Build your plans around an "action-getting gimmick."

Budgeting — Top management often budgets advertising by historical rule-of-thumb basis with or without consent of advertising management, after which advertising management has the problem of deciding how to divide up its fiscal pie, said G. Rowland Collins, dean, Graduate School of Business Administration, New York U. Such procedure is "upside down," he contended, lacking flexibility and attention to individual needs. Alert managements are planning to earmark larger shares of retained earnings for market expansion and product innovation, bearing in mind that plan capacity has doubled in a decade with no corresponding increase in spending for distribution. He recommended setting up a "funded reserve for product development and promotion," a device which he believed would legally aid a company's tax problems as well as its future.

Economic System Campaign—More than $3 million in time and space have been contributed to the American economic system campaign of The Advertising Council, said its coordinator, Robert M. Gray, advertising and sales promotion manager, Esso Standard Oil Co. Foundation of the campaign was set up by a joint ANA-AAAA committee. Mr. Gray reported radio gave the campaign more than two billion listener impressions and that one message on *Mr. District Attorney* program pulled 13,000 requests for the campaign's booklet, *The Miracle of America.*

Poll—At "open stockholders meeting" of The Advertising Council, results of three-day balloting during ANA meetings revealed that "the high cost of government" was considered by ANA members the most vital non-political problem facing America. Some other problems, listed according to vote: Labor-management relations; threat of socialism; strengthening the United Nations; the threat of Communism; moral and spiritual revival; stabilizing our economy; post-war conditions in our schools.

WWJ CHANGES

Four Staffers Are Promoted

HARRY BANNISTER, general manager of WWJ-AM-FM-TV Detroit, announced a series of promotions in that organization last week, to be effective immediately.



Mr. Walbridge

Willard Walbridge, general sales manager, will add the title and duties of assistant general manager to Mr. Bannister, but will retain supervision of the sales staff.

Two WWJ-TV salesmen moved up in the new changes. Norman Hawkins will be assistant sales manager of WWJ, and Robert Schlinkert will be assistant sales manager of WWJ-TV. In another change, Mabel Munroe will be office manager, taking over many of the duties of the late Harold Priestley [BROADCASTING, Oct. 10].

We're Not . . . But We Could Be Starry-Eyed About The Radio Job We're Doing, 'Cause . . .

We Get Results



During the past 23 years
★ we've won lots of friends
★ earned some heavy prestige
★ enjoyed a wide social acceptance
★ and we've done a *good selling* job for our advertisers, too!

All because we know how to program ...and have the enthusiasm and interest to follow through in detail.

For complete data on WIOD, call our Rep...

George P. Hollingbery Co.

WIOD
FIRST IN MIAMI
★

James M. LeGate, *General Manager*

5,000 WATTS • 610 KC • NBC

How's Business?

(Continued from page 29)

noted in the Census Bureau's figures for September was reflected in reports from the Dept. of Labor's Bureau of Employment Security. The bureau reported that unemployment insurance continued claims, representing the number of claimants who had been unemployed for a full week, declined to 1,806,073 during the week ended Oct. 1. This is the lowest level reached since the second week in February. Although continued claims declined, Robert C. Goodwin, bureau director, said that initial claims, indicating new unemployment, increased. Some of these new initial claims were caused by lay-offs due to coal shortages in localized areas and others were attributed to lay-offs in anticipation of the then impending steel strike. With the steel and coal strikes now in full swing, and the lay-offs which have resulted from material shortages in other industries, a sharp upswing in initial claims is anticipated.

With a relatively stable volume of employment and income experienced during August, sales of retail stores showed little fluctuation from July, according to the Dept. of Commerce. Preliminary figures on retail sales indicate a volume of $10,575,000,000 for August compared to $10,242,000,000 in July. August sales were about 3% below last year's figure after allowance for trading day differences. Total sales have indicated unusual stability since the first of the year, fluctuating within an exceptionally narrow range.

Department store sales in August followed this trend—increasing from July but remaining below the same period of a year ago, according to figures of the Federal Reserve Board. With an index base figure of 100 (1935-39 average), the preliminary seasonally adjusted August index stood at 282. July figure was 279 and for August 1948, 309.

Consumer credit outstanding increased from July to August to an estimated total of $16,452,000,000 at the end of the month. The increase was $265 million for the month and reflected a gain in all major types of credit except charge accounts, according to Federal Reserve Board figures. Total amount outstanding at the end of August was approximately one-tenth larger than a year ago. Installment credit outstanding Aug. 31 is estimated at $9,613,000,000, $282 million above the July 31 figure. Charge accounts declined 2% in August, a movement similar to that occurring in each of the two preceding years.

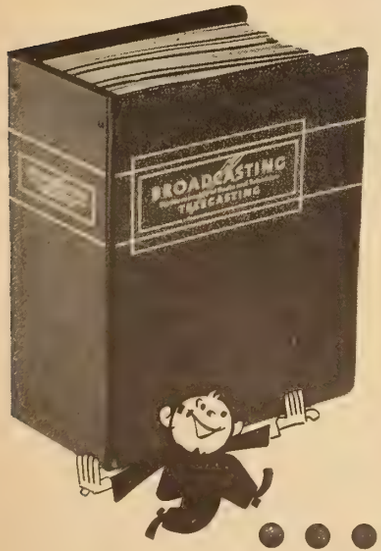
The agricultural outlook is bright for this year with the Dept. of Agriculture predicting the second largest crop production on record. Aggregate all-crop production is now indicated at 131% of the 1923-32 base. This huge agricultural output is due to fairly large production of most individual crops, the Dept. of Agriculture reports, rather than record-breaking production of a few.

The general economic health of the nation continued strong in August and September, gaining in most cases from the preceding month but continuing to remain slightly below the level of a year ago. With between one and two million people idle as a result of the coal and steel strikes, and the threat of strikes in the steel fabrication and aluminum industries, the overall effect on the nation's economy is not yet set. If the present strikes are settled shortly, their effect will probably not be felt too serious on a nationwide basis. Certain areas are now being hit hard by local conditions but should be able to look toward a resumption of normal conditions with a settlement of current labor problems.

FIRST 15 PACIFIC HOOPERS—September 1949

Program	No. of Stations	Evening Sponsor & Agency	Hooper	YEAR AGO Hooper	+or—	Pos.
Adv. of Sam Spade	6	Wildroot Co. (BBDO)	15.3	14.6	+0.7	2
The Whistler	6	Signal Oil (Stebbins)	14.5	11.7	+2.8	10
Truth or Consequences	6	Procter & Gamble (Compton)	14.2	7.3	+6.9	33
Radio Theatre	6	Lever Bros. (JWT)	13.8	12.5	+1.3	7
F.B.I. In Peace & War (Indicative Only)	6	Procter & Gamble (Biow)	12.8	13.7	—0.9	4
Crime Photographer	6	Philip Morris (Biow)	12.3	7.6	+4.7	29
My Friend Irma (Indicative Only)	6	Pepsodent Div., Lever Bros. (FC&B)	12.2	—	—	—
Curtain Time	6	Mars Inc. (Grant)	11.8	1.6	+10.2	97
Let George Do It	6	Standard Oil Co. (BBDO)	11.7	9.9	+1.8	15
Inner Sanctum	6	Emerson Drug (BBDO)	11.5	12.9	—1.4	5
Horace Heidt	6	Philip Morris (Biow)	10.9	14.4	—3.5	3
Dennis Day	6	Colgate-Palm.-Peet (Bates)	10.7	8.1	+2.6	27
What's Name of That Song?	6	Wildroot Co. (BBDO)	10.6	10.0	+0.6	14
Bob Hawk (Indicative Only)	6	R. J. Reynolds Tobacco (Esty)	10.4	8.9	+1.5	20
Suspense (Indicative Only)	6	Electric Auto-Lite Co. (N-E)	9.9	7.1	+2.8	34
Godfrey's Talent Scouts (Indicative Only)	6	Thomas J. Lipton Co. Div., Lever Bros. (Y&R)	9.9	11.9	—2.0	9

BINDERS



AT REDUCED PRICES

. . . to keep your weekly issues of BROADCASTING handy; instantly available for reference and research.

HOLDS 6 MONTHS' ISSUES

Pictured here, this 9½"x13" binder is of sturdy blue leathercloth, kivar lining, canvas joints, constructed to last for years.

Send coupon today. Orders filled promptly.

$4 ea.

(5 or more $3.50 ea.)

ORDER TODAY

BROADCASTING MAGAZINE
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Gentlemen:
Enclosed please find ☐ *check* ☐ *money order* ☐ *bill me for* ☐ *binders to be sent direct to:*

NAME

FIRM

ADDRESS

CITY STATE

Waltham Signs Show

WALTHAM WATCH Co., New York, through its agency, Hirshon-Garfield, New York, will sponsor *Share the Wealth* [CLOSED CIRCUIT, Oct. 10] effective Oct. 17 on ABC. The show will be heard Monday, 8-8:25 p.m. Contract is for 13 weeks.

NAB Membership

(Continued from page 29)

them what you want and need, it is not surprising that your voice is not heard."

Judge Miller's address marked the Thursday afternoon session which also featured a talk by Dr. Kenneth Baker, NAB director of research and acting president of the Broadcast Measurement Bureau.

Henry P. Johnston, WSGN Birmingham, Ala., district employe-employer relations chairman, presided over the morning program. Speakers included Richard P. Doherty, director of NAB's Employe-Employer Relations Dept., who led a discussion period on costs, profits and labor problems.

Mr. Doherty hammered home the theme that a careful time study of employes and the work they do could in many instances cut operating expenses and improve efficiency.

"Intelligent, legitimate job integration is the key to cutting costs," he stated. "Management has lackadaisically allowed jobs to balloon themselves beyond reason."

Carl Haverlin, president of Broadcast Music Inc., told delegates that the current success of his organization was based upon three key points: (1) composers and publishers; (2) recording and transcription library, and (3) use of BMI music, live and recorded, by stations on an ascending scale.

"BMI average performance," he added, "continues up, with the first seven months of 1949 showing approximately 10% increase over a similar period last year. BMI, competitive spirited, does some 40% of ASCAP performances now. Our slogan is '50-50 by '59' and we are pushing hard toward that goal."

The district banquet was held Thursday night in the Hotel Roosevelt, convention headquarters.

Speakers on the Friday program (see late story, page 4) included W. Wright Esch, WMFJ Daytona Beach, Fla., Fifth District sales managers chairman, who presided, and Maurice B. Mitchell, director of BAB, who spoke and also led discussion sessions on the theme, "Increasing Radio's Share of the Advertising Dollar."

Sharing as hosts in the two-day three-state district meeting were Mr. Esch, president of the Florida Assn. of Broadcasters; Edwin Mullinax, WLAG La Grange Ga.; Georgia Assn. of Broadcasters head. Howard E. Pill, WSFA Mongomery, president of the Alabama Broadcasters Assn., was unable to attend because of illness in the family.

WBAL
means business
in Baltimore

It's an Ill Wind . . .

ONE ENTERPRISING Houston business man saw a rare opportunity to advertise to an audience likely to be in a receptive frame of mind during the recent Gulf Coast hurricane threat. It took all the persuasive powers of Jack Harris, general manager of KPRC Houston, to convince him that the station could not accept sponsors for this type of public service broadcasts. The prospective advertiser is a manufacturer of concrete houses.

Central AAAA

(Continued from page 31)

en are becoming more important in the securities markets as purchasers in their own right. They are also the greatest buyers of food, clothing and household products. Most advertising is directed to them, and advertising to women has its effect on their interest as investors by heightening their regard and respect for well-advertised companies."

A forecast for good business—"for those who make it good"—was made by Clarence Goshorn, chairman of AAAA and president of Benton & Bowles. Speaking on "You—and Economics," Mr. Goshorn talked of the science of today's economy in layman terms. Accepting the premise that "a forecastable rhythm runs through our economic life," he concluded that "unhappily, the trend of this rhythm now averages downward." He outlined sales declines for the first half of the year, when retail dollar volume fell off about $20 million each shopping day. "This works out to about 13 cents per person per day for all shopping days. But let's not laugh this off, because it will add up to more than $5 billion in decreased purchases if it continues for a year," he said.

Prospects for the rest of the year give him confidence, Mr. Goshorn said. "We advertising agents have been doing pretty well so far this year. Through July, advertising expenditures have been running well ahead of last year—well above any other year." However, government economists estimate a need for increased advertising of $1,200,000,000, he reported

Optimistic reports have been received from his clients. Mr. Goshorn said, with many "Admitting apologetically that business and profits are good. Like the general public, with money in its pockets and in banks and with high-paying jobs, they haven't recognized the recession we have been going through. Some of them have been bullied by the propagandists into thinking the bump will come later, and are gratefully surprised that they haven't hit it yet."

Two facts indicate to him, however, a good and sound business in the future—and "each is worth more to me than a roomful of the lucubrations of the economists."

1. "In midsummer, the National Assn. of Purchasing Agents, consolidating individual members' current purchasing policies, observed that those reporting increases over balanced declines by three to one. . . . Hundreds of purchasing agents, buying on the basis of intimate knowledges of their own businesses, should be a safer forecast than any economist's dreaming for all of them."

2. Two months ago, Mr. Goshorn read 100 letters solicited by a national magazine from "important" manufacturing executives as to opinions on each person's own firm's prospects in the months ahead. "Not every one was optimistic, but the pessimists were few in comparison with those who looked for better business—better business for their own companies."

Concluding, Mr. Goshorn said: "They could be wrong, but I'd rather trust them to be right about their own businesses than I would the pencil-pushing theorists to be right about our economy as a whole."

Featured Speakers

Other speakers included William H. Albers, head of his own Super-Market chain and former Kroger Co. president, who told "Why We Feature Nationally Advertised Brands"; Samuel G. Barton, president, Industrial Surveys, who gave his ideas on satisfactory food product advertising; Enno D. Winius, president, Winius-Drescher-Brandon, "Let's Stop Being Geniuses"; Alex T. Franz, Frederick, Franz and MacCowan, "Are We Overlooking the User as a Prospect?"; Henry Haupt, vice president, BBDO, "How Agencies Can Prove Most Effective When Sales Decline," and Fairfax M. Cone, board chairman, Foote, Cone & Belding, "I Wish We Had Done These Campaigns."

Burr Tillstrom, creator of NBC-TV's *Kukla, Fran & Ollie*, and his cast exhibited a sample of their adlib routines at the Friday luncheon, presided over by Earle Ludgin, president of the Chicago agency bearing his name and Central Council chairman.

CHARLES LANE

Son of Field Executive Dies

CHARLES LANE, 12, only son of Howard Lane, vice president in charge of radio of Field Enterprises, and Mrs. Lane, died early Thursday morning at the Childrens Memorial Hospital in Chicago. The immediate cause was a brain tumor.

Charles had been stricken Saturday at the Lane home, Sunset Ridge Rd., Northbrook, Ill., and was removed to the Chicago hospital the following Monday. Funeral services were held Saturday at Christ Church Chapel, Winnetka, Ill.

RENEWAL DATE

For Licenses Set By FCC

DATES which will form 1949's "composite week" for next year's station license renewal applications were announced by FCC last week.

All AM and FM stations whose licenses expire in 1950 must base their renewal applications' program log analyses upon these dates in 1949. The dates:

Monday, Jan. 17; Tuesday, March 1; Wednesday, April 6; Thursday, May 12; Friday, July 22; Saturday, Sept. 10; Sunday, Oct. 9.

WHOM BIDS

WINS Group Seeks Facilities

A GROUP of WINS New York employes are among four bidders negotiating for the facilities of WHOM New York, which must be sold by its present owner, Generoso Pope, who bought WINS, subject to FCC approval, from Crosley, subsidiary of Avco Mfg. Corp. [BROADCASTING, Oct. 3].

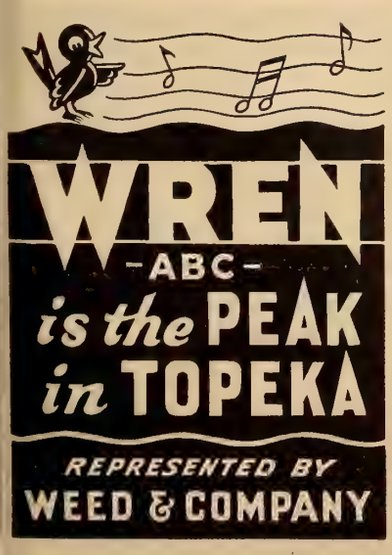
The Pope interests expect to take over the WINS 50 kw transmitter and wave length but will retain its present studios and offices now housing WHOM. In addition the present plans reportedly call for Mr. Pope to use the call letters WINS for his newly acquired station.

Meanwhile, the employes of WINS have met with Mr. Pope Jr., to discuss the possibilities of the group buying the WHOM (5 kw) facilities with the WINS studios. The WINS employe group is headed by Don Goddard, a newscaster on the station.

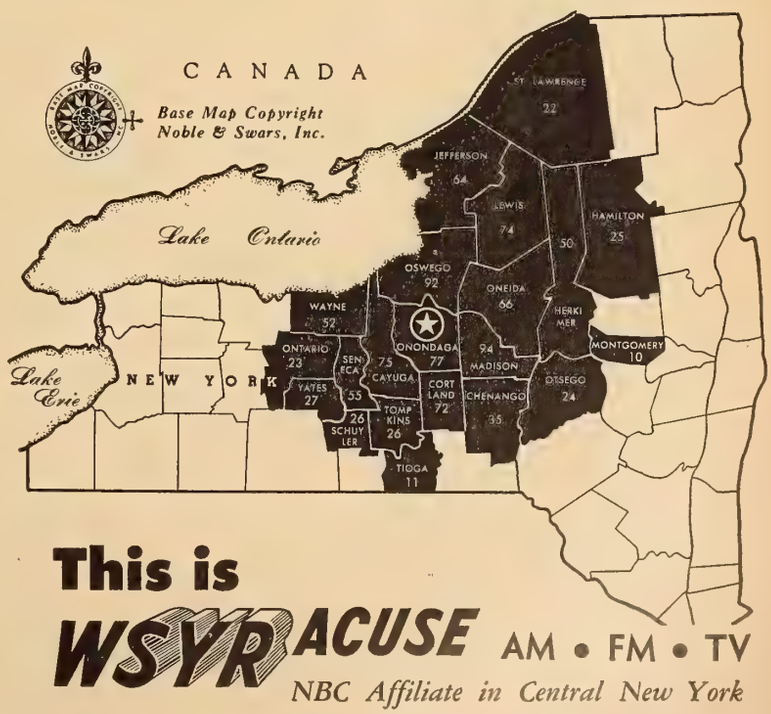
Another group, *Jersey Journal*, a Jersey City newspaper, also has been interested in the project. However, it was understood last week that this deal has fallen through.

The asking price by the Popes for WHOM facilities is reportedly $450,000.

Two other unidentified organizations also are said to be interested.



• LEADERSHIP IS EARNED • LEADERSHIP IS EARI



This is WSYRACUSE AM • FM • TV

NBC Affiliate in Central New York

21 rich Central New York Counties
205,000 BMB Station Audience Families

Headley-Reed, National Representatives

ED • LEADERSHIP IS EARNED • LEADERSHIP IS E

MANSFIELD 'JOURNAL'

FCC Files Reply

REPLY was filed by FCC last week to the appeal of the Mansfield *Journal* and associated Lorain *Journal*, both in Ohio, against the Commission's decision which denied broadcast facilities to the papers on ground their owners sought to suppress competition in Mansfield. The appeal was filed last November in the U. S. Court of Appeals for the District of Columbia [BROADCASTING, Nov. 15, 1948].

FCC had held the Mansfield *Journal* was not qualified to own and operate AM and FM stations in Mansfield because it had sought to suppress competition in the dissemination of news and information in that city from the existing radio station there, WMAN.

The reply to the appeal said the Mansfield *Journal* has never recognized WMAN and has consistently refused to print its program logs or to carry any other news concerning the station and its activities except of a detrimental nature. Moreover, FCC stated testimony of various merchants of the city of Mansfield, corroborated by other witnesses, shows the applicant had attempted to coerce local merchants to refrain from advertising over the station by threatening and in some cases carrying out the threat to cancel their newspaper advertising.

In its appeal, the Mansfield *Journal* stated FCC's reason for denial "were illegally imputed and without support." Neither the Sherman Anti-Trust, Clayton nor Communications Acts give FCC jurisdiction over such matters, the appellant declared.

A fortnight ago the Dept. of Justice filed an anti-trust suit against the Lorain *Journal* in the U. S. District Court for the Northern District of Ohio, Eastern Div. [BROADCASTING, Sept. 26, Nov. 3]. The suit charges the paper with seeking to suppress competition of WEOL Elyria-Lorain. The case sets a precedent in this field.

DAD'S ROOT BEER

AM-TV Spot Campaign Set

DAD'S Root Beer Co., Chicago, begins a month-long national AM and TV spot campaign starting Oct. 27, offering the mama-size bottle (one quart) for one cent if purchased with the papa size (half gallon).

Agency, Malcolm-Howard, Chicago. Art Holland is accountant executive.

Upcoming

NAB DISTRICT MEETINGS

Oct. 17-18: Dist. 4, Carolina Inn, Pinehurst, N. C.
Oct. 26-27: Dist. 3, Skytop Lodge, Skytop, Pa.
Oct. 31-Nov. 1: Dist. 1, Somerset, Boston.
Nov. 3-4: Dist. 2, Berkeley-Carteret, Asbury Park, N. J.
Nov. 21-22: Dist. 8, Book Cadillac, Detroit.
Nov. 28-29: Dist. 16, Paradise Inn, Phoenix.
Dec. 1-2: Dist. 15, Mark Hopkins, San Francisco.
Dec. 5-6: Dist. 14, Utah, Salt Lake City.
Dec. 14-15: Dist. 17, Benson, Portland, Ore.

* * *

Oct. 16-19: Pacific Coast Council of Southern California AAAA chapter convention. Arrowhead Springs Hotel, Arrowhead Springs, Calif.
Oct. 19-21: Assn. of Canadian Advertisers, 35th annual convention, Royal York Hotel, Toronto.

FS&R NAMES

Maddox, Scott to New Posts



Mr. Maddox



Mr. Scott

JOHN C. MADDOX, director of research since 1941 of Fuller & Smith & Ross Inc., New York, Chicago and Cleveland, has been appointed assistant to the firm's president. Douglas E. Scott, who has been assisting Mr. Maddox, will replace him as research director. Both appointments are effective immediately.

Mr. Maddox, 1932 Georgia Tech graduate, has been successively assistant to the president of W. B. Davidson Inc. (business systems), assistant to the research director, Montgomery Ward, and assistant to George Piper, market counsellor. He also has been research assistant at BBDO and U. S. Advertising Corp. Mr. Scott joined the agency in 1945 as associate director of research following four years of research work with the Navy and two years of newspaper work. He graduated from Antioch College.

RADIO DESTINY

Won't Die, Says FC&B's Davis

RADIO is destined to become a secondary medium, but it "does not have to die," Hugh Davis, executive vice president of Foote, Cone & Belding, declared in an address Wednesday before the Chicago Radio Management Club.

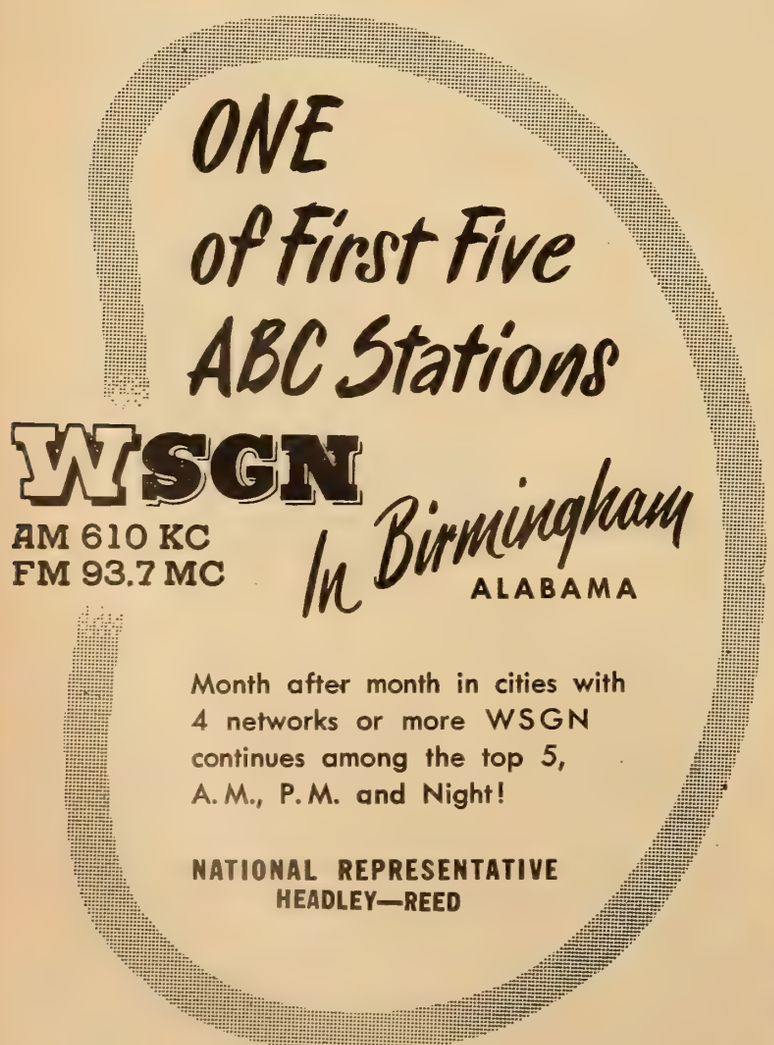
While assuming that radio cannot compete with television "any more than silent pictures could compete with talkies," Mr. Davis asserted that its "continued existence depends to a great deal upon station operators and talent." He emphasized he was speaking of "talent" in the broad sense, including actors, writers, producers, musicians " and their unions."

"When I talk of the future of radio, I do not mean tomorrow or even next year, but that day when almost everyone who wants a television set can have one, and when programs are available to all but perhaps the remotest areas of our country," he said. "Certainly, until that time radio will continue to be a primary advertising medium—almost an advertising necessity."

He warned that if the degree of listening to top rated radio shows in New York television homes continues on a national basis, "then radio, by necessity, must reach a relatively small market, whether you choose to put it on a national or a local basis."

Mr. Davis disagreed with those who conclude that radio is dead "because no advertiser in his right mind is going to pay a time and talent bill of some $40,000 per week for a top radio show in order to reach a million-plus homes."

Mr. Davis disclosed that Foote, Cone & Belding is exploring a plan to have a high class radio show at a very small talent cost. A show would be rehearsed and done for television, and immediately afterwards, the same cast, with the same basic script, with necessary changes, would be taped for radio. The audio show would be put on the network at some designated time, or perhaps on whatever individual stations might be desired, he explained.





TRANSIT TALK

Crisler Cites Growth

TRANSIT RADIO'S growth in the past year was cited by Richard C. Crisler, executive vice president of Transit Radio Inc., in an address before the Public Relations Div. of the American Transit Assn. in Atlantic City Oct. 5. The number of markets has mushroomed from one to 16 in that time with contracts in effect for 11% of the vehicles placed in operation since 1942, he said.

He reviewed surveys which, he said, show a similar uniform high percentage of riders voting in favor of transit radio. In addition, he pointed out, there are now over 400 advertisers who have used, or are using, Transit Radio in 16 markets. Such radio accounts, Mr. Crisler continued, have not cut into revenue produced by car-cards "but have made them easier to sell by dramatizing the value of the bus audience."

Because his company only sells equipment and national advertising, Mr. Crisler said he could give his opinion on whether a transit company should go into the broadcasting business itself by buying or leasing a radio station. His view was to disfavor any such action because the company would meet with extreme public criticism, and because of the "unprofitable status of FM radio," most stations are willing to make favorable propositions in order to get a franchise.

Mr. Crisler outlined the following points for consideration in selecting a station with which the transit company should do business: A respected name in the community, financial integrity, and technical facilities. These, he said, assure proper programming, proper use of commercials and satisfactory public relations.

L. A. Exposition

NATIONAL Television-Radio Exposition, sponsored by the Southern California Radio and Electrical Appliance Assn., is being held at Shrine Convention Hall, Los Angeles. Exposition opened Oct. 15 and will run through Oct. 23.

Programs

BOYS and girls from all schools in area, as well as church and other group choirs will be able to participate in new talent show over WCOP Boston. Interested students apply for chance to have part in *Student Radio Club* broadcast by contacting leader of group in their respective neighborhoods. More than 100 clubs are working with Pepsi-Cola Co., show's sponsor, and station in selection of talent for broadcasts. Cash awards are given to three weekly winners.

Advice to Parents

SERIES of programs for 16 weeks on WGL Fort Wayne, Ind., features talks by Dr. L. E. Woodward, child psychologist and field consultant for National Committee for Mental Hygiene. Titled *The Inquiring Parent*, topics such as, "Humor in the Home," "Moral Training of Children through the Eyes of Teen-Agers," are discussed by Dr. Woodward and local authorities on childhood problems. Series is public service feature.

Traffic Obituary

PART of special drive against traffic fatalities by WAVZ New Haven, Conn., was recent program in which station's director of women's programs and program director took part. Life story of woman who had been killed in traffic accident day before was narrated, followed by short summary of accident trends and message encouraging motorists and pedestrians alike to work for traffic safety.

Varied Series

FIVE-a-week strip beamed at farm audience has been launched by KIRO Seattle under title, *Country Correspondent*. Format provides different authority on agricultural and gardening problems on show each day. Series is of general interest to farmers with specific types of agricultural problems discussed on different days.

Juvenile Delinquents

TWO shows of series titled *Forums of the Air*, on WNOX Knoxville, Tenn., were devoted to subject of juvenile delinquency prompted by capture of gang of teen-aged pick-pockets. First show featured four authorities on problem discussing its practical and sociological implications. Second program was made up of three "graduates" of state reform school and three of the young pick-pockets. Show was taped several hours before broadcast, but nothing had to be deleted or changed, station reports. Boys discussed their home lives and backgrounds in effort to explain their situation and warn others against it. Second show was much more effective than first, WNOX points out.

Small Businessmen Talk

IN EFFORT to enlighten listeners on problems which face smaller businessmen in New England, WEEI Boston has inaugurated new series. Legislators, labor, business and civic leaders meet with small businessmen at roundtable to discuss problems in fields of taxation, labor-management and government interference. Programs are aired Sunday, 4:30-5 p.m.

Bowling Show

CONTESTANTS from all bowling alleys in city will take part in new *Make It and Take It* show on WXYZ-TV Detroit. Six contestants will bowl for silver dollars and merchandise awards in hour long program. Four top Detroit bowlers will be featured on show each week, giving pointers to contestants and viewers. Local bowling alley is scene of action. Show is sponsored by Floyd Rice, Detroit Ford dealer.

DENVER AD POLL

Higher Return Reported

ADVERTISERS are getting as much or more for their advertising dollars spent today than they were 10 years ago. That was the contention of a majority of Denver advertising agency personnel polled in a survey done by the McCord Research Bureau, opinion and marketing research firm.

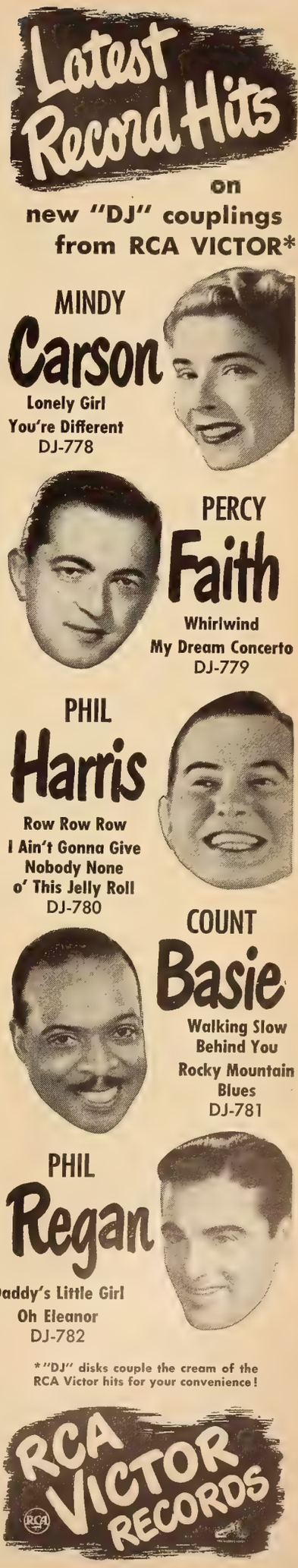
The bureau pointed out that this contention was held despite increased media and production costs evident during the 1940s. A minority said the advertiser was geting less for his money than he did a decade ago.

McCord Research Bureau officials said that those who felt the advertiser was doing as well or better for his money generally believed that even though costs of advertising have risen, this rise has been more than offset by today's larger circulation and audience and increased buying power. The minority who took a dimmer view of the present day advertising picture looked with disfavor on the large amount of competition many advertisers must face.

Results of the survey were as follows: More for money 42%, about the same 37%, less for money 21%, no opinion 0%, total 100%.

ANDREWS Sisters recording special Yiddish rendition of Campbell's soup theme for use on Miriam Kressyn show on WEVD New York.





NARND PANEL

To Weigh Newsmen's Future

TIMELY topic dealing with the effect of television on the radio newsman's job, headlines the fourth annual convention of the National Assn. of Radio News Directors at the Hotel Commodore, New York, Nov. 11-13. The question will be handled in a TV panel by dean of Washington newsmen, Elmer Davis, and Charles Hull Wolfe, radio and TV copy chief of McCann-Erickson.

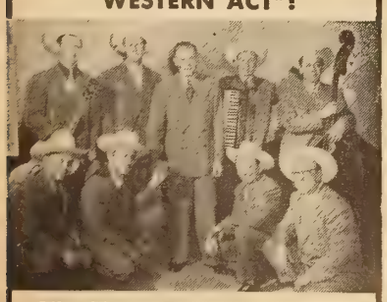
Mr. Davis, ABC news analyst and former head of the OWI, will elaborate on his remarks made last spring at the U. of Missouri when he was awarded an honor medal in journalism, that television will put an end to audio newscasts as presented today in about two years. Mr. Wolfe will point up a continued future for the type of AM newscast despite TV's progress.

Until recently director of the radio and testing bureau of BBDO, Mr. Wolfe joined McCann-Erickson as radio-TV copy chief Oct. 1.

The panel, entitled "TV's Impact on AM News," will be held near the close of the convention on Sunday morning, Nov. 13. Membership in NARND is not required of persons planning to attend the New York convention, Ben Chatfield, second vice president, has announced. While Hotel Commodore can take reservations up to Monday, Oct. 31, Mr. Chatfield urged newsmen, station managers and journalism professors to make reservations early.

The Texas Rangers

"AMERICA'S FINEST WESTERN ACT"!



The Texas Rangers, stars of stage, screen, radio and television, early this summer made a personal appearance tour in the Midwest. They are pictured here in Oklahoma City, when they were commissioned honorary Colonels of the State of Oklahoma by Governor Roy J. Turner.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations — ask about our new sales plan!

Wire, write or phone

ARTHUR B. CHURCH *Productions*

KANSAS CITY 6, MISSOURI

Production

KEN HANSON, formerly with Young & Rubicam, New York, and Sam Jaffe Agency, Hollywood, joins production staff of CBS *Meet the Missus.*

WILLIAM LADD becomes production director of KWSC Pullman, Wash. He formerly was associate director of radio programs for U. of Washington, Seattle.

RICHARD B. RAWLS transferred from manager of television operations for ABC to network's station relations department where he will concentrate on television. He joined ABC in January 1946 after service with U. S. Army Signal Corps. Before war he was manager of studio operations at CBS-TV, New York, and before that manager of CBS radio service operations, New York.

ILEENE HEIMAN, former program promotion director at Toni Co., Chicago, joins WBKB (TV) Chicago as continuity editor.

GRANT MERRILL, drama professor at U. of Washington, Seattle, writes and narrates *Three-Ring Circus* show for KING Seattle.

HAL MILLER, producer at WBBM Chicago, resigns to manage retail television store in suburban Cicero, Ill.

ED TOBY, formerly of WMMW Meriden, Conn., joins WKBS Oyster Bay, N. Y., as announcer-salesman.

CARROLL FOSTOR, public affairs director at KIRO Seattle, Wash., named radio co-chairman in local Community Chest campaign.

EDDIE GALLAHER, disc jockey for WTOP Washington, writes record column in Sunday *Washington Post.*

RAY HUTCHINS joins announcing staff of CJAV Port Alberni, B. C.

ERNEST LUCAS, former film editor of WGN-TV Chicago's *Chicagoland Newsreel,* appointed TV director in program department of station. His first assignment is *Chicagoland Mystery Players.*

MARY JONES, women's commentator for WFIL Philadelphia, received New Jersey State Fair Award for most outstanding interview program. Award was made on basis of community survey determining which radio personalities offer most personal and public service to area listeners.

ANTHONY KOELKER, manager of station relations at ABC Chicago, and Patricia Peebles have announced their marriage.

JOSEPHINE WETZLER, educational director for WLS Chicago, spoke on work of German Youth Activities group at luncheon given in honor of her return from tour of Europe.

CHARLES DWYER, manager of guest relations at ABC Chicago, is the father of a girl, born Oct. 2.

NATIONAL Assn. of Electrical Distributors, New York, issues booklet, *Manual of Experience,* containing analysis of TV dealer's problems of installation and service.



FOR an on-the-spot story, Newscaster Joseph Hainline (with mike), of WJR Detroit, interviews John S. Bugas, Ford vice president, on the new Ford-UAW pension plan. WJR had its microphone on the scene at the completion of negotiations, giving listeners comprehensive coverage including final signing of the pension agreement.

'RADIO THEATER'

Tops Canada's Radio Poll

A U. S. show, *Radio Theatre* (Lux) headed the September ratings, release Oct. 7 at Toronto by Elliott-Haynes Ltd. The ten leading evening network shows in Canada during September were *Radio Theatre* with rating 25.9, *Twenty Questions* 15.1, *Suspense* 13.4, *King's Men* 13.1, *Mystery Theatre* 12.9, *Treasure Trail* (Canadian program) 11.7, *Contented Hour* 10.9, *Club 15* 10.8, *Arthur Godfrey's Talent Scouts* 10.6, and *Music Hall* 10.3.

Leading five daytime network programs during September were *Ma Perkins* 15.1, *Big Sister* 15.1, *Pepper Young's Family* 13.9, *Happy Gang* (Canadian program) 13.9, and *Right to Happiness* 13.4.

French-language evening network shows were more numerous during September and leading five were *Un Homme et Son Peche* 32.2, *Metropole* 24.4, *Prix d'Heroisme* 20, *Juliette Beliveau* 18.3, and *Jouez Double* 15.7. Leading French daytime programs were *Rue Principale* 20.8, *Jeunesse Doree* 20.5, *Tante Lucie* 17.8, *A l'Enseigne des Fins Gourmets* 17.8, and *Maman Jeanne* 17.7.

TWELVE-game football schedule of WSNY Schenectady, N. Y., has been purchased by Schenectady Works of General Electric Co.

DEFENSE TIME

ABC Airs New Series Oct. 25

A NEW series of weekly programs titled *Time for Defense* will be inaugurated by the Dept. of Defense over ABC beginning Oct. 25, Defense Secretary Louis Johnson has announced.

The programs will feature concert and choral groups and vocalists from the armed forces and on-the-spot documentaries of defense activities in the U. S. and overseas. Commentaries will be delivered by William Frye, assistant to the Defense Secretary. It is the department's initial AM network venture in that vein, Secretary Johnson said, congratulating ABC for "its role in helping the American people to keep informed concerning their national military establishment."

Mark Woods, ABC president, said the network and its independently-owned affiliated stations were proud to join with the Defense Dept. in offering the first comprehensive post-war national radio series on the status of American defense. "Through the medium of radio, using all devices that science has developed to eradicate space and time, jointly we will perform the task outlined. . ." Mr. Woods stated.

Lou Holtz Series

CHARLES MICHELSON Inc., New York, has been appointed to handle the distribution of the Lou Holtz five-minute transcribed comedy series, *Lou Holtz Laugh Club,* partially produced last season and now completed. Stations, which have ordered the series thus far, according to the company, are: KPHO Phoenix; WLAD Danbury, Conn.; KOWL Santa Monica; KEIO Pocatello, Idaho; WIMS Michigan City, Ind.; WHRV Ann Arbor; KLAS Las Vegas; WSRS Cleveland Heights, Ohio; WCHA Chambersburg, Pa.; KPRC Houston; WSSV Petersburg, Va.; KREM Spokane.

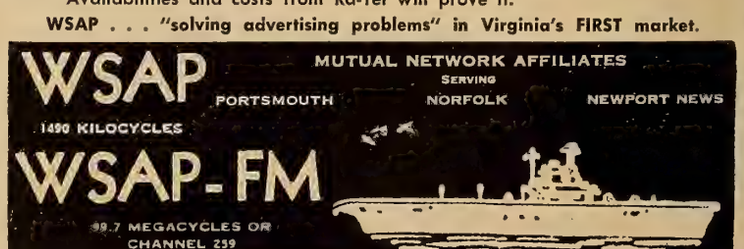
WHY TAKE SECONDARY COVERAGE of Virginia's FIRST Market?

Regardless of claims, if you're trying to cover Greater Norfolk from the outside, nature's terrain made it impossible.

Only Greater Norfolk stations can cover it. And only WSAP can cover it at lowest cost.

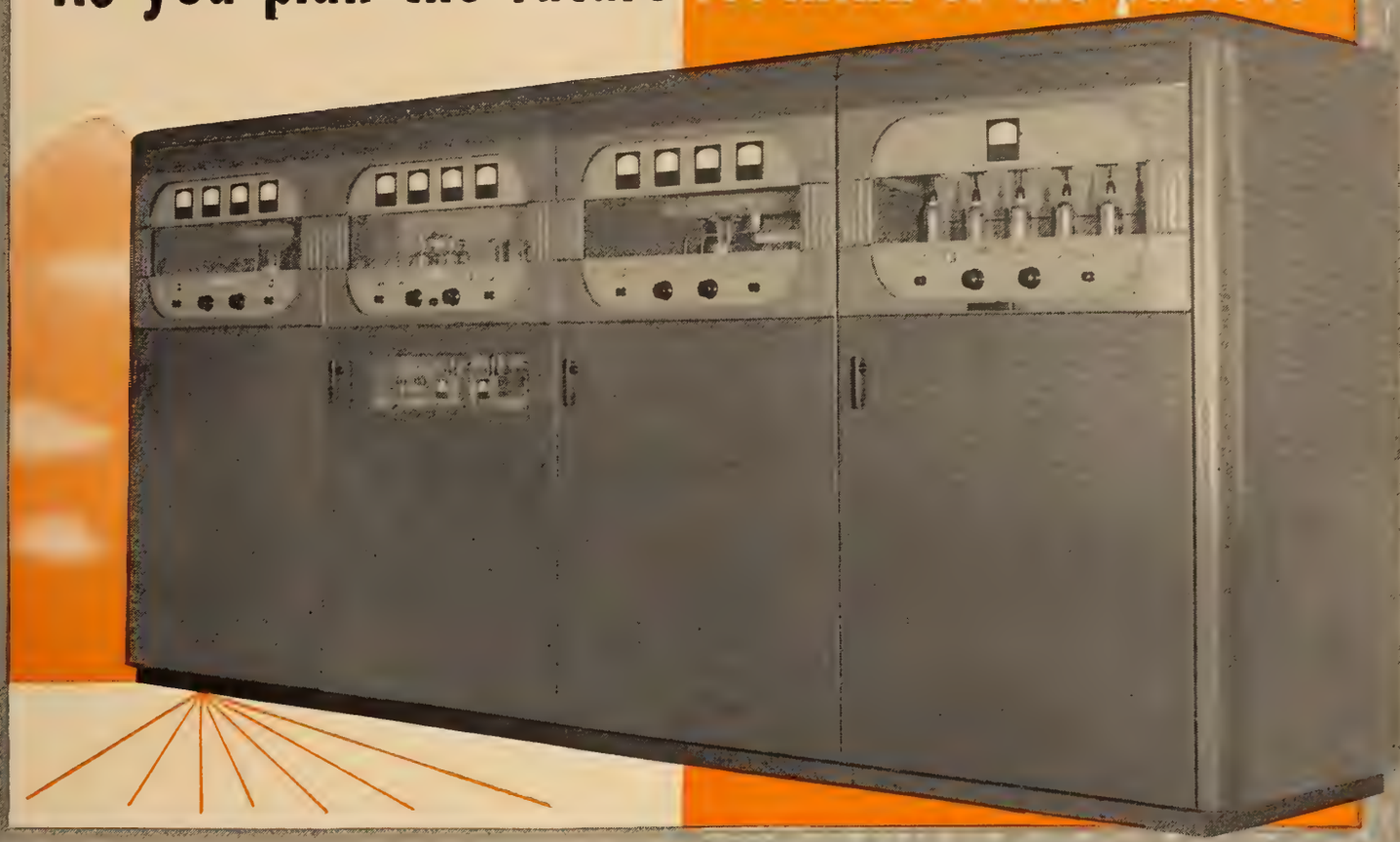
Availabilities and costs from Ra-Tel will prove it.

WSAP . . . "solving advertising problems" in Virginia's FIRST market.



B. Walter Huffington, General Manager — Ask Ra-Tel!

As you plan the future ... think of the past ...



The Collins 21B 5 kw and 21L 10 kw AM transmitter

And You Will Find Proof That the Collins 21B/L Is the Best Transmitter for Your 5 kw or 10 kw AM Installation

• The experiences of many broadcasters have vindicated their good judgment in choosing a Collins 5 kw or 10 kw transmitter for their station. Now, with so many installations giving years and years of reliable service in the field, you broadcasters who are planning 5 kw or 10 kw installations can look back over the past and find there the proof of quality claims in the Collins equipment of today.

Your future operations depend on this quality. It is derived from a long background of manufacturing equipment for all types of radio services, all of which demand quality and dependability. You can take advantage of this.

Today, and in the future, your Collins 21B/L will serve you even better than the successful designs of the 5 kw transmitters we have supplied in the past. This claim is evident when you investigate the superior features offered in the 21B/L. Write Department BC-2, Collins Radio Company, Cedar Rapids, Iowa. The latest information on the 21B/L, and definite reasons why it will be your best purchase for your future operations, will be sent promptly.

FOR BROADCAST QUALITY, IT'S ... COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd St.
NEW YORK 18

2700 West Olive Ave.
BURBANK

M & W Tower
DALLAS 1

Fountain City Bank Bldg
KNOXVILLE

Allied Arts



SARAH PALFREY, TV star on shows for WPIX (TV) and WNBT (TV) both New York, signs with TELE-scoops, New York, package show producer, to be star of new TV show.

BENTON PASCHALL, for past year manager of Hollywood office of Western Radio Advertising radio representatives, purchases full ownership of office which will now be know as Western Radio Sales (of Hollywood). Firm, located at 1213 N. Highland Ave., will operate separately from San Francisco office where Western Radio Adv. is headquartered. Paschall office will represent television as well as radio stations.

JEROME H. WARNER, recently with several major studios in Hollywood, appointed to editorial staff of Jam Handy Organization, Detroit.

ALAN ELROD, formerly head of art section of ABC Hollywood promotion department, joins Searle & Parks Inc., Hollywood (radio packager), as head of promotion department.

LARRY WYNN, vice president of International Trans-Video, New York producer of live and film television shows, chosen to act as advisor on radio and TV plans for campaign of Robert Wagner Jr., running for presidency of Manhattan borough in coming election.

LEONARD SHANE, formerly on ABC Hollywood news and special events staff, opens his own radio and television booking and packaging firm in Hollywood under name of **Leonard Shane Agency.**

CHARLES MICHELSON Inc., New York transcription firm, adds Australian daytimer, *Dr. Mac*, to its list of shows offered for sponsorship.

LEO E. COUTT, formerly public relations director of Scholts Adv. Service, Los Angeles, re-opens public relations office in that city.

Equipment

Dr. FRANK B. JEWETT, for many years vice president of American Telephone and Telegraph Co. and former president of National Academy of Sciences, to receive 1950 medal of Industrial Research Institute Inc., New York.

YOU WON'T GET FIR IN PINE KNOT (Ky.)!

No kiddin', Pine Knot (Ky.) may be oozin' with resin, but it just *cain't* offer much business, for gosh all hemlock.

That's why WAVE keeps spruced up for the Louisville Retail Trading Zone, *exclusively*. And everything's "oak" between us and our advertisers, because we deliver a concentrated audience that has an *$1139 greater Effective Buying Income per family* than folks out in the tall-timber parts of the State.

So pine not for for Pine Knot; instead go *with* the grain in Kentucky — with WAVE!

LOUISVILLE'S WAVE

NBC AFFILIATE . . 5000 WATTS . . 970 KC

FREE & PETERS, INC. National Representatives

WDXB STRIKE

Chattanooga Dispute Ends

SETTLEMENT fortnight ago of a dispute between engineers, members of the local IBEW unit, and WDXB Chattanooga management, ended a strike which had forced the station off the air Sept. 25 [BROADCASTING, Oct. 3]. An IBEW spokesman said a satisfactory agreement was reached.

Chief controversy in contract negotiations was the difference of opinion on the use of engineers at the transmitter site and on the operation of the control board in the studio. It was agreed that a technician would be assigned to operate the control board and another engineer at the transmitter site, no one man charged with the responsibility of both jobs at the same time.

Other points of agreement, according to the IBEW, included weekly pay scales of $85 for the chief engineer and $67.50 for other engineers. Local 662 IBEW and WDXB also agreed upon five-day week, two weeks vacation and four weeks sick leave, the union said. The strike was called by the local union allegedly to protest the firing of two engineers and management's refusal to sign a contract. However, Joe V. Williams, Chattanooga attorney and owner of WDXB Broadcasting Co., had charged the union with "featherbedding" tactics in violation of the Taft-Hartley Law.

An NLRB election held at the station Sept. 16 had directed management to negotiate with the local unit as bargaining agent for the engineers.

TAX ISSUE

KGA Spokane Sale Involved In Mason Criticism

SALE last June of KGA Spokane, Wash—50 kw commercial station—to Gonzaga U. of that city won FCC approval last August but the decision did not set well with Rep. Noah M. Mason (R-Ill.), ardent Congressional supporter of tax equality, it was learned last week.

Congressman Mason had in mind the KGA sale a fortnight ago when he criticized certain educational and cooperative organizations which he charged used charitable trust to plead exemption on their taxable earnings [BROADCASTING, Oct. 10].

Included in Rep. Mason's files are details and clippings dealing with the purchase of KGA by the West Coast university from Louis Wasmer, veteran Pacific Northwest broadcaster who was sole owner of the ABC outlet. It currently is being operated as a commercial outlet by the school. Sale was approved initially Aug. 24 by the Commission, with effective date of Sept. 30, and overall consideration was roughly $550,000. Licensee is know as Corp. of Gonzaga U.

The transaction was completed by Mr. Wasmer with Father Francis Corkery, S. J., president of Gonzaga, who promised the station would continue to "serve the community and provide an endowment for future expansion," according to Rep. Mason's files.

Rep. Mason previously had charged that "colleges own radio stations and run them for profit—tax-free profit" and that co-ops operate stations, many of them "with annual sales amounting to millions of dollars." He urged Congress to close loopholes in present federal tax statutes.

The Illinois Republican was on a speaking tour last week and could not be reached, but close sources said he had not only the Gonzaga U. purchase in mind but other examples when he delivered his latest speech on the House floor.

Tax equality will be put into legislative form sometime before next spring, along with repeal of excise taxes, judging by sentiment of many members of Congress, Rep. Mason told his colleagues. He is the author of a bill (HR 5064) to impose income taxes on business income of certain exempt corporations, dealing mostly with co-ops.

One example cited by Congressman Mason was Ed Gardner's *Duffy's Tavern*, which has been tape-recorded in San Juan, Puerto Rico. Mr. Gardner leased studios of WIPR, government-owned outlet, after setting business in compliance with certain government laws there. NBC engineers were transported from New York to record the program for broadcast in the U. S. Mr. Gardner reportedly is also prepared to turn out motion pictures for television use, and intends to remain in San Juan.

Rep. Mason pointed out that under the Puerto Rican law no excise, income or property taxes would be levied against Mr. Gardner, nor would he be liable on U.S. income tax.

CBC GOVERNORS

To Hear Station Bids

APPLICATIONS for a number of new AM stations are to be heard today and tomorrow (Oct. 17-18), at the meeting of CBC board of governors at Fort Garry Hotel, Winnipeg. Two applications are in for 250 w on 1340 kc at Saskatoon; 5 kw station is asked for 930 kc at St. John's Nfld.; 250 w on 1230 kc is being requested at Thetford Mines, Que., and 250 w on 1340 kc at Victoria, B. C.

Power increases are being requested by: VOAR St. John's, from 100 w on 1230 kc to 1 kw on 1300 kc; CHWK Chilliwack, B. C., from 250 w on 1230 kc to 1 kw on 1270 kc; CKRD Red Deer, Alta., increase to 1 kw on 810 kc from 250 w on 1230 kc; CFOR Orillia, Ont., 1 kw on 1570 kc with non-directional antenna from present directional antenna with this power on same frequency; VOCM St. John's 1 kw on 590 kc from 250 w on 1,000 kc. There also are a number of applications for share transfers, and, for CFCF-FM Montreal, a review of its separate programming operations from CFCF-AM.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by (Marks)

WHO'LL BE THE NEXT ONE TO CRY OVER YOU

On Records: Phil Reed—Dance-Tone 376; Mills Brothers—Dec. 24749; Four Tunes —Vic.*

On Transcriptions: Blue Barron — Langworth; Larry Fotine—World; Eddie Lemar—Capitol; The Bachelors—Standard.

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

BMI

News

BILL JACOBS, formerly sports announcer for WUSJ Lockport, N. Y., named sports announcer with WWCO Waterbury, Conn.

THOMAS M. PEDEN, member of staff of WIRE Indianapolis, Ind., for past 11 years, appointed farm service director for station.

JACK CANADY, formerly sportscaster for KFI and KECA both Los Angeles, appointed to newly created post of sports director for KPHO Phoenix, Ariz. He will handle play-by-play for station besides developing and producing other sports programs.



Mr. Canady

LOCKWOOD DOTY replaces JOHN MacVANE on NBC's *World News Roundup*, 8 a.m. EST.

KAL ROSS, staff announcer at WPWA Chester, Pa., appointed station's sports director. He was former sports director at WSYR and WHEN-TV Syracuse, N. Y.

TOM CROSBY takes over football and sports assignments on Broadcasting Corp. of America's Western Network. His programs will be heard on KPRO KPRO (FM) Riverside, KREO Indio, KROP Brawley and KYOR Blythe, Calif. He replaces JON HACKETT, resigned.

KEN ARMSTRONG, formerly of WFDF Flint, Mich., joins staff of WKBZ Muskegon, as news editor.

KEN EVANS, former news director for WOIC (TV) Washington and before that with WOL Washington for five years, joins news staff of WWDC-AM-FM Washington.

KEN WOODDELL, formerly of WDWS Champaign, WILL Urbana, Ill. and WMIX Mt. Vernon, Ill., joins WLBH-FM Mattoon, Ill., as sports and news announcer.

LOWELL THOMAS Sr. and Jr. will appear in Washington Town Hall series in Constitution Hall, Washington, Jan 23.

AL GORDON, head of KFWB Los Angeles news bureau, elected president of Radio News Club, Los Angeles, at recent meeting. Other officers elected were DAVE ANDERSON of NBC news room, vice president; CARROL SUGAR, secretary-treasurer; BETTY PENNY, assistant secretary-treasurer. Named to board of directors were BOB GARRED, CBS newsroom; CLETE ROBERTS, KFWB; JAMES McNAMARA, KLAC Hollywood news director; JACK BECK, head of newsroom, CBS Pacific network.

GARDNER C. NORCROSS, farm counselor for WTAG-AM-FM Worcester, Mass., given 1949 Massachusetts Distinguished Service Award by National Assn. of County Agricultural Agents.

JAMES BULL, member of news department of KXOK St. Louis, is the father of a boy, James Jr.

R. V. HOWARD

Seeks Honolulu Outlet

ROYAL V. HOWARD, consulting engineer, last week applied for CP to operate a 250 w fulltime station on 850 kc in Honolulu. The island city has five regional outlets, with population of 267,000 in the city proper.

Mr. Howard was NAB engineering director up to last July and prior to that held important war posts. He was with Associated Broadcasters, San Francisco, for a number of years. At present he is an industry member of the U. S. delegation participating in the Montreal NARBA conference. He is 5% owner of KXA Seattle.

The application, filed by Cohn & Marks, states he would move to Honolulu and manage the station.

Note for 'Marketbook'

WREL Lexington, Va., is located in Rockbridge County, Philip B. Hirsch, general manager of the station, points out. Due to an error in BROADCASTING'S 1949 MARKETBOOK the station was incorrectly listed as in Rockingham County. The change should be made on page 193, column one of the Aug. 15 MARKETBOOK.

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

45.0
"HOOPER"*
*(average 5 periods, Winter, 1948)
proves the best buy in
DANVILLE, VA.
is
WBTM
5kw (d) ABC 1kw (n)
Rep: HOLLINGBERY

Only $2.98 helps put new "sell" in television advertising



Sponsor of television show had to refilm his commercials to meet a new selling problem. New films picked up at the studio 4 P.M., delivered to TV station 800 miles away 8:47 P.M. same evening. Air Express cost for 11-lb. carton, $2.98. (In *undramatic* fashion Air Express keeps radio, television or any business rolling.)



Remember that $2.98 bought a complete service in Air Express. Rates include door-to-door service and receipt for shipment—plus the speed of the *world's fastest* shipping service.



Every Scheduled Airline carries Air Express. Frequent service — air speeds up to 5 miles a minute! Direct by air to 1300 cities; fastest air-rail to 22,000 off-airline offices. Use it regularly!

Only Air Express gives you all these advantages

Nationwide pick-up and delivery *at no extra cost* in principal towns, cities.

One-carrier responsibility *all the way;* valuation coverage up to $50 without extra charge. And shipments always *keep moving.*

Most experience. More than 25 million shipments handled by Air Express.

Direct by air to 1300 cities; air-rail to 22,000 off-airline offices.

These advantages make Air Express your best air shipping buy. Specify and use it regularly. For fastest shipping action, phone Air Express Division, Railway Express Agency. (Many low commodity rates in effect. Investigate.)

SPECIFY AIR EXPRESS
AIR EXPRESS — GETS THERE FIRST



Rates include pick-up and delivery door to door in all principal towns and cities

AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND THE SCHEDULED AIRLINES OF THE U. S.

Promotion



PERIODIC publication *WMTR Listening Post* inaugurated this month by WMTR Morristown, N. J. to acquaint listeners with station's staff and programs, and plug its sponsors. Immediate distribution plans call for trial through sponsor's places of business with later possibilities of county coverage via direct mail. Paper, planned by Art Hedges, WMTR newsman and editor, will give complete program listings, not currently covered by Morris county press.

That's the Ticket!

SIMULATED yellow parking ticket developed by promotion department of WHBC Canton, Ohio, calls attention to Cleveland Browns' pro football play-by-play schedule on that station. Members of station's staff affixed tickets to windshields throughout downtown Canton area. Standard Oil Co. of Ohio service stations in area distributed tickets to customers. Standard Oil sponsors grid broadcasts. "Ticket" reads, in part, "Just the ticket for Parking!—We wish only to arrest your attention! Sohio invites you to park leisurely at your radio to enjoy games of the Cleveland Browns. . . ."

—And the Kitchen Sink

FOLDER sent to trade by WRVA Richmond, Va., promotes its *Calling All Cooks* show on Saturday morning. Drawings of program's activities center around picture of woman carrying off kitchen sink. Folder reads, "Buy a participation on 'Calling All Cooks' . . . and you get everything but the kitchen sink. That goes to a lucky housewife." Market data is included.

Newspaper Aid

SHEET distributed to agencies and trade by WMAR-TV Baltimore contains six box stories which appeared during latter part of summer in *Baltimore Sun.* Stories were submitted by six sponsors and headed "TV Success Story." Each sponsor tells of his use of WMAR-TV time, agency's name and number of TV sets in Baltimore at time of writing.

Suntan Red

WHEN McKesson & Robbins, manufacturer of Tartan Suntan Lotion, told Jack Sterling, morning-man on WCBS New York, to announce that free samples of lotion could be had by writing to manufacturer, response of 3,000 letters was expected. When nearly double that number arrived, Tartan manager feared he was losing money. However, samples were so effective that pronounced sales increase was noted almost immediately. Cleverly illustrated booklet has been distributed by station to trade selling this "Story of a Suntan Lotion Manufacturer—and how his face turned red."

Big Ideas

PICTURE of mailman staggering under huge load of mail is keynote of folder sent to trade by Columbia Pacific Network. Inside of folder tells story of one *Junior Stand-In* show in which recovered polio victims took places of six children in polio wards of local hospital on quiz show. Prize proxies won were tripled by station and sent to sick children. Network gives this as example of changing audience participation into listener participation.

Horn Blowing

HOLIDAY sales campaign has been given unique start by WING Dayton, Ohio. Telegram with red, white and blue horn attached was sent to 250 businessmen and timebuyers in area. Message read in part, "Start blowing your horn now for holiday business. This horn won't do the job. . . . WING offers complete promotion, merchandising assistance in planning holiday campaign. Blow your horn the WING way. . . ." Response same day more than paid for cost of horns and telegrams, station reports.

Game Promotion

CARDS illustrated with blue banners and football drawing announce airing of Notre Dame and Villanova football games over WPEN Philadelphia. Dates and game times are included at bottom of cards and caption gives sponsors' names—Amoco Dealers for Notre Dame and Cities Service for Villanova.

Radio and WDSU

COMPREHENSIVE booklet mailed to trade tells story of WDSU-AM-FM-TV New Orleans with profuse illustrations. Executives and staff of WDSU are introduced and station's coverage of local and network programs is shown. Pictures and facts about New Orleans and stories of radio's past and future also are included.

NBC and 'Life'

FIVE pages in Oct. 3 issue of *Life* magazine were used by NBC pointing up network's many stars. Reprint of pages accompanied by letter has been sent to trade by WOAI San Antonio, Tex. Letter reads, in part, "There's plenty of LIFE in NBC these days . . . and at its big clear-channel outlet here in South Texas, too . . . pioneer WOAI . . . has featured NBC stars and shows for more than 20 years!" Letter is written over signature of Dallas Wyant, promotion manager, and signed, "NBC-ing You!"

Explosive Promotion

ENCASED in form of firecracker, invitation to cocktail party was sent to members of press by Frank H. Lee Co. Copy on invitation said, "Firecrackers are exploding all over the air waves. Meet the man who lights the fuses. . . ." Party was held by Frank H. Lee Co. at "21" in New York on Oct. 12, for Robert Montgomery speaking to press.

Personnel

DOUG BENTON appointed publicity assistant at ABC Central Div. He is recent graduate of Medill School of Journalism, Northwestern U., and perviously worked at KOAT Albuquerque, N. M.

JACK LAWRENCE, formerly special-events staff member at KPOA Honolulu and before that staff member of WGIL Galesburg, Ill., and WKAT Miami Beach, Fla., appointed promotion manager of WIRL Peoria, Ill.

BOB HALL, former librarian and disc jockey of CJAV Port Alberni, B. C., appointed publicity and promotion director.

BURT TOPPAN appointed to handle local promotion and publicity for WTVJ (TV) Miami, Fla. He will be under supervision of **SONNY SHEPHERD,** publicity manager for Wometco Theatres which operate WTVJ.

MGM PACKAGE

KWK Airs Eight Programs

KWK St. Louis began broadcasts yesterday (Oct. 16) of the first units of the Metro-Goldwyn-Mayer transcribed package series of eight programs. KWK's negotiations with MGM are on a franchise basis giving KWK exclusive rights in St. Louis to all of the shows now ready for airing.

Series of programs includes the hour-long *MGM Theatre of the Air;* the three-time per week 15-minute show *At Home with Lionel Barrymore;* the *Good News from Hollywood* alternating on Tuesday and Thursday; the *Hollywood, U. S. A.* program five times a week; *Judge Hardy's Family,* the *Adventures of Dr. Kildare, Maisie* and the *Crime Does Not Pay* program.

'LITTLE KNOWN'

Makes Lively Reading

A PEPPY little book-pamphlet lends a different approach to stations, program and sponsor promotion. It is entitled "Little Known Stories of Muscatine" and authored by W. D. Randall, of KWPC-AM-FM Muscantine, Iowa. All of the stories were taken from Mr. Randall's radio scripts delivered as a Sunday afternoon series from June 5 to Aug. 28. He explains to his readers under the heading "To The Sponsors:"

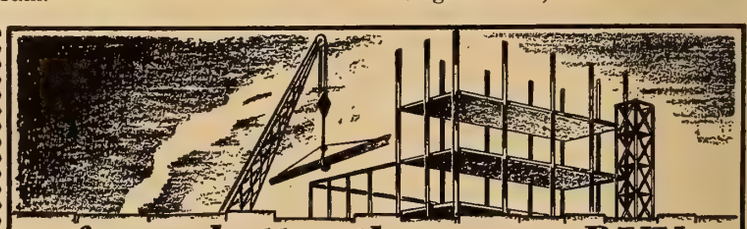
"This book is dedicated to the sponsors of the radio series, of whom brief historical sketches will be found in the appendix, in deep gratitude for their cooperation in giving me an opportunity to have more fun than I've had since Uncle Ezra starved himself dieting, until he had the mumps." Mr. Randall goes ahead and has his fun with lively sketches of historical interest of the Muscantine area, home of Mark Twain and Dr. Lee DeForest, inventor of the vacuum tube.

Of the latter, Mr. Randall says: "You can either praise Dr. DeForest or take a dim view of his achievement, depending upon whether you like or dislike radio, but the fact remains that his invention made the whole thing possible."

CAB Convention

CANADIAN Assn. of Broadcasters has changed location of the 1950 annual convention from Hamilton, Ont., to Niagara Falls, Ont. The meeting will be held March 27-30 at the General Brock Hotel, Niagara Falls, Ont.

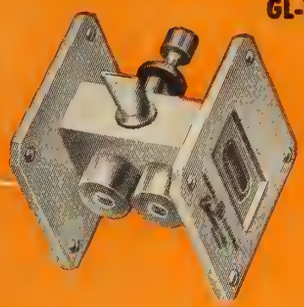
FOR SOME INTERESTING INFORMATION ON RADIO IN IOWA, PLEASE SEE PAGE 33 OF THIS ISSUE



for a better-than-ever BUY
IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION
5,000 w AM 50,000 w FM
1390 KC 105.1 MC
WFMJ
BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

BUILT BY THE DESIGN LEADER!

GL-1B63-A



BROAD-BAND MICROWAVE GAS SWITCHING TUBES

GL-1B44 and GL-1B56



GL-1B38



TR, ATR, and PRE-TR types

GENERAL ELECTRIC COMPANY pioneered the broad-band gas switching tube for microwave applications. From G-E research laboratories and drawing-boards came the original plans for these r-f "traffic sentinels" whose instant and automatic operation makes possible modern radar for military purposes—for electronic navigation in fog and darkness—for airway scanning, airport traffic control, and cloud and weather study.

Now G.E. offers to equipment designers and users a group of highly developed TR, ATR, and PRE-TR types which reflect intensive effort to achieve still more efficient tube-switching in microwave work.

Key ratings are given below. Complete characteristics and performance data gladly will be supplied at your request, covering any or all of the tubes listed. Announcement of still other types later, may be expected in view of General Electric's continuing program in the field.

For information, prices, and the help of specialist tube engineers who gladly will cooperate in choosing the right tubes for your microwave circuits, wire or write *General Electric Company, Electronics Department, Schenectady 5, New York.*

RATINGS

Group	Type No.	Freq. range	Max peak power	Leakage power	Recovery time, max
TR	GL-1B63-A	8490-9578 mc	250 kw	30 mw max	4 mu sec at—3 db
				Min firing power	Loaded Q, typical
ATR	GL-1B35	9000-9600 mc	250 kw	5 kw	4
	GL-1B37	8500-9000 mc	250 kw	5 kw	4
	GL-1B44	2680-2830 mc	1000 kw	20 kw	4
	GL-1B56	2783-2922 mc	1000 kw	20 kw	4
					Leakage energy
PRE-TR	GL-1B38	2700-2910 mc	1000 kw	100 kw	.0002 joules

GENERAL ELECTRIC

180-H6

FIRST AND GREATEST NAME IN ELECTRONICS

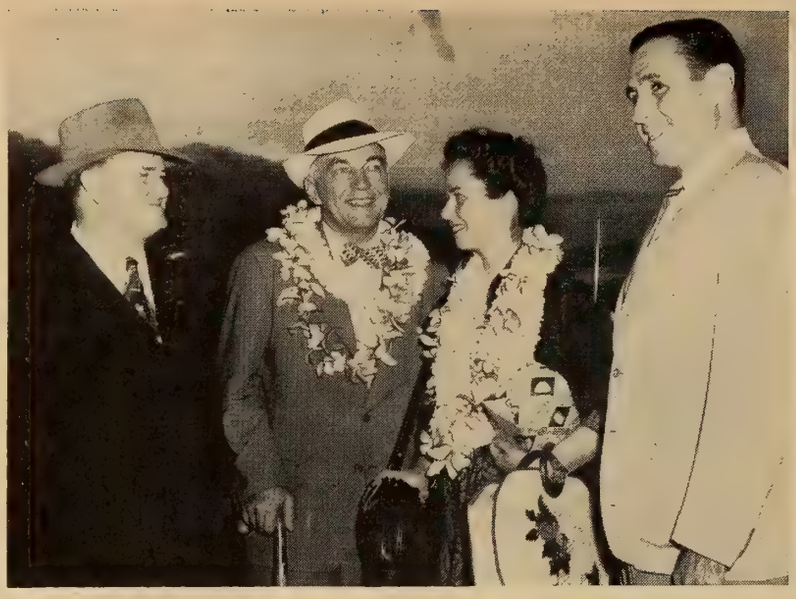
'TOWN MEETING'

Roundup Tour in Capital

ROUNDUP of *America's Town Meeting* global tour of 12 world capitals features a broadcast from Washington tomorrow evening (Oct. 18). It climaxes a two-day World Town Hall Seminar Washington Homecoming during which members of the world tour were honored at luncheons and took part in additional round-table talks. Program tomorrow, aired by WMAL Washington to the whole ABC network, will be held in the Departmental Auditorium on the topic "How Can America Contribute to a Free World?—A report to the People."

Participating are Chester S. Williams, World Town Hall Seminar director; Dean Althea K. Hottel, president of the American Assn. of University Women; George H. Wilson, president of the American Farm Bureau Federation, and Brooks Emeny, Foreign Policy Assn. president. George V. Denny Jr., program founder, will moderate. All of the speakers are members of the Seminar, representing 28 national organizations with a membership of 31 million.

Seminar members will hear Treasury Secretary John W. Snyder speak at a luncheon tomorrow at the Hotel Washington attended by Cabinet and Congress members, government officials and diplomats. Other events include an informal conference for the Town Hall party and Seminar members with State Secretary Dean Acheson and three seminars held in the State Dept. devoted to the Far East, the Near East and Europe. A fourth seminar Wednesday will be headed by Defense Secretary Louis A. Johnson and attended by his aids in the Defense Dept.



HAWAII hails George V. Denny Jr., moderator of *Town Meeting of the Air*, and Mrs. Denny, who were on the island for seminar debate broadcast Oct. 4 on the subject of Hawaii's immediate fitness to become the 49th state of the Union. At extreme left is George Murphy, manager of Murphy Motor Co., sponsor of *Town Meeting* in Hawaii, who met the Dennys at the airport with a fleet of Oldsmobile cars and Jack Burnett (extreme right), general manager of KULA, ABC outlet in Honolulu. The island visit was last in the round-the-world tour conducted by Mr. Denny.

Miss Kathryn Hardig
Ralph H. Jones Co.
Cincinnati, Ohio

Dear Katie:

Bin awonderin' what's all th' fuss 'round WCHS th' las' few days, an' I finely found out. Ever'one here in Charleston's Number One Station is aworkin' on th' Kroger Contest! Never seen nothin' like th' way these fellers jumps in an' does thin's fer their accounts, nosiree! And Katie, will you be surprised whenya hears what all these permoters has dreamed up fer yuh! Some new idy pops up durned near ever day! One thin' is sartin fer sure. Folks in Charleston REALLY knows there's a Kroger Contest agoin' on! But I reckin' this really ain't news fer folks like you who knows what kind of a job WCHS allus does fer its clients!

Yrs.
Algy

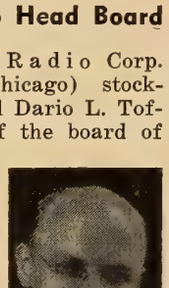


WCHS
Charleston, W. Va.

WMOR (FM) ELECTS

Toffenetti To Head Board

METROPOLITAN Radio Corp. (WMOR (FM) Chicago) stockholders have elected Dario L. Toffenetti chairman of the board of directors. Bernard I. Miller of Bache & Co., brokerage firm, is the company's new president. Mr. Toffenetti is owner of a restaurant chain in Chicago and New York.



Mr. Toffenetti

Other officers, include four vice presidents: Program Director Jules Pewowar, David Edelson, Promotion Director Herbert Kraus and Chief Engineer David Pivan. Continuity Editor Stephen B. Wood is secretary and John Malasky treasurer. Messrs. Pewowar and Edelson were re-elected. Members of the board, elected for two-year terms, are Mr. Toffenetti, Mr. Wood, M. W. Kutchins, Marsh Ray and Attorney Morris Alexander. Messrs. Kutchins and Wood are incumbents.

Ralph J. Wood Jr., WMOR general manager and former president, is expected to take an extended leave in the near future.

TWO-WAY RADIO

Prospects Big—Sterling

IN about five years a taxi without a radio will be as unique on busy streets as a surrey betopped with fringe, Comr. George E. Sterling, of the FCC, predicted at the 33rd annual convention of the National Assn. of Taxicab Owners in Buffalo last week.

Mr. Sterling also estimated that 90% of all cars will have two-way radio systems for communication by 1950. He added that "radio means greater safety for the passenger and the driver, and is an invaluable aid in reporting accidents, fires, crimes and rescue work." Two-way radio eliminates economic waste, inasmuch as 40% of taxi mileage is "dead" (without passengers), he said.

CONTINUOUS-play magnetic tape recorder, eliminating usual continuous tape loop, in production at Amplifier Corp. of America, New York.

WBT ANSWERS

Charges Made in Strike

WBT Charlotte, N. C., acted last week to tell advertisers its side of the current dispute with a group of 10 technicians after the group had sent large numbers of post cards to sponsors urging them to stop buying WBT time.

Charles H. Crutchfield, WBT vice president and general manager, sent clients a letter explaining that only 10 of nearly 100 employes are involved in the dispute and noting that "a full complement of technical employes, many of them union members, all of our union announcers and union musicians, and the remainder of our staff continue to work as usual, despite some picketing."

Enclosed with the letter is a pamphlet giving WBT's position in some detail. The station says it is insisting in negotiations with IBEW on the right to decide if an employe's services are satisfactory.

Some of WBT's technicians began picketing last July but were allowed to stay on their jobs, averaging $98.50 per week with three-week vacation with pay, unlimited sick leave with pay, and other benefits. Later some of the employes asked the FCC to revoke the television license of WBTV, video affiliate. The employes circulated handbills titled "Is Charlotte a second-class city," with adverse comments of WBTV's video service [BROADCASTING, Sept. 19].

Answering the newest post card barrage, WBT says, "In spite of these facts the men in question, while on our payroll, did all they could to undermine our television operation. If any employer was ever justified in discharging employes, we were."

Ziv Show Purchase

PURCHASE of *Meet The Menjous*, a "Mr. and Mrs." radio show, by Burger Phillips Department Store, Birmingham, for sponsorship in that city, was announced last week by Frederic W. Ziv Co., producers of the transcribed series featuring Adolph Menjou, and his wife, Veree Teasdale.

IF YOU HAVE A SPOT RADIO PROBLEM

CONTACT OUR NEAREST OFFICE

Joseph Hershey McGillvra, Inc.

RADIO AM-FM-TV REPRESENTATIVES

Executive Offices—366 Madison Avenue, New York 17, Murray Hill 2-8755

NEW YORK • CHICAGO • LOS ANGELES
SAN FRANCISCO • ATLANTA

Technical



BENJAMIN WOLFE, formerly chief engineer of WANN Annapolis, Md., and WSID Essex, Md., appointed technical director of WAAM (TV) Baltimore. He also was director of engineering for United Broadcasting Co., owner of WSID and WOOK Washington.

HARRY ESSMAN, formerly CBS Hollywood sound technician, joins network's western division engineering staff. Other additions include **Ray ERLENBORN** and **JACK SIXSMITH** to sound department.

JOSEPH SCHADL joins technical staff of WOAI-TV San Antonio, Tex., as film cameraman and projectionist following completion of 340-hour course at Television Workshop, New York. He has had more than seven years experience with photography.

JOHN NATALE, NBC Chicago field engineer, is the father of a boy, Robert William.

GEORGE K. GRAHAM, assistant technical director and director of TV training for student engineers at NBC, joins teaching staff of Hofstra College, Hempstead, N. Y.

CHARLES L. BRADY, chief engineer of KMAC and KISS (FM) San Antonio, Tex., and **SHIRLEY MINOR,** publicity and promotion director for stations, have announced their marriage.

RAYMOND BURTSCHER, TV projectionist at NBC Chicago, is the father of a girl, Eileen.

TWENTY page illustrated bulletin, GEA5233, describing newest **General Electric** telemetering equipment for electric power distribution and industrial applications, released by company. Copies may be had by writing General Electric Co., Schenectady 5, N. Y.

SEVENTH Town Meeting of Radio Technicians sponsored by Radio Mfrs. Assn. will be held in U. S. Chamber of Commerce Auditorium, Washington, Nov. 1, 2 and 3. **RAYMOND C. COSGROVE,** new RMA president, has invited Wayne Coy, FCC chairman, to appear with him on Nov. 1 program.

SPRAGUE ELECTRIC Co., North Adams, Mass., introduces thin multisection ceramic capacitors that are ideal space and cost-savers for bypass and coupling applications. Called Bulplate ceramic capacitors, unit combines all capacitors in one or more radio circuit stages into compact assembly.

ELECTRONICS COMPONENTS DIV., Stackpole Carbon Co., St. Marys, Pa., announces production of Stackpole Ceramag II cores, high permeability core for screen areas where there is sudden voltage drop. Cores are made of unique powdered material and give ratios of from 1 to 8 or more, compared to 1-5 for previous cores.

Reaching
4,000,000 PEOPLE
KWKW
Pasadena - Los Angeles
NATIONAL REP. FORJOE & CO.

LOBBY PROBE

House Awaits Budget O. K.

SELECT Committee on Lobbying Activities last week held its first organization meeting and awaited action by the House Administration which must pass on a budget request for $40,000 before the group can launch its proposed probe [BROADCASTING, Oct. 3, 10].

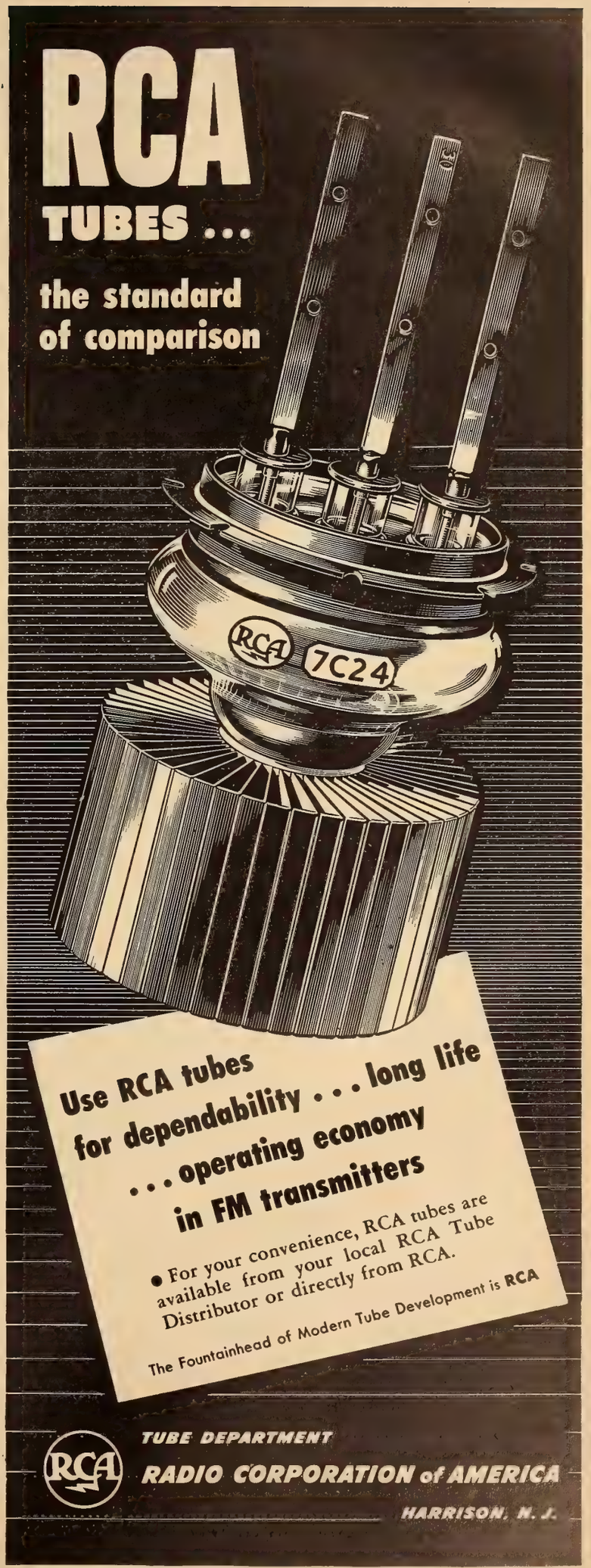
Under the chairmanship of Rep. Frank Buchanan (D-Pa.), who presided over the informal session, the seven-man select group mapped plans for the comprehensive lobbying investigation. Rep. Buchanan announced that formation of objectives and policies will be made at a later meeting of the group, which will convene periodically after Congress adjuorns. Schedule of hearings will be announced sometime in January after specialists working for group have determined the fields to be studied.

Congressman Buchanan reminded BROADCASTING that radio and other avenues of communications were exempt from the Lobbying Act insofar as airing or publishing views on legislation, and he didn't think radio interests would be singled out especially during the study. The probe will cover conformity with the act by lobby registrants and failure of private and public agency personnel to register. The House Administration Committee is expected to approve the $40,000 sum sought by the Select group before adjournment.

WNEW Anti-fire Jingles

NEW YORK'S Fire Commissioner Francis J. Quayle Sunday, Oct. 9, launched the third WNEW New York series of fire prevention jingles, created to educate listeners in fundamentals of fire prevention. Last year's series were used by more than 800 stations across the country, and the National Board of Fire Underwriters distributed the songs this year to an even larger list of stations in time for fire prevention week, Oct. 9-15.

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ACTIONS OF THE FCC

OCTOBER 7 to OCTOBER 14

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur.-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis.-visual** | **unl.-unlimited hours**
STA-special temporary authorization | **CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

October 7 Applications . . .

ACCEPTED FOR FILING

AM—910 kc

Selma-Smithfield Bcstg. Co., Smithfield, N. C.—CP new AM station 910 kc 250 w D AMENDED to request 910 kc 1 kw D.

License for CP

WCOR Lebanon, Tenn.—License to cover CP new AM station.

WFOW Madison, Wis.—License to cover CP new FM station.

Modification of CP

WAMS-FM Wilmington, Del.—Mod. CP new FM station for extension of completion date.

TENDERED FOR FILING

Transfer of License

WICA-AM-FM Ashtabula, Ohio—Transfer of licensee corp. from Robert B. Rowley and Don C. Rowley as executors of estate of C. A. Rowley to themselves as beneficiaries.

October 10 Decisions . . .

ACTIONS ON MOTIONS

(By Commissioner Sterling)

FCC General Counsel—Granted petition for extension of time to Oct. 17 to file exceptions to initial decisions in re WILK.

WSEE Sunshines Television Corp., St. Petersburg, Fla.—Granted request for dismissal of application for extension of TV completion date.

KAVR Harvre, Mont.—Granted petition to accept late appearance in proceeding re application and KOJM.

WBEX Chillicothe, Ohio—Granted petition to accept late appearance in proceeding upon WJBK Detroit.

Rock River Valley Bcstg. Co. and Watertown Radio Inc., Watertown, Wis.—Granted petition of Rock River Valley Bcstg. Co. to dismiss without prejudice application and, on Commission's own motion removed from hearing docket application of Watertown Radio Inc.

(By Examiner Resnick)

WSPD and WKJG Fort Wayne, Ind.—Upon motion for continuance Commission continued indefinitely hearing now scheduled for Oct. 17th.

(By Examiner Hutchison)

Lamar County Bcstg. Co. Paris, Tex.—Granted motion to continue hearing now scheduled for Oct. 10th to Nov. 7th at Washington, D. C.

(By Examiner Cunningham)

Public Service Bcstg. Corp., Schenectady, N. Y.—Denied motion (1) insofar as it seeks authority to dispense with testimony of certain minority stockholders in hearing on dockets (2) granted motion insofar as it seeks alternative relief; namely, issuance of order to take depositions of such minority stockholders in Schenectady on Oct. 10; an on Commission's motion continued to Nov. 14 in Washington, D. C., hearing now scheduled for Oct. 10 in this proceeding.

(By Commissioner Sterling)

Concord Bcstg. Corp. Niagara Falls, New York and Erie Bcstg. Corp. Buffalo, New York—Ordered further hearing in proceeding be scheduled for Oct. 19th at Washington, D. C.

BY COMMISSION EN BANC

Hearing Designated

WEIM Fitchburg, Mass.—Designated for hearing application to change facilities from 1340 kc 250 w unl. to 1280 kc 1 kw unl., install DA, change trans. location, and install new trans., in consolidated proceeding with application of Glen Falls Pub. Corp., to commence on Oct. 17 in Washington, and made WKNE Keene, N. H., WOV New York, parties to proceeding.

Oral Argument Continued

Commission continued from Oct. 17 to Nov. 4, oral argument in docket to permit licensees and permittees of standard broadcast stations to make informal application for authority to use apparatus for production of programs to be transmitted to foreign radio stations where such programs are also broadcast in this country.

October 10 Applications . . .

ACCEPTED FOR FILING

License for CP

KGAN Kingman, Ariz.—License for CP new AM station.

AM—920 kc

WLCS Baton Rouge, La.—CP new AM station to change from 1400 kc 250 w unl. to 1420 kc 1 kw unl. DA-2 AMENDED to request 910 kc 1 kw unl. DA-1.

Modification of CP

KOH Reno, Nev.—Mod. CP new AM station to change from 630 kc 5 kw unl. to request 630 kc 5 kw-D 1 kw-N.

TENDERED FOR FILING

AM—1400 kc

WBAT Marion, Ind.—CP to change from 1600 kc 500 D to 1400 kc 250 unl.

SSA—1310 kc

WNAE Warren, Pa.—Request for SSA to operate from local sunset to 12 p.m. with power of 100 w on 1310 kc for period of six months.

APPLICATION DISMISSED

KNAF Fredericksburg, Tex.—Gillespie Bcstg. Co. DISMISSED Oct. 5 application for relinquishment of control of corp. through sale of 33⅓% common stock from Walter T. McKay and Arthur Stehling to O. C. Fisher.

(Continued on page 74)

SMYTHE SURVEY

Studies Educational Outlets

STATISTICAL importance of noncommercial educational stations is shown by Dallas W. Smythe, professor of economics at the U. of Illinois and member of the school's Institute of Communications Research, in a survey reported fortnight ago. Highlights of the survey include these findings:

Nearly half of the programs presented by the stations are produced locally by the station staff; total broadcasting by the stations is approximately 1% of the commercial broadcast time on the air; six times as much of their program time is given over to educational, cultural and public issues programs as commercial stations for talks, forums and panels. Also found was the devoting of eight times as much time by commercial stations to dramatic programs—2% for the non-commercial outlets and 16% by commercial stations.

Prof. Smythe's survey covered all of the members of the National Assn. of Educational Broadcasters operating AM and FM stations. AM stations, he found, are located largely in the midwest while FM stations are more widely distributed but have fewer listeners.

Reason for the disproportion in the amount of broadcast time between the commercial and noncommercial, explained Prof. Smythe, former economic head at the FCC, is due primarily to the Commission's restrictions — limiting many AM educational stations to daytime hours. Prof. Smythe based his "inventory" of radio programming by educational broadcasters on a survey of activities of the NAEB during the week May 1-7.

STANDARDS BUREAU

Adds Third Signal Nov. 1

THIRD descriptive broadcast signal will be added Nov. 1 by the Bureau of Standards station, WWV Washington, to improve its reports on propagation conditions in the ionosphere. The information is described of vital significance to the armed service and communications industry.

The bureau has sent out reports at 19 and 49 minutes past each hour, in addition to standard radio frequencies, time announcements and standard musical pitch. The letter "N" signifies normal conditions, with the letter "W" a warning that disturbed conditions are present or expected within 12 hours. Starting Nov. 1 the bureau will add a third warning, the letter "U," to be used when satisfactory reception is expected where high-power equipment is used but poor results on services less well equipped. The notices primarily refer to North Atlantic circuits.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

Commercial Radio Monitoring Co.
successor of
COMMERCIAL RADIO EQUPT. CO.
Monitoring Division
PRECISION FREQUENCY MEASUREMENTS
Engineer On Duty All Night Every Night
PHONE LOGAN 8821
Porter Bldg. Kansas City, Mo.

Negro Radio Promotional and Counseling Services
Engineering Advertising
Financial Administration
Media Brokers
Kyle, Carter & Eubanks
E. Lake St., Chicago 1 at State & Lake
Phone: FRanklin 2-4344

* VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities. Use coupon below . . .

YOUR SERVICE

can be brought regularly to the attention of the 15,500 (paid) subscribers of BROADCASTING-TELECASTING, by simply indicating the number of insertions desired and mailing this coupon to:

BROADCASTING - TELECASTING • NAT'L. PRESS BLDG. • WASHINGTON, D. C.

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Company .....

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FCC Actions

(Continued from page 72)

October 11 Decisions . . .

ACTIONS ON MOTIONS

By Examiner Cooper

WMAW Milwaukee—Granted petition for continuance of hearing on application for license to cover CP from Oct. 17 to Oct. 24 at Milwaukee.

WEBS Oak Park, Ill.—Granted petition for leave to amend application and to remove from hearing docket; accepted amendment.

FCC General Counsel—Granted petition for indefinite continuance of hearing on application of Chanute Bcstg. Co., Chanute, Kan.

By Examiner Johnson

WHIT New Bern, N. C.—Granted petition for continuance of hearing on application for CP and that of Colonial Bcstg. Co. Inc., New Bern, N. C.; hearing continued to Nov. 14.

BY THE SECRETARY

Scripps-Howard Radio Inc., Cincinnati—Granted license for new exp. TV relay KA-3300.

WSNJ-FM Near Bridgeton, N. J.—Granted license for new FM station Chan. 255 (98.9 mc), 9 kw, 480 ft.

WNAO-FM Raleigh, N. C.—Same—Chan. 241 (96.1 mc), 25 kw, 460 ft.

WROK-FM Rockford, Ill.—Same—Chan. 248 (97.5 mc), 16 kw, 300 ft.

WCBT-FM Roanoke Rapids, N. C.—Same—Chan. 253 (98.5 mc), 16 kw, 330 ft.

WWNI Wabash, Ind.—Same—Chan. 248 (97.5 mc), 71 kw, 290 ft.

WSAM-FM Saginaw, Michigan—Same—Chan. 251 (98.1 mc), 1.7 kw, 330 ft.

KFPW-FM Fort Smith, Ark.—Same—Chan. 235 (94.9 mc), 14 kw, 310 ft.

WLWB Dayton, Ohio—Same—Chan. 248 (97.5 mc), 18 kw, 490 ft.

WLWF Columbus, Ohio—Same—Chan. 242 (96.3 mc), 15 kw, 395 ft.

WSVS-FM Crewe, Va.—Same—Chan. 284 (104.7 mc), 14 kw, 450 ft.

KOTA-FM Rapid City, S. D.—Granted license to cover CP as reinstated for new FM station Chan. 234 (94.7 mc), 16 kw, 390 ft.

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LONG ISLAND
STORY

BUSINESS IS GOOD
IN NASSAU COUNTY!

BANK DEBITS - 8 Months
1948 . . $1,701,068,000.00
1949 . . $1,813,671,000.00

BANK DEPOSITS - 6 Months
1948 . . . $496,829,976.00
1949 . . . $535,688,316.00

NEW HOUSING UNITS -
6 Months
1948 5,361
1949 5,658

WHLI ADVERTISING VOLUME
Highest in station's history

Data Sources:
Nassau County Clearing House Association, Federal Home Loan Bank, Nassau County Planning Commission

AM WHLI FM
HEMPSTEAD, LONG ISLAND, N.Y.
ELIAS LGODOFSKY *President*

WABX Harrisburg, Pa.—Granted license for new FM station Chan. 261 (100.9 mc), 1 kw, minus 85 ft.

WNAS New Albany, Ind.—Granted license for new FM noncommercial educational station 88.1 mc, 10 w.

WCFC Beckley, W. Va.—Granted license covering changes in existing FM station Chan. 267 (101.3 mc), 35 kw, 430 ft.

WLEY Elmwood Park, Ill.—Same—Chan. 295 (107.1 mc), 950 w, 260 ft.

WCBC-FM Anderson, Ind.—Granted license for new FM station Chan. 267 (106.3 mc), 350 w, 220 ft.

WBEH New Orleans—Granted mod. CP change type trans.

WJPR Greenville, Miss.—Granted mod. CP make changes in vertical ant. system.

WOI-TV Ames, Iowa—Granted mod. CP change type trans. and make ant. changes; ERP—aur. changed from 10.4 kw to 8 kw.

WJZ-TV New York—Granted mod. CP change trans. site and decrease ERP from vis. 29.5 kw, aur. 14.8 kw to vis. 3.8 kw, aur. 1.8 kw; ant. increased to 1,255 ft.

Following were granted mod. CPs for extension of completion dates as shown: WXEL Parma, Ohio, to 12-31-49; KLAC-TV Los Angles, to 5-1-50; KSL-TV Salt Lake City, to 4-15-50; KCMO-FM Kansas City, to 11-1-49; KSL-FM Salt Lake City, to 5-15-50; WJLB-FM Detroit, to 5-1-50; WBT-FM Charlotte, N. C., to 5-4-50; WISC-FM Madison, Wis., to 5-8-50; KOMA-FM Oklahoma City, to 4-1-50; KSDS San Diego, Calif., to 6-30-50; WSFL-FM Springfield, Mass., to 4-1-50.

WJMA Orange, Va.—Granted license new standard station 1340 kc 250 w unl.

KXRO Aberdeen, Wash.—Cancelled CP install new trans.

WADC Akron, Ohio—Cancelled CP mount FM ant. on top of east tower of DA.

WBBQ Augusta, Ga.—Granted CP add top loading to presently licensed vertical ant.

WCLD Cleveland, Miss.—Granted mod. CP for approval of ant. and trans. location and to specify studio location.

KENM Portales, N. M.—Granted mod. CP for approval of ant., trans. and studio locations.

KFMB-TV San Diego, Calif.—Granted mod. CP for extension of completion date to 5-1-50.

WSFL Springfield, Mass.—Granted mod. CP for extension of completion date to 11-1-49.

KCHE El Reno, Okla.—Granted voluntary assignment of license from partnership composed of two equal partners to new corporation, KCHE Inc., which capital stock will be owned equally by two assignor partners.

WLRP New Albany, Ind.—Granted voluntary assignment of license from partnership owned equally by two partners to new corporation, Ohio Valley Bcstg. Inc., which capital stock will be owned equally by two assignor partners, except for one share which will be owned by wife of one partner.

KINE Kingsville, Tex.—Granted involuntary assignment of license to Josephine Pate Kidd executrix, estate of Jack Henry Kidd Jr., deceased.

WGES Chicago—Granted voluntary assignment of license for reorganization of partnership.

WTWN Saint Johnsbury, Vt.—Granted license new standard station 1340 kc 250 w unl.

WRMN Elgin, Ill.—Same—1410 kc 500 w D.

WGRO Bay City, Mich.—Same—1260 kc 500 w D.

WGTN Georgetown, S. C.—Same—1400 kc 250 w unl.

WBCU Union, S. C.—Same—1460 kc 1 kw unl. DA-N.

KTSA San Antonio, Tex.—Granted license increase power, etc.

KXOC Chico, Calif.—Granted license new standard station and specify studio location; 1150 kc 5 kw-D 1 kw-N unl. DA-N.

WGAA Cedartown, Ga.—Granted license install new trans.

WWWF Fayette, Ala.—Granted license new standard station and specify studio location 990 kc 1 kw D.

KIBE Palo Alto, Calif.—Granted license new standard station and specify studio location 1220 kc 250 w D.

WSKB McComb, Miss.—Granted CP change system of modulation.

WFKY Frankfort, Ky.—Granted CP change trans. location.

WCOR Lebanon, Tenn. — Granted mod. CP change type trans.

WACR Columbus, Miss. — Granted mod. CP for approval of ant. and trans. location.

KAST Astoria, Ore.—Granted mod. CP change type trans.

KLMO Longmont, Colo. — Granted mod. CP for approval of ant. and trans. location, specify studio location and change type of trans.

KALA Sitka, Alaska—Granted mod. CP for approval of ant., trans. and studio locations.

KIFW Sitka, Alaska—Granted mod. CP for approval of ant., trans. and studio locations.

WLEE Richmond, Va.—Granted mod. CP make changes in No. 1 tower and mount FM ant. thereon.

WFCB Dunkirk, N. Y.—Granted mod. CP change type trans. and specify studio location.

WPLN Erie, Pa.—Granted mod. CP for approval of ant. trans. and studio locations and change type trans.

Following were granted mod. CPs for extension of completion dates as shown: KSOX Harlingen, Tex., to 5-2-50; WPTF Raleigh, N. C., to 5-1-50; KWBB Wichita, Kans., to 4-10-50; KVLC Litle Rock, Ark., to 12-13-49; WGAL-FM Lancaster, Pa., to 5-1-50; KFUO-FM Clayton, Mo., to 3-24-50 WIZZ Wilkes-Barre, Pa., to 12-29-49; WKVM Arecibo, P. R., to 12-15-49.

KWK-FM St. Louis—Granted license new FM station Chan. 256 (98.1 mc), 40 kw, 510 ft.

KCLE-FM Cleburne, Tex.—Same—Chan. 232 (94.3 mc), 330 w, 190 ft.

KDRO-FM Sedalia, Mo.—Same—Chan. 259 (99.7 mc), 15 kw, 340 ft.

WLDS-FM Jacksonville, Ill.—Same—Chan. 263 (100.5 mc), 7.3 kw, 340 ft.

KARM-FM Fresno, Calif.—Same—Chan. 270 (101.9 mc), 7.4 kw, 360 ft.

WHKY-FM Hickory, N. C.—Same—Chan. 275 (102.9 mc), 210 kw, 960 ft.

WTAL-FM Tallahassee, Fla.—Granted license reinstate new FM station Chan. 280 (103.9 mc), 710 w, 150 ft.

WEHS Cicero, Ill.—Granted license covering changes in existing FM station Chan. 250 (97.9 mc), 15.5 kw, 550 ft.

KRLD-FM Dallas, Tex.—Same—Chan. 223 (92.5 mc), 40 kw, 480 ft.

October 11 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WTIM Taylorville, Ill.—Mod. CP new AM station for extension of completion date.

Program Authority

Burns Ave. Baptist Church, Detroit—Extension of authority to transmit programs to CKLW Windsor, Ont.

License for CP

WCMW Canton, Ohio—License to cover CP new FM station.

Modification of CP

Following FM stations filed applications for mod. CP to extend completion date: KFAC-FM Los Angeles; WMBR-FM Jacksonville, Fla.; WAAF FM Chicago; WNOW-FM York, Pa.

KDNT-FM Denton, Tex. — Mod. CP new FM station change ERP to 762 w, change ant. height to 274 ft.

WTTV Bloomington, Ind.—Mod. CP new commercial TV station for extension of completion date from 10-15-49 to 6-15-50.

Modification of License

WOSH-FM Oshkosh, Wis.—Mod. license change studio site to 1235 Bowen St.

APPLICATIONS RETURNED

KAST Astoria, Ore.—RETURNED Oct. 7 application for mod. CP change power etc. for extension of completion date.

October 12 Applications . . .

ACCEPTED FOR FILING

License for CP

KELS Kelson, Wash. — License to cover CP new AM station.

Modification of CP

Following FM stations filed applications for mod. CP extend completion date: KMJ-FM Fresno, Calif.; WMOR Chicago; KBTR Minneapolis; WKNE-FM Keene, N. H.; WSAZ-FM Huntington, W. Va.

(Continued on page 79)

NAB HANDBOOK

New Engineering Edition

NAB member stations are receiving the fourth edition of the *NAB Engineering Handbook*, in preparation for two years under supervision of Neal McNaughten, director of the NAB Engineering Dept. The project was started by Royal V. Howard, Mr. McNaughten's predecessor.

The book has been revised and greatly enlarged, containing 740 pages of basic information and technical material for engineers. It is sent free to NAB member stations, with extra copies available to members at $17.50 each. It is not available to non-member stations eligible to belong to NAB.

Six sections are included in the loose-leaf volume, a gold-embossed post binder permitting expansion from 2½ to 4 inches as additional material is made available. The book weighs just over six pounds.

Completely catalogued, the handbook is divided into six sections—FCC regulations and standards, transmitter, studio, field, general engineering, and charts, graphs and tables, covering AM, FM and TV.

New material on radiation is provided in an article, "Theory and Design of Directional Antenna Systems," by Carl E. Smith, United Broadcasting Co. It is described as the first coordinated and complete work giving a practical approach in design of directional antennas. Dixie B. McKey, consulting engineer, is author of an article on care and maintenance of directional antennas.

Latest developments in studio design and equipment are covered in detail, along with material on room acoustic design and program transmission standards.

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LOW RATES • FREE SAMPLE

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Listener With Faith

ED GRAUERHOLZ, postmaster at the Ebson, Kan., post office, is a real follower of the baseball broadcasts of Jack Sandler, KOWH Omaha sports director—and apparently has faith in his fellow man as well. The postmaster sent Mr. Sandler a letter and a signed check to cover dinners for the sports director and his wife. Mr. Sandler, who isn't married, wrote back suggesting Mr. Grauerholz fill the check out and make it payable to the Omaha Children's Memorial Hospital. The tribute to his broadcasts and his personal honestly are adequate reward for Sportsman Sandler.

WLAP TO 630 KC

FCC Again Proposes Grant

IN ITS THIRD decision on the 45-month - old Lexington - Cincinnati 630 kc case, FCC proposed anew last week to grant the application of WLAP Lexington, which 19 months ago won a final grant that was later set aside.

As in the original proposed decision in May 1947 and the final decision of March 1948, vacated last October for further hearings, the new proposed decision anticipates denials for WLAP's rivals for 630 kc: WCPO Cincinnati and Queen City Broadcasting Inc., also of Cincinnati.

All three applications are for 630 kc with 5 kw day and 1 kw night, directionalized fulltime. WLAP, an ABC outlet, currently operates on 1450 kc with 250 w while WCPO, a Scripps-Howard station affiliated with Mutual, is on 1230 kc with 250 w. Queen City, seeking 630 kc for a new station at Cincinnati, is owned by Leonard Reinsch, managing director of the Cox stations (WSB Atlanta, WHIO Dayton, WIOD Miami), and Frank H. McIntosh, Washington consulting radio engineer, and Mrs. Reinsch and Mrs. McIntosh.

The new proposed decision was issued on a 4-1 vote, Comr. Jones favoring a grant to Queen City, which he felt had not been given "a full opportunity to present its case as part of a reopened record." He referred to the Commission's reversal of his ruling, as motions commissioner, granting Queen City's request for an amendment with respect to a new antenna site.

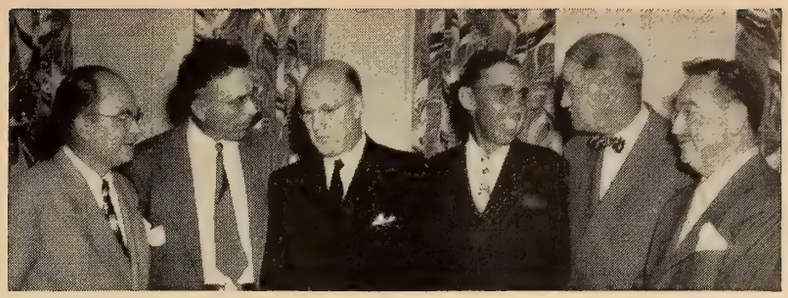
The majority contended that the evidence taken in the further hearing "reinforces" the original decision that a grant to WLAP "will be more in accord" with the equitable-distribution requirements of the Communications Act than would a grant of either of the others.

The decision conceded that a grant to Cincinnati "would provide for a more efficient utilization of the frequency under our Standards" and that WLAP's proposed operation "would be limited at night by interference to a somewhat greater degree than contemplated by the Standards." But the majority felt these factors are outweighed by other considerations, "particularly in view of the greater need for service in areas proposed to be served by American Broadcasting Corp. (licensee of WLAP)."

Several conditions would be imposed on the WLAP grant, under the decision. WLAP would be required to install a phase monitor in the transmitter room to make sure that radiated fields are maintained within the tolerances required; a "directional non-directional survey" would have to be made and accepted by FCC prior to issuance of a license; an approved frequency monitor would be required; and field intensity would have to be measured at each of the monitoring points every seven days after commencement of operation.

The decision was by Chairman Wayne Coy and Comrs. Paul A. Walker, George E. Sterling, and E. M. Webster. Comrs. Rosel H. Hyde and Frieda B. Hennock did not participate.

The original hearing was held in February 1946; the further hearing early this year.



BANQUET topped the second annual KLZ Denver-Denver *Post* soil conservation contest on Oct. 3 with noted national and state dignitaries in attendance. L to r are: Hugh B. Terry, vice president and general manager of KLZ; Ken Chalmers, Colorado state conservationist; Agriculture Secretary Charles F. Brannan; George Stinton, winning farmer; Gov. Lee Knous of Colorado; E. Ray Campbell, president of the Denver *Post* Printing and Publishing Co.

KVI STRIKE

Off Air Nearly 7 Hrs.

AFTER months of negotiating, Local 77, IBEW, struck three operators against KVI Tacoma Friday, Oct. 7. Station was off the air six hours and 55 minutes until a contract was approved granting a 21-cent hourly increase to $2.16, plus working conditions' changes.

T. S. McCulloch of the Industrial Conference Board represented the station. W. W. Williver of the State Mediation Board participated. Mrs. Vernice Irwin, KVI president, branded the strike illegal and wildcat because the existing contract banning walkouts required arbitration which had not even been reached. Mrs. Irwin told BROADCASTING a whole new contract was presented at 2 p.m. and the strike came at 4 p.m. before it was read.

When the strike became effective, KING Seattle General Manager Hugh Feltis arranged with MBS for KING to carry the World Series in the area. Lines were installed by 10 p.m. but the strike ended at 10:55 p.m.

WHAT TO REMODEL

Improvements for Fulltime

WILLIAM A. BANKS, president of WHAT Philadelphia, has announced that the station will undergo at once an extensive modernization program with new transmitting equipment, increased studio facilities and other improvements now that the FCC has granted the station a fulltime license. Previously WHAT has shared time with WTEL Philadelphia. WHAT now will be on 1340 kc exclusively.

The station, which also operates on FM outlet on 105.3 mc, will begin its 24-hour broadcast schedule as soon as arrangements can be made. Mr. Banks and Dolly Banks also operate WINX Washington, an independent station. WHAT was granted an extension of broadcast time and increased power on Sept. 28 by the FCC.

KLZ CONTEST

Points Up Good Farming

TRIBUTE was paid by national and state officials to KLZ Denver and the Denver *Post*, co-sponsors of the annual soil conservation contest, at a banquet Oct. 3 held at the Denver Athletic Club. Featured speakers, Agriculture Secretary Charles F. Brannan and Colorado's Governor Lee Knous, praised the efforts of KLZ and the *Post* for stimulating wide interest in soil conservation in the state.

The 15 state winners represented five Colorado soil conservation districts and each district received $500 from KLZ and the *Post* for their prize winning efforts. The contest, conducted by Lowell Watts, KLZ farm editor, and Ralph Partridge, farm editor of the *Post*, began last February. KLZ officials present at the banquet included Harry E. Huffman, president of Aladdin Radio & Television Inc., station owner; Hugh B. Terry, vice president and general manager; R. Main Morris, assistant manager; Lee Fondren, national sales manager; John Connors, promotion manager, and Mr. Watts. Leading state soil conservationists were judges. Total of 43 Colorado districts entered the contest—representing 129 farms in the state.

KGW

KGW-FM

PORTLAND, OREGON

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

There's a New Bold Look in Northeastern Ohio

IT'S A NEW LOOK because . . .
It sparkles with greater sales results from today's more conservative ad expenditures.

IT'S A BOLD LOOK because . . .
The pattern no longer conforms to old-fashioned and outmoded traditions in time-buying.

THREE THINGS HAVE HAPPENED DURING THE PAST TWO YEARS TO PRODUCE THIS NEW BOLD LOOK IN NORTHEASTERN OHIO

1. A station 58 miles from us increased its power and therefore a station 24 miles from us lost more than half its audience in the Canton Market.
2. Another station 58 miles from us lost some of its best features and therefore lost several percentage points in its Canton Market audience ratings.
3. WHBC increased its power to 5,000 watts . . . became an affiliate of ABC . . . and therefore another station 24 miles from us lost practically all its Canton Market audience.

RESULT:
WHBC in Canton is now the station that completes your coverage picture in NORTHEASTERN OHIO because WHBC has gained audience while listening to all other stations has split seven ways.

Check Taylor Borroff About . . .
. . . Brand New Hooperatings
. . . More listeners at less cost
. . . Retail sales that still hold firm
. . . Local promotion that sells
. . . A 5-county "BRIGHT SPOT" market

ASK WHBC CANTON
about the NEW BOLD LOOK in NORTHEASTERN OHIO

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Sales manager for midwestern regional ABC station in steady conservative market. Salary and commission should total $6,000 to $12,000 per year depending upon individual. Write stating education, sales experience, references and photo. Box 847c, BROADCASTING.

Station manager—Real opportunity for aggressive, experienced man in fine Illinois market. Only station. Must have sales knowhow and ability to handle all management responsibilities for absentee ownership. Salary and bonus. Send all details first letter. Open now. Write Box 896c, BROADCASTING.

Salesmen

Experienced commercial man for network station in large, fast-growing southwestern city. Ability to sell and maintain large accounts necessary. Splendid opportunity and permanency for right man. Box 674c, BROADCASTING.

Salesman for independent in large midwestern city. Must have proven sales record on independent station. Unlimited opportunity. Box 816c, BROADCASTING.

Sales: Experienced commercial manager for 250 w network station, Iowa. Excellent opportunity for exceptional earnings, no ceiling. Send complete details, background, sales record, executive experience, references, photo, working arrangement desired. Confidential. Personal interview required. Write Box 829c, BROADCASTING.

Local salesman for first station in city of 125,000. Network affiliate, fulltime, well established. Salary and commission. Opportunity for advancement to administrative position. Owner has multiple radio interests in Great Lakes area. In answering give sales experience, references, education and photo. Box 848c, BROADCASTING.

To a young man not afraid of hard work and with some radio sales experience plus reasonable intelligence and amiable personality. An opportunity exists with an ABC station in a southwestern market in excess of 100,000. Write fully to Box 892c, BROADCASTING.

Wanted—Experienced salesman for only station in one of Illinois better markets. Kilowatt daytime, fine potential. Good proposition and permanent position. Send complete details for consideration. Position open now. Write Box 895c, BROADCASTING.

Announcers

Opening for versatile announcer 1000 watt independent near Chicago. Personal interview required. Box 802c, BROADCASTING.

Announcer, ability to handle disc shows for Slovac and/or Hungarian programs. Send background data, photo and disc if available. Box 861c, BROADCASTING.

Announcer—Experienced news and commercial man. Capable of doing some production work. Long established midwestern network station. State salary. Send disc, Box 891c, BROADCASTING.

Texas Mutual outlet wants combination newsman-announcer. Sports knowledge essential. Ideal living conditions in clean town of 15,000. Tell all in first letter. Box 898c, BROADCASTING.

WELM Elmira, N. Y. requires top-notch morning man who is already working but looking for congenial company, week ends off, 36-40 hours, $50 minimum plus some commercials. Please save our time and yours by not applying unless you've had at least one year of staff announcing.

Help Wanted (Cont'd)

Combination announcer-engineer. Strong on announcing, permanent, attractive offer. Send disc and information to WITZ, Jasper, Indiana.

Technical

Wanted by broadcast and recording studio in New York City, engineer or audio technician, experienced in construction and maintenance. Box 864c, BROADCASTING.

Immediate opening. Engineer with announcing experience or potential. Pleasant working conditions, moderate climate. Write qualifications, salary requirements. WWGS, Tifton, Georgia.

Production-Programming, others

Farm director 5 kw Mutual midwest. Must have rural and independent programming background. Send photo, disc, complete background and salary requirements first letter. Box 668c, BROADCASTING.

Wanted. Program director who is sales-minded, in a 600,000 population market. We go 5000 watts shortly. Midwest. Must be sober. Box 797c, BROADCASTING.

Radio director: Experienced male producer of educational programs wanted by eastern university. Producer over 30 years who can also announce and write shows desirable. State salary. Box 824c, BROADCASTING.

Copywriter able service accounts. Send resume, samples work. Announcing helpful. Texas station. Box 900c, BROADCASTING.

Continuity writer. Mature girl or woman with outstanding writing ability. Must take complete charge of department. Shows and spots. Preferably from the midwest. Write Box 912c, BROADCASTING.

Situations Wanted

Managerial

Head of radio advertising agency thoroughly experienced in all types station operation desires station ready to capitalize on his experience to cut down expenses and increase radio audience and sales. Proven sales and program plan. Box 705c, BROADCASTING.

Manager — Now employed, desires change from present position. Ten years experience. Will exchange references. Preference for Ohio, Indiana, Illinois markets. Available immediately. Box 899c, BROADCASTING.

Wanted—Manager or commercial manager position. Presently employed as manager of branch station. Commercial manager experience, no arm chair type. Interested in southwest and midwest. Full details in reply. Box 903c, BROADCASTING.

Manager, 13 years experience 250 w, 50 kw. As announcer, program director, salesman, manager, part owner, put station in black in competitive 12 station market. Can get along with people, sober, married, sound business judgement, interested in station planning or in television. Want personal interview only. Box 906c, BROADCASTING.

Good station manager who knows sales, continuity and programming is open for position starting Nov. fifth. Excellent record and best references. Write, wire N. L. Royster, Station WBUY, Lexington, N. C.

Situations Wanted (Cont'd)

Salesmen

Young, experienced salesman with proven record wants to change markets. Prefer Louisiana, Florida or Texas. Box 850c, BROADCASTING.

University graduate, sales success, experienced, will accept fair offer. East. Box 922c, BROADCASTING.

Announcers

Announcer. College grad, 22, available immediately, anywhere. Disc, photo and references on request. Box 682c, BROADCASTING.

Play-by-play announcer, experienced in all phases of college and high school sports and staff work. Desires station with full sports schedule. All offers considered. Box 785c, BROADCASTING.

Eight years, sports, discs, events, news, college graduate, married, employed. Box 789c, BROADCASTING.

Versatile announcer-singer; own piano accompaniment. Anywhere. Disc, details. Box 790c, BROADCASTING.

Announcer, 25, three years, want to assist news editor. Have done rewrite and broadcast news. Box 800c, BROADCASTING.

Eight years commercial, disc, news. Eighty-five guarantee after ninety days. TV experience. Married. Employed. Box 815c, BROADCASTING.

Experienced, competent news-editor, 'caster. Versatile announcer. Baseball play-by-play, some football. Excellent references. Married. All offers answered. Box 834c, BROADCASTING.

Announcer: Age 30, single, 3 years experience all phases. Accent on news. Information on request. Box 838c, BROADCASTING.

Two and a half years of this business makes or breaks an announcer and I'm not in debt yet. I've built two very saleable disc sessions at two eastern indies and I offer you a high rated, friendly jockey show plus experience in all kinds of staff announcing. In return I'd like minimized staff duties, prestige and a little "education," besides security and "just money." If I had more time between "fee" shows, I'd write to you personally. So if you're a progressive eastern station, let's hear from you. I'm a courteous fellow and I'll answer all your questions promptly. Box 846c, BROADCASTING.

Announcer—Good voice and musical background. Handle news, commercials and good disc show. Vet, single, 23, good appearance. Middle-south-west desired. Nine months experience. Box 855c, BROADCASTING.

A moment's hesitation will reward your meditation. Just scan this ad and you'll be glad to find a man that's not half bad. Two years announcing experience, pleasant voice. Can write good copy, single, 25. Box 859c, BROADCASTING.

Disc jockey, AM or PM. Married. Experienced staff man. Operate controls. Box 860c, BROADCASTING.

Play-by-play sports announcer with 3 years big town experience. Available immediately. Box 865c, BROADCASTING.

Announcer-writer, two years experience. All phases. College graduate. Will travel. Box 866c, BROADCASTING.

Newswriter-competent reporter, experienced broadcaster. Ex-staffer, correspondent, loves local metropolitan beat. Special events, sales, sports tie-in possible with progressive station providing permanent position. Box 867c, BROADCASTING.

Recent graduate in radio journalism, 25, single. Desire announcing job. Disc, photo, available. Box 890c, BROADCASTING.

Ambitious, dependable, but inexperienced announcer, 25, single, wishes chance to prove ability. School of Radio Technique graduate. Capable of handling commercials, news, disc shows, etc. Also write continuity. Photo and disc available. Box 902c, BROADCASTING.

Situations Wanted (Cont'd)

Announcer-engineer, first class phone. Thoroughly trained radio school graduate, 26, married, sober. Some experience. Disc, photo available. All locations considered. Box 904c, BROADCASTING.

Staff announcer with first class ticket. Reliable, sober, excellent references. Box 908c, BROADCASTING.

Seasoned radio veteran of 16 years. One year television. MC, announcer, skilled TV button pusher. Present employer will furnish references. Offers? Box 910c, BROADCASTING.

Chief announcer seeks staff job with regional or 50 kw station, independent preferred. Thoroughly proficient all phases. Will give unstintingly of my time and effort. Can follow instructions. Disc and photo sent promptly upon request. Box 919c, BROADCASTING.

Hold it—I'm young, single, college educated and have had 18 months experience doing top DJ shows and newscasts. Operate console, write continuity and ambition abounds. Prefer NE but consider all. Salary secondary to opportunity. Disc will tell. Box 923c, BROADCASTING.

5 years experience. All phases AM & FM operation. Agency and free lance background. Chief announcer two stations. Resume on request. Box 925c, BROADCASTING.

Basketball play-by-play free lance announcer available for and experienced in AM and TV. Regional network or individual station acceptable. Man with many years of experience in topflight basketball announcing would like connection for this season. Will travel anywhere. Box 927c, BROADCASTING.

Looking for good combination man? Three years experience, sports, news, disc and audience shows, write copy. First ticket. Box 928c, BROADCASTING.

Announcer-program director. 25, married, 3 years heavy experience. Strong news, special events, programming, production, concert music. Can offer imagination and knowhow. Prefer locate east or northeast. Minimum $60 week. Audition tape, resume, photograph available. Austin, 28-54 46 St., Long Island City, N. Y.

Announcer-newscaster, experienced all phases, events and sports; have terrific mail pull disc jockey show. Go anywhere. Earl Bingham, 5030 Hall Road, Santa Rosa, Calif.

Veteran graduate of leading broadcast school wants on-the-job training. Newscaster, disc jockey, commercial man. Some copywriting. Disc, information at Box 2234, Kansas City, Mo.

Thoroughly experienced all phases operation from 50 kw to 250 w. Available one week notice. Disc and details from Rex Cromwell, 6918 Tokalon Dr., Dallas, Texas.

Experienced announcer - newscaster - jockey. Available immediately. References. Desire west or northwest vicinity. Bob Douglas, 745 East Foothill Blvd., Altadena, Calif.

Sports and news are specialties; also thoroughly experienced disc, commercials and console operation. Full details play-by-play audition. Available to established stations and new ones on air by January first. Paul Klose, 1519 South Second, Louisville, Ky.

Don't look here if you don't want an A-1 sportscaster, experienced in all events with a new style of play-by-play. Don't look any further for a man capable of handling sports department, available October 30th. Don't wonder, get the facts from Bob Meyers, 286 McLeod St., Livermore, Calif.

Announcers, good early morning men. Top commercial men available. Trained in all-round announcing, writing and production, Pathfinder School of Radio, 1222-A Oak St., Kansas City, Mo. HA-0473.

Experienced announcer, console, will travel. Disc, photo, resume, references available. Warren Uttal, 425 Argyle Road, Brooklyn, N. Y.

Three years experience independents. Reliable staffer, featured on news, DJ. Handle board, all phases production. Single, 22, B. A. Disc, top references. Norman Wain, 1009 Foster Ave., Brooklyn, NY. GEdney 4-4494.

Situations Wanted (Cont'd)

Technical

Engineer, 1st phone. Graduate AM-FM-TV, leading technical school, excellent references, have car, will work anywhere. Box 742c, BROADCASTING.

Engineer first phone, graduate leading school, AM-FM-TV, car, willing to travel. Box 743c, BROADCASTING.

Chief engineer, 2 years college. 5 years experience in installation, maintenance and operation of AM and FM studio and transmitter equipment. Want permanent position with progressive station. Sober, excellent references. Box 780c, BROADCASTING.

Engineer, 21 months experience transmitter and remotes. Graduate RCA Institutes. Prefer within 750 mile radius NYC. Box 833c, BROADCASTING.

Construction engineer will build your 250, 1000 or 5000 watt station on contract or employment basis. Wide experience, references. All letters answered. Box 845c, BROADCASTING.

Engineer, 1st phone. Have had training in announcing and control board. Midwest location preferred. Box 853c, BROADCASTING.

Experienced engineer, announcer, chief engineer or what have you. AM, FM, directional, construction, maintenance, news, sports, play-by-play. Young, sober, hardworker. Best references. South or southwest. Consider small town if permanent. Two weeks notice. Box 857c, BROADCASTING.

Engineer, age 23, single with car. Transmitter and studio engineer for 250 w and 1 kw stations. Construction experience in 1 kw directional. Enrolled in CREI Broadcast and TV courses. Box 869c, BROADCASTING.

Experienced engineer, studios, transmitters, any offers please? Box 894c, BROADCASTING.

Engineer, 50 kw, NYC experience, remotes all sports, studio shows, disc and tape recording. Seeking TV future. Available two weeks. Box 897c, BROADCASTING.

Engineer—Licensed. Some experience maintenance, remotes, console operation and occasional spot announcements. Box 901c, BROADCASTING.

Engineer, six months experience console, remotes, recording and transmitter. 22, single, car, available immediately. Would like to get start as combo man. Box 911c, BROADCASTING.

Engineer first class phone, grauate leading technical school, AM-FM-TV. Free to travel. Box 915c, BROADCASTING.

Engineer—First phone, graduate leading technical school, AM-FM-TV. Will work anywhere. Have car. Box 916c, BROADCASTING.

Engineer: Experienced 5 kw directional antenna. Desires position in northeast. Box 917c, BROADCASTING.

Looking for location closer to New York. Conscientious. Vet with first class phone license who knows his radio. FM and TV. Presently employed as engineer. Box 924c, BROADCASTING.

Chief, kilowatt, desires change to progressive station in same capacity. Experienced AM-FM. Married. Box 929c, BROADCASTING.

Engineer experienced in AM and FM. First phone, 22, single, M. Blackwell, 1306 Greene, Augusta, Ga.

First class radio-telephone operator, inexperienced, will go anywhere. J. Erganian, 111 Somerset St., Providence, R. I.

Engineer, first class, 2 years experience AM, FM, amateur, single, sober with car, desires transmitter operating. Will travel, prefer warm climate. Raymond Hill, 4230 Old Suffolk Blvd., Portsmouth, Va.

Young, single man willing to work. Straight engineering or combination. Any location. Disc on request. Graduate of E.R.T.I. Omaha. Sam Potter, Bureau, Illinois.

Situations Wanted (Cont'd)

Plus, plus, plus. Engineer, first class license. 22 years experience. 17 years WDRC 5 kw directional with 7 as transmitter supervisor. Last 21 months chief KSIL 250 watts. Plus program, writing, control room, recording experience. Plus top references. Desire permanent position southwest or Florida. Available now for personal interview. Jim Keefer, KSIL, Silver City, New Mexico.

First class operator with four years experience desires 5 kw or 1 kw transmitter position with future. Available at once. Jeff Rice, Jr., 708 West Central, Bentonville, Ark. Tel. 74.

Production-Programming, others

Available immediately for Washington, D. C. area—trained college graduate, experienced in traffic and copy. Excellent voice. Box 795B, BROADCASTING.

Top newscaster. Age 30. 3 years experience. Particulars on request. Box 565c, BROADCASTING.

Newsman to report, write, broadcast. 250 experience. Journalism degree. Box 581c, BROADCASTING.

Young woman, nine years experience general routine all departments. 250 network station. Capable handling office, sales, accounts, correspondence, bookkeeping, payroll, traffic, script. Box 771c, BROADCASTING.

Attention: Stations in Rockies and west. Competent program director with following qualifications; experience selling, copywriting, announcing, programming, sound knowledge station operation. ability to build programs with listener and sponsor-appeal, increase sales, prestige, Hooper of station, versatile, network quality voice. Employed but wish advancement and permanent location west. Best references, disc, details on request. Box 808c, BROADCASTING.

Top radio personality, eleven years, all phases especially programming and play-by-play. Travel anywhere south, outstanding MC. Box 852c, BROADCASTING.

Young woman, presently employed as women's program director desires opportunity for advancement. Four years experience all phases educational commercial radio. Box 854c, BROADCASTING.

Program director—Taking my time looking. I've had 1½ years, 250-5 kw. Production, copy, announcing, professional school, college. Know Mutual in my sleep. Answer all inquiries. Box 862c, BROADCASTING.

Radio writer. Energetic young man, 25 with three network credits, would like position on writing or production staff of radio or television station or advertising agency. Box 905c, BROADCASTING.

Available program director-announcer for small Texas station. Minimum salary $70.00. Box 909c, BROADCASTING.

Bookkeeper, traffic-manager, efficient, thoroughly familiar with all AM operations. Reply Box 913c, BROADCASTING.

Experienced radio man wishes program-production job in progressive station. Background includes all phases radio. Married. Age 28. Interested in job with future. References. Box 914c, BROADCASTING.

Winner of two Ohio State awards. Writer, director, announcer of hour-long children's dramatic program. Three years in N. Y. radio. One year at CBS-TV as actor and announcer. B.A. English. Vet seeking position with good future. Prefer N. Y. area. Box 920c, BROADCASTING.

Young lady fully experienced in traffic, continuity and air work. Box 926c, BROADCASTING.

Experienced continuity director-announcer with 5,000 watt network affiliate wants position combining continuity—traffic work plus a shot at a daily record show. Box 868c, BROADCASTING.

Situations Wanted (Cont'd)

Twenty months as program director small northern California independent. Present position fine but desire staff job in more metropolitan area, central or southern California. Thoroughly experienced news, play-by-play sports, disc shows. Newscasting tops. Voice, appearance, excellent. Telegenic, 27, single. Best references. Available for in-person interview after November 1. Write Art Leavitt, 756 N. Findlay Ave., Montebello, Calif.

Television

Managerial

Television research, agency and research company executive, young, looking for broader horizons, will relocate. Box 893c, BROADCASTING.

Technical

Television engineer—First class phone, age 26, experienced in radio broadcasting. Graduate RCA advanced technology course. Box 918c, BROADCASTING.

Production-Programming, others

4 years in television writing, producing and directing. Background includes stage and films. Desire to make change. Available about November 1st. Would prefer new station desiring services of a thoroughly qualified and experienced TV production man. I am not a TV school graduate looking for an in. Address Box 820c, BROADCASTING.

Young man, graduate leading New York television school. Trained all phases of television. Single, travel anywhere. Minimum salary. Desires position in television or radio with television future. Box 849c, BROADCASTING.

For Sale

Equipment

FM station equipment for sale. One GE 3 kw transmitter with console, audio rack complete with monitors. Just like new. Save $5000. Write Box 542c, BROADCASTING.

2 Presto 6N recorders and 1 90-A amplifier. Excellent condition. First reasonable offer accepted. Box 851c, BROADCASTING.

For sale. New V. U. meters. Two Western Electric 8218 type B scale, and one Weston 862 type 30B type B scale—$35.00 each. One Hewlett-Packard 400 AR voltmeter, used, excellent condition, $100. Box 863c, BROADCASTING.

One 170 ft. Wincharger 101 tower in good condition. WHSC, Hartsville, South Carolina.

Guyed, insulated tower of 5" tubular steel, 120 feet, is yours free if you remove from third-floor roof location and provide adequate insurance to cover removal. WJOB, Hammond, Indiana. Phone Sheffield 8400.

Western Electric 109AA reproducer group complete with spare 9A head. 100 watt remote transmitter with crystals for 2058, 2150, 2790. Make offer. WLTC, Gastonia, N. C.

Two 6N Presto recorders with spiralling feeds. Two, 4A floor cabinets. Two, cases. Two, 1C heads. One, 85A Presto recording amplifier. One 40A Presto preamplifier. Two, 160A Presto automatic equalizers. Two, 112 lines in-out screws. Two, 96 linesout-in screws. Perfect working condition. All for $750.00. F.O.B. Detroit. Two, 551-A Fairchild recording heads newly packed $75.00 each. United Sound Systems, 5840 Second Blvd., Detroit.

Wanted to Buy

Stations

Prospective radio station purchaser is interested in low power AM station in east or southeast. Box 856c, BROADCASTING.

Would buy at right price, part ownership in Georgia station. It need not be making money. Box 858c, BROADCASTING.

Will buy local or regional station if priced right. Details in confidence to Broadcaster, Box 907c, BROADCASTING.

TRANSIT RADIO
Is WKJF-FM Representative

TRANSIT RADIO Inc., Cincinnati, has been appointed national sales representative for WKJF-FM Pittsburgh, which has begun Transit FM operations on six suburban Pittsburgh coach lines. Arrangements were handled by Charles E. Dewey Jr., manager of WKJF-FM, and Arnold C. Nygren of Transit Radio.

Pittsburgh installation, 16th market to be represented by TR, was officially welcomed last month by WKJF-FM, with Mayor David L. Lawrence congratulating the station and busline operators. Bus radio installation on the six suburban coach lines is near completion. Transit Radio established national sales offices early this year, and currently is conducting negotiations with other markets. It plans to make about 30 markets available to national advertisers by September 1950.

Situations Wanted

Announcers

ABILITY AVAILABLE
SAVE MONEY . . .
USE OUR GRADUATES!

We have well-trained personnel who are qualified to handle several phases of radio simultaneously. They have had actual experience in Metropolitan radio stations as:

ANNOUNCERS DISC JOCKIES
COMMERCIAL WRITERS ACTORS
PRODUCERS SCRIPT WRITERS

Over 200 radio stations have taken advantage of our service. Give us your requirements and we will send resumes, photos, and discs.

WRITE OR WIRE COLLECT
COLUMBIA INSTITUTE
9th & CHESTNUT STREETS
PHILADELPHIA 7, PA.

Production-Programming, others

PRODUCER-DIRECTOR

with New York net key station desires position with station or agency. 8 years experience radio and theatre. Will travel. Resume on request.

BOX 921c, BROADCASTING

For Sale

Equipment

Expansion program calls for immediate sale present Federal 3 kw FM transmitter, model 192-A with modulator 109-A; also complete set spare parts and tubes. Now set up for 102.5 Mg, but will operate any FM frequency. Perfect condition. Contact Charles L. Jeffers, WOAI, San Antonio, Texas.

(Continued on next page)

WHK HOUSING

Plans Million-Dollar Unit

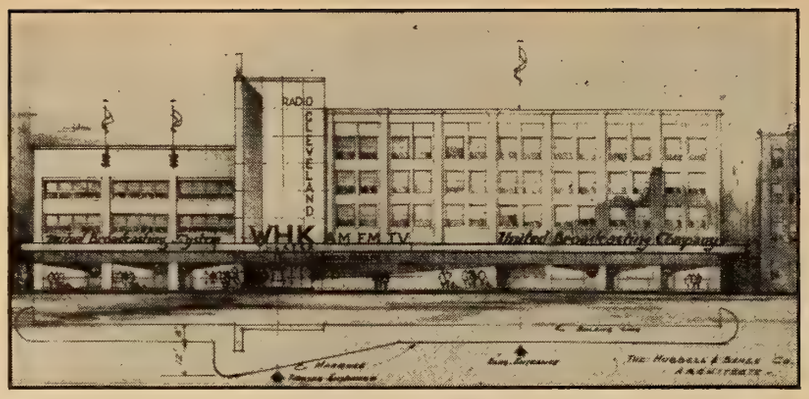
CONSTRUCTION has started on a million-dollar radio-TV center in Cleveland to house AM, FM and TV facilities, studios and offices of WHK and the United Broadcasting Co., according to H. K. Carpenter, executive vice president of the company. United Broadcasting also operates WHKK Akron and WHKC Columbus.

Plans for the remodeling and new construction have been completed with the purchase of the Metropolitan Theatre Bldg. at 5020 Euclid Ave., Mr. Carpenter said, adding that the grand opening would be about June 1950.

The center for WHK radio and TV operations will be known as "Radio Cleveland." It will include the theatre, the 4900 Euclid building and two large garages in the rear. The property, extending 225 ft. along Euclid Ave. and 240 ft. deep to Prospect Ave. S. E., will have a connecting building in the rear.

Upon its completion, "Radio Cleveland" will include seven broadcast studios, two television studios, and the theatre which will be used by all three stations. Twenty-one dressing rooms on the first, second and third floors of the theatre will be used by television performers. The theatre, built in 1912 by the Metropolitan Opera Co., has a capacity of over 1,000 in its main floor and balcony. Acoustics are said to be excellent for both radio and TV.

Broadcast studios, designed by Edward J. Content, New York acoustical engineer, will feature a "room within a room" setup wherein studios will be built on a spring suspension principle without any mechanical connection between studio walls and the building's outside walls. This method of construction is designed to obtain maximum sound and vibration isolation and better acoustics. Marquee will extend the length of the combined buildings' front. A large restaurant will be housed on the street floor and a huge parking lot will be available in the rear of the center.



Architect's view of WHK's million-dollar "Radio Cleveland."

Plough Earnings

PLOUGH INC., Memphis, Tenn., reports net earnings for the first nine months of 1949, of $449,500, or $1 per share, on sales of $11,598,296, against $398,750, or 89 cents per share on sales of $10,618,890 in the same period of 1948. Both sales and earnings for the first nine months of 1949 were the largest for any similar period in the past 10 years. Plough Inc., is parent owner of WMPS Memphis, ABC outlet.

TUCKER ELECTED

By N. J. AP Radio Group

EDWIN TUCKER of WKDN Camden, N. J., was elected president of the New Jersey Associated Press Radio Assn. at its annual meeting Oct. 7 at New Brunswick.

He succeeds Thomas Tighe of WJLK Asbury Park.

Roland Trenchard of WAAT Newark was elected vice president of the group, and Sam. G. Blackman, AP chief of bureau for New York and New Jersey, was re-elected secretary.

Attending the meeting were: Mr. Trenchard, WAAT; Walter L. Reid, WCAP Asbury Park; Mr. Tighe and Frank L. Wilgus, WJLK; Ralph Mahoney, WCTC New Brunswick; Mr. Tucker and Arnold Snydermand, WKDN Camden; Kenneth Croy and Merrill Morris, WMTR Morristown.

FOREIGN POLICY

Labor, MBS To Air Series

SERIES of three broadcasts by members of Congress who have recently visited Europe and the Far East on committee investigations is planned by Labor's League for Political Education, in cooperation with MBS. Broadcasts will be heard Oct. 23, 30 and Nov. 6, 10:30-11 p.m.

The series is designed to show the working of American foreign policy, with comparison of foreign and U. S. social programs. The idea developed from recorded reports sent back by legislators while investigating conditions abroad.

CARL MARK

Elected N. J. Assn. Head

CARL MARK, WTTM Trenton, N. J., was inducted into office Oct. 8 as new president of the New Jersey Broadcasters Assn., succeeding James L. Howe, WCTC New Brunswick. Other officers elected at the weekend meeting were Ranulf Compton, WKDN Camden, vice president, and Thomas B. Tighe, WJLK Asbury Park, secretary-treasurer. Sessions were held at the Rutgers U. campus, New Brunswick.

Arthur C. Stringer, NAB staff director, took part in a news clinic at which he made a plea for more and better newsroom personnel. Mr. Howe called for showing of hands on stations having one to four fulltime men in the newsroom, with half the stations responding. He said this showing was a big improvement over that of last year.

On News Panel

On the news panel were Donald Meaney, WNJR Newark, and Arnold Sniderman, WKDN Camden. A program clinic included Joe McCulley, WSNJ Bridgeton; Steven Van Gluck, WNJR Newark; Edwin W. Tucker, WKDN Camden. Participants in a research clinic were Harry D. Goodwin, WNJR Newark, Dr. Sydney Roslow, Pulse Inc., and Seymour Smith, Advertest. Taking part in the sales clinic were Gene Milner, WCAP Asbury Park; Fred Bernstein, WTTM Trenton; Robert Bell, WCTC New Brunswick.

Friday night banquet speaker was Sydney M. Kaye, BMI vice president and general counsel. The banquet, held at the Roger Smith Hotel, was preceded by a cocktail party with New Brunswick stations, WCTC and WDHN (FM), as hosts. Dr. Mason W. Gross, Rutgers U. provost, addressed the Saturday luncheon. Delegates were guests of the university at the Rutgers-Lehigh football game.

The New Jersey Press Assn. offered to aid the radio group in its effort to have the Legislature extend the newspaper privilege law to radio and television newsmen.

For Sale (Cont'd)

Equipment

1-D 1000 watt RCA transmitter in good working order. Very reasonable. Write or call

Walter Koessler,
WROK, Rockford, Ill.

Help Wanted

Salesman

Salesman. Top opportunity with WBT-WBTV, Charlotte, N. C. for your salesman with experience in Carolinas - Virginia area. Salary and commission. Write or phone Keith Byerly, General Sales Manager, WBT, Wilder Bldg., Charlotte. Phone 3-8833.

COMPLETE FM PACKAGE

For the broadcaster planning to add FM and enlarging his radiating system at the same time, this complete package will interest you. A Stainless 280' type G, 30-pound tower, completely insulated, with A3 lights, and will support all heavier FM antenna on the top; plus an excellent used G.E. BT-1A transmitter, 250 watt, with tubes; and a G.E. BM-1A FM frequency-modulation monitor. Will quote unusually attractive price for all materials listed above purchased in a package but will also sell separately at substantial reduction below current new selling prices. Phone Mr. Grimwood at our Quincy office or Mr. McReynolds at our Washington office. Gates Radio Company, Quincy, Illinois (Tel. 522); Washington, D. C. (Tel. ME 0522).

New England
$125,000.00

An exclusive market station reaching more than one million people. Business is steadily increasing and the many plus features in this situation are very valuable.

Midwest
$100,000.00

Located in one of the best midwest medium sized markets. A well established profitable station that is an excellent investment. Favorable financing can be arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO
Harold R. Murphy
333 N. Mich. Ave.
Randolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

Docket Actions . . .

PROPOSED DECISIONS

Announced proposed decision to grant application of WLAP Lexington, Ky., switch from 1450 kc 250 w unl. to 630 kc 1 kw-N 5 kw-D DA-DN unl.; cond. Proposed decision would deny applications of Queen City Bcstg. Inc. for new station using same facilities at Cincinnati and of WCPO Cincinnati to switch from 1230 kc 250 w unl. to 630 kc assignment. Decision Oct. 10.

INITIAL DECISIONS

Initial decision issued by Examiner James D. Cunningham to deny as in default application of Video Bcstg. Co. for extension of time within which to complete construction of KTVU (TV) Portland, Ore. Decision Oct. 12.

Non-Docket Actions . . .

AM GRANT

St. Cloud, Minn.—Granite City Bcstg. Co., granted new AM station on 1240 kc with 250 w fulltime. Principals: Francis J. Butler, newscaster-announcer at WCCO Minneapolis, president 19%; Robert P. Sutton, WCCO producer, secretary 19%; Max H. Lavine, business manager Superior, Wis., Evening Telegram and 24.5% owner WJMC Rice Lake, Wis., president 57%, Lee Koll, president St. Cloud weekly "Sentinel," vice president 5%. Application had been in hearing and competing proposed grant, but competing bidder, St. Cloud Bcstg. Co., has withdrawn. Granted Oct. 10.

FM GRANT

Elgin, Ill.—Board of Education, Union School District #46, granted new noncommercial educational FM station on Channel 201 (88.1 mc) with 10 w power; estimated cost $6,900. Granted Oct. 10.

TRANSFER GRANTS

WKAQ San Juan, P. R.—Granted assignment of license from Radio Corp. of Porto Rico to Angel Ramos. Transfer subject to condition that Mr. Ramos first divest himself of WEMB San Juan. Consideration: $325,000. Assignor is selling station because it does not feel there is sufficient business in area to provide adequate return on investment. Mr. Ramos is sole owner of El Mundo, daily San Juan newspaper. Granted Oct. 10.

KSIW Woodward, Okla.—Granted transfer of control of Woodward Bcstg. Co., licensee, from Dave D. Price, owner of 1,250 shares, Joe W. McBride, 800 shares, and Paul Russel Stone, 350 shares, for $17,120 to James L. Todd and Edward A. Ryan who become equal owners. Mr. Todd is KSIW manager and Mr. Ryan is manager of Woodward Chamber of Commerce. KSIW is assigned 250 w on 1450 kc. Granted Oct. 10.

Deletions . . .

One AM and five FM authorizations were deleted by FCC last week. AM dropouts since first of year now total 34, FM 160; TV deletions remain 10. Deletions, effective dates and reasons follow:

WDAV Lewiston, Me.—Davis Bcstg. System Inc., CP Oct. 10. Failure to prosecute. Original grant was to Auburn, but CP was modified to move to Lewiston.

WREA(FM) Anderson, Ind.—Service Bcstg. Inc., CP Oct. 13. Failure to prosecute.

WROX-FM Clarksdale, Miss.—Birney Imes Jr., CP Oct. 5. Failure to prosecute.

WNOE-FM New Orleans—James A. Noe, CP Oct. 7. Failure to prosecute.

KOIL-FM Omaha — Central States Bcstg. Co., CP Oct. 7. Changed conditions make it undesirable to proceed.

WADC-FM Akron, Ohio—Allen T. Simmons, CP Oct. 5. Reason not given.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO OCTOBER 13

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,051	2,011	192		354	258
FM Stations	742	463	350	*10	51	30
TV Stations	82	20	93		350	182

* 5 on air

CALL ASSIGNMENTS: KALA Sitka, Alaska (Baranof Enterprises Inc., 1400 kc, 250 w unlimited); KCLX Colfax, Wash. (Interstate Radio Inc., 1450 kc, 250 w unlimited); KLIC Monroe, La., changed from KUTI (Frank P. Cerniglia, 1230 kc, 250 w unlimited); KPHO-TV Phoenix, Ariz., changed from KTLX (Phoenix Television Inc.); KTSA-FM San Antonio, Tex., changed from KYFM (Express Pub. Co.); WELR Roanoke, Ala. (Roanoke Bcstg. Co., 930 kc, 250 w-D, 100 w-N); WGRA Cairo, Ga. (Grady-Mitchell Bcstg. Co., 1300 kc, 1 kw daytime); WGRY Gary, Ind. (Steel City Bcstg. Co., 1080 kc, 1 kw daytime); WPRC Lincoln, Ill. (Prairie Radio Corp., 1370 kc, 500 w daytime); WJBF Augusta, Ga. changed from WTNT (J. B. Fuqua); WRHC Jacksonville, Fla. (Radio South, 1400 kc, 250 w unlimited); WTNT Tallahassee, Fla., changed from WRHP (Tallahassee Appliance Corp. effective Nov. 1); WZOB Fort Payne, Ala. changed from WHAG (Fort Payne On The Air).

* * *

New Applications . . .

AM APPLICATIONS

Baton Rouge, La.—KJAN Bcstg. Co., 910 kc, 1 kw daytime; estimated cost $34,000. Co-partnership consists of James A. Noe Sr., owner WNOE New Orleans and KNOE Monroe, La.; James A. Noe Jr., student at Louisiana State U.; Rep. Henry D. Larcade Jr. (D-La.); and T. P. Heard, athletic director of Louisiana State U. and oil royalties dealer. KJAN originally was granted in 1947 to The KJAN Bcstg. Co. but was never completed and was deleted by FCC Aug. 31. Filed Oct. 11.

Honolulu, Hawaii—Royal V. Howard, 850 kc, 250 w fulltime; estimated cost $9,750. Applicant is consulting engineer, formerly director of NAB Engineering Dept. Filed Oct. 13.

Montevallo, Ala. — Shelby County Bcstg. Co., 730 kc, 250 w daytime; estimated cost $12,100. Sole owner is H. G. West, engineer for Louisville and Nashville Railroad. Filed Oct. 10.

Seaside, Ore.—Seaside Bcstg. Co., 1240 kc, 250 w fulltime. Co-partnership consists of C. H. Fisher, 50% owner KUGN Eugene, Ore., and owner Tower Sales and Erecting Co., and Harvey S. Benson, attorney. Filed Oct. 4.

Richland, Wash.—Cascade Bcstg. Co. Inc., 960 kc, 1 kw fulltime, directional night; estimated cost $39,769. Sole owner is A. W. Talbot, operator KIMA Yakima, Wash. Filed Oct. 4.

St. Marys, Pa.—Elk County Bcstg. Co., 1400 kc, 250 w fulltime; estimated cost $11,740. Co-partnership consists of Kenneth E. Rennekamp, 97% owner WKRZ Oil City, Pa., and Cary H. Simpson, program director WMRN Marion, Ohio. Filed Oct. 11.

TRANSFER REQUESTS

KEVT Kerrville, Tex. — Assignment of license from Walter T. McKay and Arthur Stehling d/b as Kerr County Bcstg. Co. for $100,000 to Kerrville Bcstg. Co., equally owned by Hal Peterson, owner of San Antonio photo studios and supply firms, president; C. V. Peterson, associated with Hal Peterson in ownership of inter-city bus line; W. C. Fawcett, in furniture, wool and mohair businesses, secretary-treasurer; and W. Scott Schreiner, hotel and lumber interests, vice president. KEVT assigned 250 w on 1230 kc. Filed Oct. 10.

WCMD Cambridge, Md.—Assignment of license from James H. Littlepage and Thomas P. Littlepage Jr., Washington radio attorneys, d/b as Cambridge Co. for $30,000 to The Shore Bcstg. Co., wholly-owned subsidiary of Peninsula Bcstg. Co., operator WBOC-AM-FM Salisbury, Md. WCMD assigned 100 w on 1240 kc. Filed Oct. 6.

WDAD Indiana, Pa.—Transfer of control of Indiana Broadcast Inc., licensee, from Paul J. and Alice L. Short, sole owners, for $45,000 to Thompson K. Cassell, WDAD manager and 26% owner WCHA Chambersburg, Pa., and 24% owner WLEA Hornell, N. Y. WDAD assigned 250 w on 1450 kc. Filed Oct. 12.

KSTV Stephenville, Tex. — Assignment of license from Doyle E. Cullup for $13,000 to Stephenville Bcstg. Co., whose ownership was not identified. KSTV assigned 250 w daytime on 1510 kc. Filed Oct. 13.

KVLC-AM-FM Little Rock, Ark.—Acquisition of control of Southwestern Bcstg. Co., licensee, from A. Bensky and Z. Bensky jointly owning 51%, for $65,000 to Southern National Insurance Co., headed by Robert M. Saxon, 94.15% owner. KVLC assigned 1 kw day on 1050 kc. Filed Oct. 11.

WCON-AM-FM-TV Atlanta, Ga—Transfer of negative control of The Constitution Pub. Co., licensee. Clark Howell, president and 53.62% owner, transfers part of his holding to other members of family so that he now is 42.82%. Family jointly owns 56.69% interest. WCON assigned 5 kw on 550 kc. Filed Oct. 4.

WKSR Pulaski, Tenn.—Assignment of license from Robert W. Rounsaville and George M. Clark d/b as Pulaski Bcstg. Co. to new partnership of same name, composed of John R. Crowder, farm and real estate interests, 70%; James Porter Clark, field representative for Confidential Reports Inc., Atlanta, 20%, and W. E. Williams, manager WPLI Jackson, Tenn., 10%. Consideration $30.000. Mr. Rounsaville owns WQXI Atlanta and has filed bid to purchase WEAT Lake Worth, Fla. WKSR assigned 250 w daytime on 730 kc. Filed Oct. 4.

KELL Waxahachie, Tex.—Assignment of permit from Ellis County Bcstg. Co. to new co-partnership of same name composed of William S. Conley, radio and electrical engineering student, and C. C. Elkins, 25% owner KELT Electra, Tex. Sellers include C. C. Woodson, Enterprise Pub. Co., Waxahachie, and United Pub. Co., Ennis, Tex., each 25% interest, and group of five others. Consideration $1,900. KELL assigned 500 w daytime on 1390 kc. Filed Oct.

FCC Actions

(Continued from page 74)

October 13 Applications . . .

ACCEPTED FOR FILING

AM—1400 kc

WBAT Marion, Ind.—CP to change from 1600 kc 500 w D to 1400 kc 250 w unl.

SSA—1310 kc

WNAE Warren, Pa.—Request for SSA to operate from local sunset to 12 p.m. EST, with 100 w on 1310 kc for period not to exceed 6 months.

Modification of CP

WPAT Paterson, N. J.—Mod. CP new AM station to change hours of operation, increase tower etc. for extension of completion date.

Mod. CP new FM station for extension of completion date: WJIZ Hammond, Ind.; KOIN-FM Portland, Ore.

WTCN-TV Minneapolis, Minn.—Mod. CP new commercial TV station for extension of completion date to 4-30-50.

TENDERED FOR FILING

AM—1390 kc

WMIN St. Paul, Minn.—CP to change from 1400 kc 250 w unl. to 1390 kc 1 kw D.

SQUARED MAP

Innovation May Aid Engineers

A SQUARED global map of unusual, if not revolutionary, concept has been developed by William K. Hale of Washington, D. C. It is believed the "Hale Gamo P.A. projection," as this map is called, may be of value to radio engineers in plotting bearings of stations and in determining distance between locations.

According to available information, Mr. Hale claims the world chart would permit distances and directions between any two points on the earth's surface to be accurately scaled in terms of millimeters, read directly from a metric scale (ruler) laid over the map. The great-circle track between any two places also may be plotted on the chart.

This chart is considered revolutionary because all text books on projections agree that it is impossible to obtain all these properties in any one, flat map. Mr. Hale, however, has demonstrated, on at least 25 occasions, that reasonably accurate results can be obtained from his present drawing. He has demonstrated the projection to a number of cartographers in the Coast and Geodetic Survey. Experts at the Survey reportedly believe that while Mr. Hale is trying an "impossibility," he has produced correct answers in so many instances they are unwilling to call his chart "unsatisfactory."

Surles To WOR Sales

LARRY SURLES Jr. former account executive with WATV (TV) Newark, has joined the WOR New York sales department in a similar capacity, R. C. Maddux, station's vice president in charge of sales, announced last week. Previously Mr. Surles was with John Blair & Co., New York, station representative, and ABC, in sales capacities.



THE *Fred A. Palmer* CO.

Columbus, Ohio

Radio Consultants

on

Management and Operation

(20 years experience)

NEXT RADIO SALES TRAINING SCHOOL TO BE HELD OCTOBER 26, 27 and 28 AT THE RALEIGH HOTEL, WASHINGTON, D. C.

Wire or write for reservation

Post Office—Box 108, Worthington, Ohio

Telephone—Worthington 2-7346

Spot Radio

(Continued from page 23)

in 1946 is 39,281,230 this year, an increase of 21% over the 1943 total.

Tabulating the total radio families for each county credited with 10% or more in 1946 by BMB for the F&P stations and "laboriously" applying the 1943 and 1949 radio families to these same counties (with due allowance for major facilities revisions at eight stations) showed that these stations reached, in the daytime, a total of 19,637,300 radio families in 1943, a total of 22,411,320 radio families in 1946 and a total of 27,546,980 radio families in 1949.

Looking at this in another light, the report lists the following cost-per-thousand comparisons:

	1943	1946	1949
Total Radio Families	$ .0182	$ .0194	$ .0178
With Rating of 5	.365	.388	.356
With Rating of 4	.46	.48	.44
With Rating of 3	.61	.65	.59
With Rating of 2	.91	.97	.89
With Rating of 1	1.82	1.94	1.78

There also has been a vast increase in the number of stations since 1943, so the F&P researchers set about finding what effect these hundreds of new stations have had on the audience shares of the major stations, particularly network affiliates, in which the national advertiser has been primarily interested. "It is our finding," the report states, "that while there have been variations, of course, in the percentage shares of audience acceptance between affiliates of the four networks, the combined radio family total of the four not only has held its own, but during the past six years has increased in a majority of instances."

Gains or Losses

The following tables show audience gains or losses for the four network affiliates in eight markets, with raw radio family figures converted into index numbers, 1943 being 100.

	1943	1946	1949
Morning			
New York	100	109.5	127.9
St. Louis	100	146.4	159.9
Minneapolis-St. Paul	100	123.6	170.9
Buffalo	100	151.7	159.3
Seattle	100	165.1	145.2
Louisville	100	107.0	102.7
Des Moines	100	100.4	144.0
Beaumont	100	243.1	231.7
Unweighted average		143.4	155.2
Afternoon			
New York	100	102.9	128.9
St. Louis	100	128.8	136.3
Minneapolis-St. Paul	100	120.4	150.1
Buffalo	100	138.7	149.9
Seattle	100	133.3	170.5
Louisville	100	117.8	107.1
Des Moines	100	93.4	137.4
Beaumont	100	218.9	215.6
Unweighted average		131.8	149.5

"So," the report states, "whereas the price for time has gone up since 1943, radio family growth has more than offset this increase. And certainly in these typical markets radio family listening has more than offset it too."

Turning next to television, which since 1943 has invaded six of the eight markets listed above as well as many other cities, the report notes that in July 1949 there were 2,010,000 TV homes throughout the nation. This figure is less than half the 5,283,230 new radio homes added in the three years preceding 1949 but is still large enough to have some effect on the radio audience, particularly in the evening.

In New York where TV is strongest, the four radio network stations had strengthened their daytime position (up 27.9% over 1943 in the morning, up 28.9% in the afternoon) "in the face of some daytime TV programming which attracted an approximate 10% share of the random radio-television audience in the afternoon." In the evening, index figures for the four New York network affiliates (combined) are:

1943	1946	1949
100	102.5	93.9

Taking two other TV cities, St. Louis and Buffalo, where daytime audiences to the radio network stations have been well above 1943 levels, the report cites the following evening index figures for the radio network outlets:

	1943	1946	1949
St. Louis	100	113.5	107.7
Buffalo	100	124.8	124.4

As a final point F&P answers the question: "Has spot radio juggled its discount structure to discriminate against the largest buyer?" by noting that of the stations this firm represents, since 1943, 10 require more annual broadcasts to earn maximum frequencies, 14 require the same number and nine require fewer. "That's about as close to a tie as you can come with an odd number of stations," the report comments. "We believe it reflects the national picture of all major stations."

Gives More for Money

Summing up its findings, the report states: "We've concluded that radio, spot radio in particular, gives the advertiser today more for his money than it did three and six years ago. This has been the primary purpose of the study."

The final pages of the book are devoted to a comparison of spot radio and "another potent medium, network radio."



C. L. (Chet) THOMAS (fourth from left), general manager of KXOK-AM-FM St. Louis, receives the gavel from James B. Wilson, vice president of D'Arcy Advertising Co. and retiring president of St. Louis Advertising Club, at a luncheon during which Mr. Thomas was installed as new club president. Group of officers includes (l to r): Hubert Echele, president of Warwick Typographers, treasurer; Leslie E. Pritchard, advertising censor and research director of the *St. Louis Post-Dispatch*, secretary; Arthur J. Casey, Gardner Advertising Co. radio director, second vice president; Mr. Thomas; Mr. Wilson; Don O. Pyke, sales promotion director of Graham Paper Co., first vice president, and Richard C. Lynch, service director Oakleigh R. French & Assoc., third vice president. Mr. Thomas is 37th president of the organization, which was founded in 1901 by seven St. Louis advertising men.

U. S. Spectrum Hog?

(Continued from page 23)

their own communications services domestically and overseas, he continued.

"We want to find out two things," he explained. "First, we want to learn whether operation of these communications systems by government agencies is an economic and practical thing. . . . The second aspect of the problem is use of radio frequencies. Everybody knows the radio spectrum is limited, there are only just so many usable frequencies."

WU Losing

Sen. McFarland said Western Union Telegraph is "suffering severe financial losses"—and asserted:

"Unfortunately, because of the strategic national defense importance of communications, we cannot shrug this off as a natural consequence of the competitive enterprise system; we can't let a major communications enterprise go down the drain. Similarly, our American companies engaged in overseas communications are far from healthy; some are also suffering substantial losses. All over the world, they are competing with Government-owned systems; today we are almost alone in maintaining privately owned competitive communications. Even Canada is now taking the final steps to nationalize its communications.

The subcommittee intends to ascertain the costs of operating government systems and if it develops that government can carry on its own communications, Congress will have to give "new and serious consideration" to the welfare of the private companies, "and who is going to serve the communications needs of the business and the commerce of this country," Sen. McFarland declared.

Inquiries were sent to Defense Secretary Louis Johnson, Secretary of State Dean Acheson, General Services Administrator Jess Larson and Captain John S. Cross, chairman of IRAC, which handles government requests for recommendation to the President.

Cities Service

(Continued from page 27)

bottle label proclaims the vial's contents as "Band of America Instrument Oil."

Tonight the *Band of America* will make its television debut in the first of a four-week series of experimental simulcasts, for which 16 NBC-TV affiliates will carry the program along with the 82 NBC-AM stations. A number of innovations have been planned, to make the program as pleasing to the eye as it is to the ear.

Raised platforms will put each member of the band into clear view. Whenever a number features a certain soloist or section of the band, he or they will come to the front so that the viewers can more readily follow their performance. There will be frequent close-up shots of intricate fingering by soloists for the benefit of bandsmen viewers throughout the video service area. Girl baton twirlers will be featured, along with some of the rare instruments played by the various band members.

"With this first move into television," Mr. Aylesworth stated, "Cities Service will provide the viewing public not merely with good entertainment such as that offered by the Milton Berle and Ed Sullivan shows, but a real public service in perpetuating for the eye as well as the ear that basic American institution—the brass band."

If those responsible for the decision to switch the Cities Service radio program from the Friday night spot to NBC's big night of music, which began September 26, were doubtful about the effect on their regular listeners, that uncertainty no longer exists, according to Tom De Bow, advertising manager of Cities Service.

Since the switch Mr. De Bow says the company has received numerous endorsements of the move from listeners by telephone, telegram and letter. From all indications Mr. De Bow believes the change to Monday night means a bigger audience, a steadier increase in the Cities Service listener family.

"Cities Service has been in radio," Mr. De Bow says, "for more than 20 years, so that obviously we are convinced that it has paid off for us and we believe that with the new time it will show even greater results. Right now we are looking forward to the effect of the combined telecast and broadcast of the *Band of America* program which begins on an experimental 4-weeks basis starting Monday, October 17th."

Wilson Joins Petry

CONTINUOUS expansion of its television sales force, Edward Petry & Co. Inc., station representative, last week announced that Robert S. Wilson has joined its New York office. Mr. Wilson formerly was with the MBS Central Div., in charge of co-op program sales and as an account executive in network sales.

Capitol Hill

(Continued from page 28)

on the radio industry early this session in a few bills aimed at networks, stations and manufacturers. Among them was a bill (HR 2410), reintroduced from the previous Congress by Rep. Harry R. Sheppard (D-Calif.), to prohibit station ownership by either networks or manufacturers of electronics equipment.

In its present form the bill is so stringent as to militate against passage in the next session, some observers feel. Network and station properties upwards of $150 million would be dumped onto the market for sale, if the bill became law. The House Commerce group took no action.

FM was injected into the Congressional picture early this session when Rep. William Lemke (R-N.D.) carried over from the 80th Congress proposals to allocate a section of the 50 mc band to the aural system, and render FCC decisions appealable to the courts where they involve alleged technical or scientific errors. No action was taken on the bills (HR 65 and HR 856) dealing with FM which Acting Chairman George Sadowski of the communications subcommittee felt should rest largely with FCC as an allocations matter.

Charges Obstruction to FM

FM had a vociferous supporter, however, in Rep. Francis Walter (D-Pa.), co-author of the Administrative Procedures Act and caustic critic of the Commission. He charged that FM has been "obstructed, stepped on, blocked or ignored from the start" and suggested the Justice Dept. investigate, and laid the blame largely on FCC which he alleged had violated provisions of the Procedures Act.

Congressman Walter, second-ranking member of the House Judiciary Committee, promised an investigation of FCC which he later abandoned when the full Judiciary committee named a subcommittee to study monopoly power in the U. S. Group held hearings and plans eventually to call in the radio industry—probably through NAB—to testify in the next session. Sessions will last indefinitely.

A member of the subcommittee, Rep. Walter has indicated he still plans to scrutinize FCC's FM policy, clear channel cases, multiple ownership and other aspects which logically might fall within the anti-trust category.

Chairman Crosser of the House Interstate Commerce Committee last March named an 11-man subcommittee to study matters pertaining also to FCC, FTC and SEC. A host of bills were assigned to the full committee but never progressed to the action stage due to Administration pressure for other more pressing and general legislation.

Liquor advertising curbs, often proposed but never legislated, touched off an incendiary bomb among legislators, as well as prohibitionist groups, when Schenley Distillers announced its intention to use radio and television. The firm has since temporarily abandoned its plan, but the Senate Commerce Committee will hold hearings in January for the third time in recent years.

There were the traditional bills —by Rep. Joseph Bryson (D-S.C.), Sen. William Langer (R-N.D.), Rep. Fred L. Crawford (R-Mich.). The first two would prohibit radio stations and other media from accepting liquor ads, while Congressman Crawford's would extend only to distillers subject to Tax Unit jurisdiction, and would specify radio and television solely. The bill (HR 6111) would amend the Federal Alcohol Administration Act.

Johnson's Fight

Sen. Johnson carried the fight to the Alcohol Tax Unit and FCC, urging upon the former the use of "moral suasion" and the latter "the public interest" precept come license renewal time. Both replied they had no jurisdiction under the present laws.

Sen. Tobey, fireball crusader of the anti-monopoly school, plumped for legislation aimed at trusts desiring to buy radio or television properties; stalked FCC on its television progress; and chastised the Commission for not holding a hearing on the 10-year Arde Bulova license renewal case.

Lobby Probe Desired

Sentiment to go into lobbying also was apparent *(see separate story)* with a House Select Committee receiving the go-ahead sign to probe activities of public and private agencies. Also scored were former government officials who turn up as "lobbyists" for private firms. Among those named: Former FCC Chairmen Paul A. Porter and Charles R. Denny.

The House Un-American Activities Committee also figured prominently during the first session when it suddenly barred television and news cameras from future public hearings, though radio reporters were allowed to take notes. Broadcasters — networks, commentators and House Radio Correspondents alike—stormed the committee with protests. The situation is pretty much status quo now—tape-recorders and cameras could be permitted by special authorization from Chairman John Wood—an exception that proves the rule.

The whole question of defamation and slander flared into prominence on Capitol Hill last April. Rep. John Rankin (D-Miss.), with moral support from Reps. Clare Hoffman (R-Mich.) and Hale Boggs (D-La.), leveled fire at ABC commentator Drew Pearson for remarks pertaining to the late James Forrestal, and urged Congress to make radio commentators liable to suit in the district court nearest the victim's residence. Rep. Rankin introduced legislation (HR 4206) to assist them in recovering damages.

The volatile Mississippian asked that liability be extended to sponsors and all stations airing the commentatries "for the protection of broadcasters themselves." He chided the FCC for being "too slow" to act. No action was taken by the House Commerce Committee.

Atty. Gen. J. Howard McGrath, former U. S. Senator (D-R. I.), also showed displeasure . . . for certain radio stations. Feeling they had levied excessive rates for political broadcasts, the former Democratic National Committee chairman subsequently authored legislation to prohibit stations from imposing more than standard or "reasonable" charges. His bill (S 2254), referred to the Senate Commerce, provides penalties ranging from suspension of station licenses for 30 days to possible revocation. Individual broadcasters and NAB alike protested the prinicple of Congress setting rates discriminatory to the radio industry. Most authorities feel the bill would curb only exceptions to the rule, and see little chance of passage next session.

Summary of Proposals

Before Congress this year also were proposals to:

- **Make it a criminal offense to use radio stations and other media to incite contempt for the U. S. Government with a view to overthrowing it by force or violence (carries over).**
- **Exempt American-made tape recordings of news and special events transcribed abroad from present 20% (of production) import duty, thus aiding foreign language stations (carries over).**
- **Exclude musical instruments from the excise tax on phonographs, phonograph records and radio receiving sets, and another measure to repeal manufacturers' taxes on those items (carries over).**
- **Authorize Congress to authorize daylight saving time as standard time for all zones for any given year (carries over).**
- **Transfer "on paper" the title for government-owned shortwave broadcast facilities from RFC to State Dept. This affects stations operated by private broadcasters, and concerns reimbursement for rentals (passed).**
- **Provide a new radio laboratory for the National Bureau of Standards at a cost of $4,475,000 (pending).**
- **Set aside a national Amateur Radio Week to stimulate interest in "ham" operations in the U. S. through Presidential proclamation (passed).**
- **Exempt children employed as actors or performers in radio and television from the new minimum wage bill (passed).**
- **Provide legislative status for the Joint Senate and House Recording Facility, heretofore existent only through Congressional appropriations, thus following through on hearings during which project was characterized as under "loose fiscal control" (carries over).**
- **Require that broadcast political statements concerning candidates for political office contain information relating to cost and sponsorship (carries over).**
- **Appropriate supplemental funds for the Census Bureau for the 17th decennial housing census, to include a sampling measure of television and radio sets (passed).**
- **Repeal the Taft-Hartley Act to bring back the closed shop and authorize indiscriminate use of secondary boycotts against employers including stations, sponsors, etc. (carries over).**
- **Increase the salaries of agency heads, such as Commissioners of FCC, FTC, SEC and others (passed—see separate story this issue).**
- **Give FCC specific authority to acquire land and construct monitoring stations, buildings and facilities (passed).**

PEARSON FIRM

Promotes Two, Adds Space

THE John E. Pearson Co., New York station representative, has appointed two executives and is enlarging its quarters and adding new personnel, John E. Pearson, president, announced last week.

Russel Walker Jr., who has been with the firm for the past year and a half, has been named manager of the New York office. Mr. Walker was on the sales staff of WMGM and WQXR, both New York, prior to joining the Pearson Co.

Kaye Kane, who has been with the radio representative organization for the past six years, has been named junior account executive and assistant to the president.

The company has acquired larger quarters on the 11th floor of 250 Park Ave., New York, as part of its expansion plans.

In addition, new personnel will be added to its present staff.



GIVING the "come-on" for the second annual Los Angeles advertising ball to be held Oct. 22 at Ambassador Hotel, are (l to r) Beatrice Kentz, assistant media director, BBDO, and president of Los Angeles Advertising Women Inc., co-sponsor of the ball; Richard (Dick) Russell of Beverly Hills Citizen and president of Los Angeles Advertising Club, other co-sponsor of the event; Mary Buchanan of Union Pacific railroad public relations staff, co-chairman, and David Fenwick, vice president and treasurer of Abbott Kimball Co., co-chairman.

ZIV's PRIVETTE

Named Southeastern Head

FREDERIC W. ZIV Co., producer of transcribed programs, last week announced the appointment of Tom Privette as Southeastern Div. sales manager. Mr. Privette, who has been with the Ziv Co. since 1944, working out of the Atlanta, Ga., offices, will continue to make his headquarters in that city.



Mr. Privette

The Ziv Co.'s plans call for an expansion of the Southeastern Div. with additional personnel to be added to those offices between now and the first of the year.

At Deadline...

BROCKWAY SEES BRIGHT FUTURE FOR VIDEO

TV—"newest and possibly most effective advertising tool devised"—may, in time, supplant radio, Louis Brockway, executive vice president, Young & Rubicam, said Friday afternoon at AAAA Central Council meeting in Chicago (early story 31).

Advising agency men "How To Use TV Today," Mr. Brockway described TV timebuyers' job as "difficult" because of "uneven coverage patterns and complicated rate-discount structures." Answering questions asked most often by clients, he admitted facilities situation is "hazy" but sees "surer ground" regarding audience size and possibilities of growth. Public goes for TV in a big way, and audiences will spring up moment station starts operating, he said.

He foresees year from now, TV facilities in all major markets, if station construction is not unduly delayed.

INTER-AMERICAN BOARD OPENS WEEKEND SESSION

BOARD of Inter-American Assn. of Broadcasters began semi-annual meeting in New York Friday. Principal items on agenda at meeting, scheduled to last through weekend, were selection of time and place of 1950 general assembly of association and consideration of report by Balerio Sicco, of Uruguay, board member who recently concluded three-month tour of 14 Latin American nations to improve broadcaster support of association.

Present at meetings were Goar Mestre, owner of CMQ Havana and president of association; Emilio Azcarraga, of Mexico City; Sr. Sicco; Gilmore Nunn, WLAP, Lexington, Ky., for NAB; Forney A. Rankin, NAB; Jose Luis Fernandez of Mexico City; Ramon Bonachea, of Havana; Fernando Eleta, Panama, and Ramon Quinones, Puerto Rico. Machado de Assiz of Brazil, another board member, unable to attend.

KPLT TRANSFER APPROVED

KPLT Paris, Tex., granted transfer of control for $278,000 from group headed by Houston Harte to Boyd Kelley, manager KTRN Wichita Falls, 45%; Julian L. Hill, manager KTSW Emporia, Kan., 10%, and Louis O. Seibert, part owner KELP El Paso, Tex., 45%. Consent also granted KFRE and KRFM (FM) Fresno, Calif., acquisition of control by J. E. Rodman, original licensee. Now 45% owner, Mr. Rodman buys total 11% holdings of three others for $60,000.

NBC Buys KMPC

(Continued from page 4)

trustees [BROADCASTING, April 25, Aug. 1].

Trusteeship plan was worked out after FCC called hearing based on complaint, filed by Radio News Club of Hollywood charging Mr. Richards ordered KMPC staff members to slant news against members of late President Roosevelt's family and certain minority groups. This hearing was postponed indefinitely but question was revived when FCC called hearing, not yet held, on trusteeship proposal and license renewal applications.

Mr. Richards owns 64.8% of KMPC and 71.64% of WGAR, and with wife owns 62.39% of WJR.

DRYS ATTACK WHAS ASK FCC DENY RENEWAL

TEMPERANCE LEAGUE of America asked FCC Friday to refuse to renew license of WHAS Louisville on grounds station carries beer advertising and refuses to sell time to League for temperance messages, though 93 of 120 Kentucky counties have voted to ban sale of all alcoholic beverages.

League cited FCC's announced position that advertising of alcoholic beverages on stations in areas having dry laws is against public interest and may assume status as "controversial issue." League's complaint was in letter signed by Edward B. Dunford, attorney. One of its national officers is Rev. Sam Morris, who tried unsuccessfully few years ago to have KRLD Dallas denied license on similar grounds.

TEXAS TV APPLICATIONS

NEW TV stations sought for Lubbock and Amarillo, Tex., by Lubbock Television Co., seeking Channel 6 (82-88 mc), and Amarillo Television Co., seeking Channel 5 (76-82 mc), according to bids tendered at FCC Friday. Both ask 1.95 kw visual, 0.97 kw aural and specify initial cost $112,000. Dr. Glenn Terry (33⅓%), Dr. Watt W. Winn (25%), Dr. Warren E. Massey (25%) and Dave C. Edwards (16⅔%), owner Hillcrest Mausoleum, all Dallas, are owners of both firms.

SET MAKERS RESPONSIBLE

RESPONSIBILITY for protecting TV and other sets against interference caused by direct intermediate-frequency pickup from properly operating diathermy and similar devices was placed by FCC Friday upon set manufacturers and set owners. Commission had made this proposal last July, said it received no objections, and made it effective Dec. 1. Responsibility formerly was on diathermy operators.

MISS HAYES NOT TO RETURN

HELEN HAYES Friday notified N. W. Ayer & Son, New York, she will not return to CBS series this season. *Corliss Archer*, summer replacement for Sunday, 9-9:30 p.m. show, extended after death of Miss Hayes' daughter, will continue in Electric Companies-sponsored spot.

'VOICE' FUNDS APPROVED

LEGISLATION providing $10,475,000 for new Voice of America anti-jamming facilities signed by President Truman Friday.

BMI TOPS ASCAP

FOR first time in its brief nine-year existence BMI has topped ASCAP in total listings as shown by current poll. BMI found ahead in best-selling and juke box rhythm and blues records, most-played juke box country and western records, best-selling retail folk records and most-played juke box records. It also rated high in best-selling popular retail records and those most played by disc jockey, and tied with ASCAP on the honor roll of hits. BMI's position rising rapidly, according to Carl Haverlin, BMI president.

Closed Circuit

(Continued from page 4)

retains his 25% interest in WDZ Tuscola, Ill.

BEST guess on Washington color TV front is that FCC will be disposed to ask for more work on color, possibly authorizing field tests of color equipment before reaching final decision.

VLADIMIR ZWORYKIN, RCA inventive genius who brought forth those twins of TV—iconoscope and kinescope (Ike and Mike)—is directing laboratory development of RCA's "compatible" color TV. It's predicted he will come up with single-tube all-electronic color within six months.

MONTGOMERY WARD plans for renewed big-scale radio activity reaching decision stage with BAB's Maurice Mitchell hopeful of favorable announcement inside month.

REALIGNMENT process at NAB may go even farther. Board's structure committee will meet at end of week to take stock following ax-swinging and streamlining moves. Changes in 17-district setup also to be considered.

NESTLE'S CHOCOLATE, through Cecil & Presbrey, New York, looking for spot availabilities in New York, Chicago, Philadelphia and Boston.

SET makers, alarmed over Revenue Bureau's slapping of excise tax on models with FM tuners, even more worried lest Congress levy on entire TV chassis when tax law is re-examined next year.

DORLAND INC., New York, looking for availabilities for possible spot announcement campaign for Pepto-Magnam.

DAN B. MINER Co., Los Angeles agency (Interstate Bakeries), negotiating through Hilly Saunders, vice president in charge of radio and television, and Fred Levings, director of *Cisco Kid* AM program, for television film rights. Discussions going on with Frederic W. Ziv Co. and Phil Krasne, film man, for production of 26 half-hours.

THAT COLOR TV hearing to be convened in San Francisco Nov. 28-30 for demonstration of Color Television Inc.'s system will be before entourage probably to include all seven members of FCC and at least half dozen members of its engineering and legal staffs. Other hearing participants, of course, can be on hand, since demonstration is simply regarded as field phase of Washington proceedings.

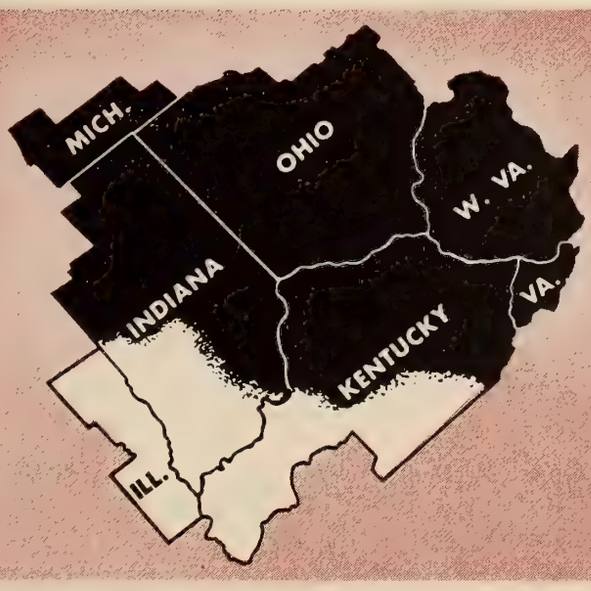
CBS PLANNING one-time half hour film version of *Philip Marlow* series. Result will be weighed against kinescope as to cost and quality. Apex Pictures, producer of *Lone Ranger* series, under consideration for test.

CARLOS A. FRANCO, former manager of radio buying for Young & Rubicam, New York, in conversations with Kudner Advertising Agency, New York, for radio business manager position.

BEFORE FCC hearings on color TV phase are concluded, hitherto unscheduled appearance of Brig. Gen. David Sarnoff, RCA board chairman, may develop. Gen. Sarnoff, who personally directed RCA's compatible color TV demonstration, and who has figured in every aspect of radio-electronics development since origin of the art, if called upon will expound his views as to where TV is headed and when. He's hardly missed a prediction in the last generation.



That's coverage



In this area, WLW reached *four fifths* of all the 3,644,800 radio homes between 6 a.m. and midnight.* *That's coverage!*

Of these homes, WLW in four weeks . . .

reaches 65.8% between 6 AM and 6 PM
reaches 74.5% between 6 PM and Midnight
reaches 80.7% between 6 AM and Midnight

THAT'S COVERAGE!

For further information, contact any of these WLW Sales Offices . . .

140 West 9th St., Cincinnati 2, Ohio
360 N. Michigan, Chicago 1, Ill.
630 Fifth Avenue, New York 20, N. Y.
6381 Hollywood Blvd., Hollywood 28, Calif.

*Nielsen Radio Index February-March, 1949

when you want coverage you want

WLW

the nation's most merchandise-able station

CROSLEY BROADCASTING CORPORATION



KRGV CALLS THE SIGNALS

IN THE MAGIC VALLEY WHERE PUBLIC SERVICE AND SATISFIED CUSTOMERS GO HAND IN HAND!

CHAS A. WASHMON, PRES. LEWIS O. VOGELSANG, VICE PRES. W. D. WHALEN, SECRETARY JOE T. COOK, VICE PRES C. A. NORTON, TREASURER F. E. MACMANUS, VICE PRES JACK H. DRAKE GENERAL MANAGER

LOWER RIO GRANDE VALLEY CHAMBER OF COMMERCE

HEADQUARTERS RIO GRANDE VALLEY, TEXAS
MAILING ADDRESS WESLACO, TEXAS

September 29th, 1949

Mr. Byron W. Orle
General Manager
Radio Station K R G V
Weslaco, Texas

Dear Barney:

The vast improvement in the Lower Rio Grande Valley's 1949 highway traffic safety record has recently been called to my attention by our Safety Committee chairman. It is an encouraging development and indicative of the cooperation KRGV has given this committee and other Valley organizations over the years.

It is my desire to extend to you and your entire staff sincere commendation for the part your radio station has played in helping bring about this improvement in traffic safety. KRGV's generosity in contributing so much time to public service safety announcements has contributed immeasurably toward achieving this goal and may be credited with having helped save an untold number of lives.

I wish to thank KRGV for having broadcast more than 1,464 such traffic safety announcements, in both English and Spanish, from January 1st, through September 1st, of this year. We, like many other Valley civic and business organizations, have become accustomed to counting on KRGV whenever public service assistance is needed.

We have enjoyed this privilege in the past and are confidently looking forward to your fine cooperation in the future.

The Rio Grande Valley's four-county traffic record at the present time shows a more than 11 percent improvement over last year and with your continued assistance we hope to maintain this encouraging record the remainder of the year.

Cordially yours,

Jack H. Drake
General Manager

JHD/ev

It's no "accident" that KRGV receives many letters like the above. Patrolling a city with a main street 65 miles long is only one in the list of public services that make the folks in the rich Magic Valley tune in to KRGV.

The 84 local and spot advertisers who've been on KRGV consistently for five years or more . . . the 104 with three consecutive years or more . . . attest to the selling power and popularity of KRGV, whose primary coverage area contains 45,930 radio homes*—has a population of 255,000—and whose farm cash income alone last year amounted to $123,056,741.

Ask your Taylor-Borroff man for full details on KRGV, "The Valley's Best Salesman."

*BMB — 1948

KRGV

Affiliated with NBC and the Lone Star Chain

Represented by TAYLOR-BORROFF & CO.

1000 WATTS ★ 1290 KC.

WESLACO, TEXAS

OCTOBER 24, 1949 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

POUGHKEEPSIE'S

only a few blocks away

A TRUE TALE THAT—TO US
ANYWAY—PERSONIFIES
THE POWER OF WOR
AND WOR-tv



Let's call her Mrs. G.—though that's not really her name. Like any woman, she wouldn't dare admit her age, but we guessed it at about seventy or seventy-five. She wore a little blue hat and a dress to match and her hair was white and so were her gloves.

She asked a WOR receptionist, "Miss, could I see the man who makes the programs?"

Being an alert girl, the receptionist said, "Of course; won't you sit down?"

One of WOR's 30 or more men who "make the programs" came out to see Mrs. G.

"You know," said Mrs. G., "I come down to Macy's from Poughkeepsie* just about twice a year and today it occurred to me that I might drop into WOR and tell you people just how much Daniel, he's my husband, and I enjoy what you send us."

"Well, isn't that nice," said one of the men who "makes our programs."

She continued, "For more than twenty-five years the both of us have listened to you carefully. And now with your big television station, you seem closer than ever. In fact, we both feel our place in Poughkeepsie's only a few blocks away from WOR." And she added, "it looks to us like WOR-tv is going to be family-like, just like WOR. It isn't the same as the other television stations; it's different, it's warm and nice."

NOTE—the unique power of WOR—and now its sister station WOR-tv—to move the hearts and minds of hundreds of thousands of people on the Eastern Seaboard is, we feel, powerfully pictured in this little tale. For long more than a quarter century WOR's ability to create miracles for thousands of advertisers has been based on its technical strength to reach 35,890,000 people in 18-states and the Dominion of Canada with programs that are as natural and homelike as a family 'round the fireside. It's little wonder that we can honestly and truthfully say

WOR reaches the most people where the most people are

**which is 86 miles up the Hudson from a city called New York*

IN THIS ISSUE: LINNEA NELSON DISCUSSES PI's

SINCE 1946

another "Louisville"

HAS BEEN ADDED TO KENTUCKIANA* RADIO FAMILIES



1946	LOUISVILLE	137,510	588,740
	THE REST OF KENTUCKIANA	451,230	
1949	LOUISVILLE	110,700	701,870
	THE REST OF KENTUCKIANA	591,170	

a 19.2% increase

*50%-or-better BMB counties in Kentucky, Indiana, Tennessee and Virginia

50,000 WATTS ★ 1 A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

CBS

WHAS

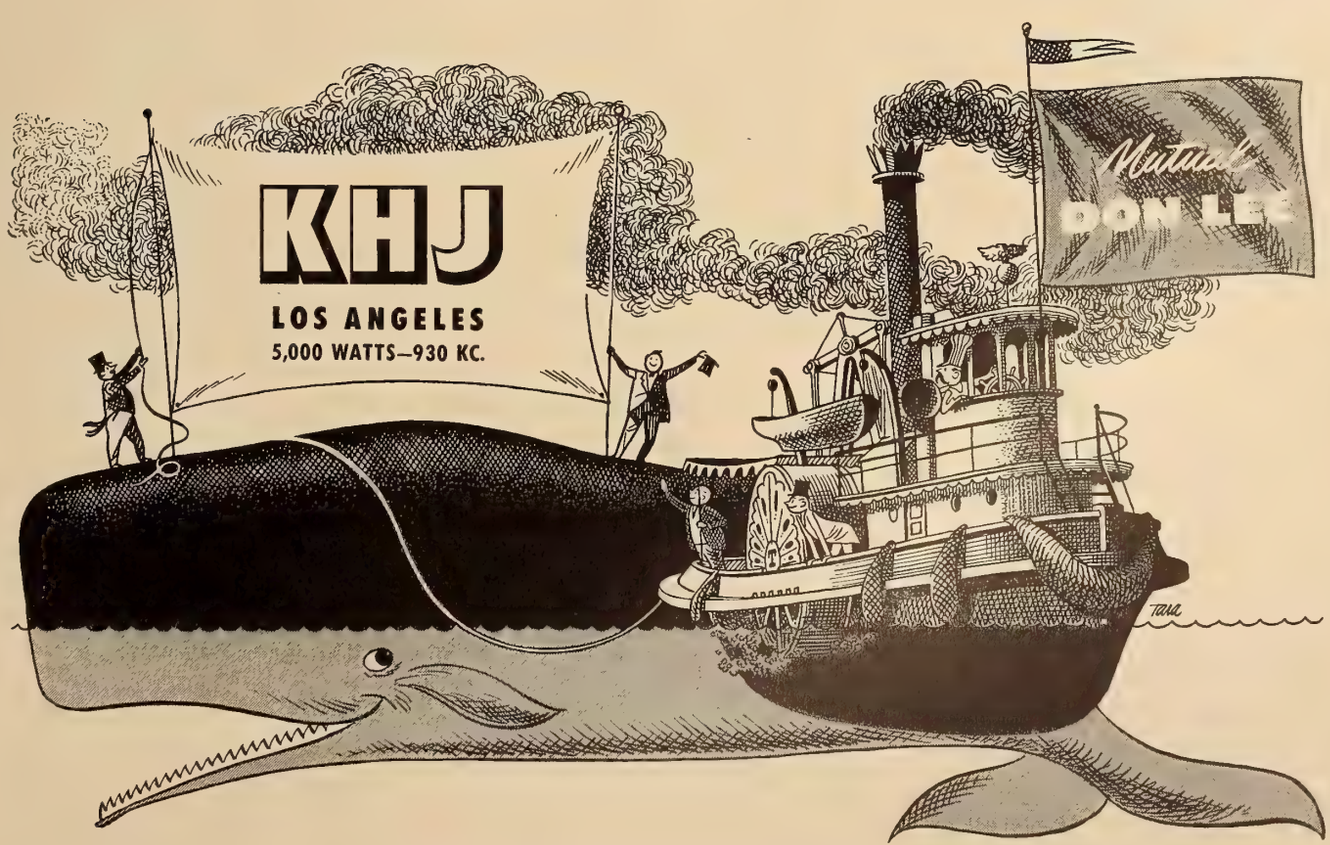
Louisville, Kentucky

VICTOR A. SHOLIS, *Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND COMPANY



FOR A WHALE of a sales job in the 2 biggest markets in the West, buy KFRC, San Francisco and KHJ, Los Angeles... Economy, Complete Coverage, 25 Years of Successful Selling—All Yours with these Key Stations of DON LEE—the Nation's Greatest Regional Network.



Represented Nationally by JOHN BLAIR & CO.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



Closed Circuit

RESIGNATION of R. C. Cosgrove as executive vice president of Avco Mfg. Corp. expected to result in assumption of full direction of company and its subsidiaries (including Crosley-WLW) by Victor Emanuel, Avco president. Policy matters believed to have resulted in Mr. Cosgrove's resignation from his better-than-$200,000-per-year job, though he continues as director and consultant and also will complete his term as RMA president, expiring next June (see early story, page 26).

BARRING unforeseen developments, FCC will (1) grant RCA's petition for two-month postponement of comparative demonstrations of rival color systems, now set for Nov. 14, and (2) probably will call off scheduled Nov. 28 trip to see Color Television Inc.'s system in San Francisco, reasoning it can see this system at time of comparative showings.

IT'S status quo on ownership and management of WMBD Peoria, Ill. [CLOSED CIRCUIT, Oct. 17]. Instead of disposing of his 49% interest to present majority stockholders, also owners of *Peoria Journal Transcript*, president and directing head, Edgar L. Bill, will continue in post he has held for 18 years. Similarly, Charles Caley, executive vice president and general manager, continues in that post. Negotiations looking toward possible reorganization reported still in progress last week.

EDDIE BRACKEN, radio and film star, offering $65,000 for KWKW Pasadena, 1430 kc, 1 kw-D. Mr. Bracken associated with Harold J. Morrow, recently with Radio Trinidad, and Douglas Jenkins, Los Angeles agency man. Southern California Broadcasting, KWKW owner, would retain call letters for KAGH Pasadena, 1300 kc 1 kw-D, recently purchased from Andrew C. Haley.

TOY PRODUCTIONS, Hollywood, spending $100,000 on six-week spot campaign to start Nov. 7 in all major markets promoting Bugs Bunny and Porky Pig singing and talking mechanical toys. Agency, Buchanan & Co., Los Angeles.

HAVING learned lesson on FCC rejection of Avco-Crosley bid for WHAS, *Louisville Courier-Journal* and *Times* principals are exploring all aspects of proposed new deal with Atlass-Wrigley-Autry syndicate [BROADCASTING, Oct. 17] before finalizing sale subject to FCC approval. Mark Ethridge, publisher of newspapers, and Gene Autry, broadcaster-artist, separately conferred with FCC Chairman Coy last week. Syndicate bid roughly equals that of Avco offer—$1,900,000 plus $80,000 annual studio rental for ten years and out-of-pocket TV expenses. H. Leslie Atlass participation would be for his family.

ANENT WHAS, it's now learned there were conversations with ABC, which wanted to ac-

(Continued on page 74)

Upcoming

Oct. 26-27: NAB Dist. 3, Skytop Lodge, Skytop, Pa.
Oct. 27: D. C. Public Utilities Commission hearing on Transit Radio, Washington.
Oct. 30-Nov. 5: National Radio and TV Week.
(Other Upcomings on page 73)

Bulletins

WKLO Louisville, independent, to join ABC network effective Jan. 1, 1950. WKLO operates fulltime on 1080 kc with 5 kw daytime, 1 kw nighttime, replacing WINN Louisville as ABC outlet. WKLO is managed by Joe Eaton.

SEN. HARRY F. BYRD (D-Va.) threatened late Friday to sue Drew Pearson for libel if the ABC commentator does not "adequately correct . . . lies, insinuations and innuendoes" published in his column. Sen. Byrd charged commentator with attempting to involve him "by false statement" in tax fraud case.

3 NETWORKS, FCC SIGN GIVEAWAY STIPULATION

STIPULATION between ABC, CBS and NBC and FCC in giveaway cases signed late Friday by U. S. District Judge Simon H. Rifkind in Southern District of New York postponing hearing for temporary injunction scheduled for this Thursday until time mutually satisfactory to counsel and court.

This interpreted to mean both sides feel temporary injunction no longer necessary because FCC already has postponed operation of rules until final court test. Next step expected in case is FCC's answer to complaint, perhaps this week. Trial of issues might then follow quickly.

NARBA GROUP AGREES ON LENGTH OF TREATY

ENCOURAGING sign at NARBA treaty conference in Montreal developed Friday as judicial subcommittee representing all nations agreed that length of any treaty adopted should be five years, with status quo existing after expiration date until new pact can be adopted (see early story page 25).

Observers construed action as important in that it resolves deadlock over sovereignty rights of nations. Language of agreement points out need of avoiding interference between nations, specifies five-year effective period and then provides for status quo until new pact goes into operation.

MBS APPOINTS WAGNER

HAROLD M. WAGNER, MBS director of traffic operations, with Mutual since 1941, Friday named network's manager program operations, taking over duties performed by Jack Paige, now vice president, Inter-Mountain Network.

Business Briefly

SPOT PROJECT ● Paramount Pictures t place spots in 50 major market cities startin about Nov. 1 for new release "The Heiress. Agency, M. M. Fisher Agency, Chicago.

FORD TO SIGN ● Ford Dealers, through J Walter Thompson, New York, to sign contrac with CBS-TV for hour-long show, Tuesday, p.m. featuring Kay Kyser and band.

HERTZ CONFERS ● Hertz Drivurself Sta tions, Chicago, General Motors unit, studyin radio with eye to first use of medium. Con ferences with Campbell-Ewald, Chicago, whic has suggested AM spots nationally, to continu into November.

INSULL RESIGNS

SAMUEL INSULL Jr. has resigned as vic president of Stewart-Warner Corp., Chicag to return to insurance business. Resignatio effective Nov. 1, "has been accepted wit regret," president and board chairman Jame S. Knowlson said Friday. Mr. Insull directe activities of the radio and television divisio

KPHO-TV JOINS ABC-TV

KPHO-TV Phoenix, Ariz., joining ABC-T effective Nov. 17, bringing to 38 network total affiliates. Station, holding only Phoeni video grant to date, is owned by Phoenix Tele vision Inc., and managed by Rex Schepp. Sta tion, to operate on Channel 5, also affiliate with NBC, CBS and DuMont.

CHURCH COUNCIL FILES SUIT AGAINST CBS

CHARGES of censorship and discriminatio in handling of sustaining religious program were made against CBS and its WCBS Ne York Friday by American Council of Chris tian Churches in petition filed at FCC. Funda mentalist group seeks hearing on complain and asked Commission to withhold WCBS' l cense renewal until alleged practices are di continued.

ACCC is parent organization of New Je sey Council of Christian Churches which las May filed similar complaint against WCA Camden, N. J., and asked revocation or su pension of license [BROADCASTING, May 16 FCC has taken no action on this complain

CBS "in its presentation of religious pr grams has entered the business of supplyin religion to the nation as a church, which calls *Church of the Air*," ACCC said, chargin this is "a blend of all religions which in n way represents the historic viewpoint of th Protestant position." ACCC said CBS "ind cates to participants the nature and extent the message they may present," forbids co troversy, and thereby "has become the agen and tool of those particular religious interes which are opposed to the position and vie point of petitioner."

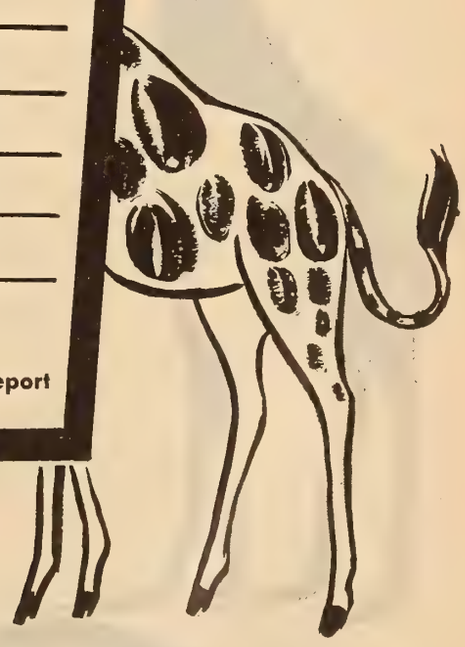
$.33 in Detroit



YOU'RE "HEAD AND SHOULDERS" ABOVE THE REST WITH WKMH . . .

STATION	1 TIME RATE	260 TIME RATE
WKMH	$ .51	$ .33
A	1.69	1.27
B	1.57	1.34
C	1.61	1.23
D	2.08	1.56
E	2.07	1.57
F	1.11	1.11

★ Based on share of audience—Aug. thru Sept. Conlan Report



Compare Costs per Thousand Families BEFORE YOU BUY THE DETROIT MARKET ★

"MONEY-WISE TIME BUYERS



ANALYZE COSTS."

1000 WATTS

WKMH

1310 KC

WKMH GIVES YOU MORE LISTENERS PER DOLLAR IN METROPOLITAN DETROIT THAN ANY OTHER STATION

Plus . . .

A BONUS of Ann Arbor, Ypsilanti, Pontiac and Toledo!

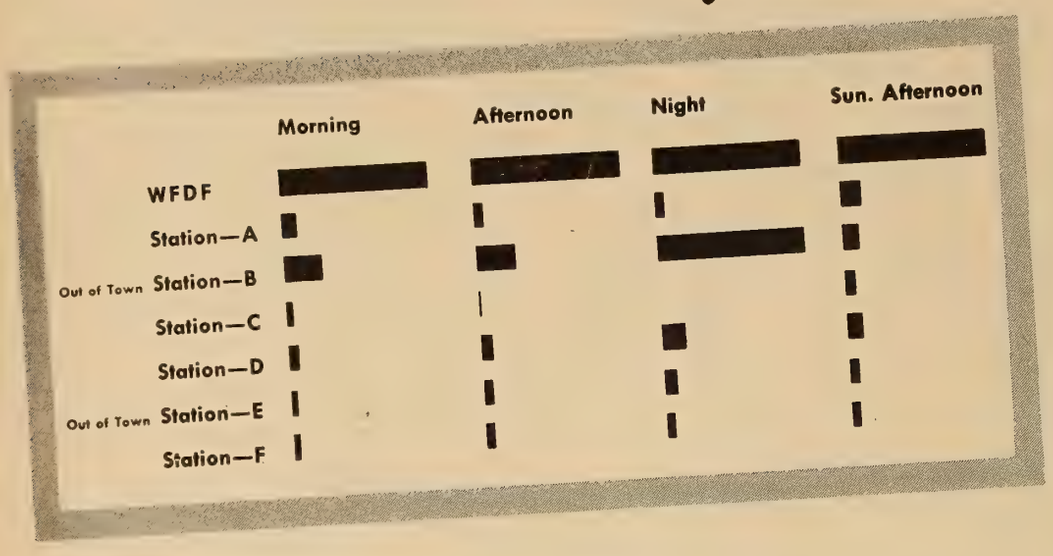
Fred A. Knorr
President and Gen. Mgr.

Weed and company
National Representatives

Morning, Noon and Night

WFDF HOLDS THE AUDIENCE . .

in Flint!



● As usual, the most listened-to station in Flint is WFDF! That's what Mr. Hooper's figures show in the Winter-Spring Report, 1949. A glance at the chart above, will give you a quick idea of WFDF's popularity with the Flint audience. And, just for the record:

WFDF—registered *more listeners than the other four local stations combined* in every time period.

WFDF—had two to five times as many listeners throughout the day as any local station.

WFDF's quarter of a million audience spends over $288,000,000 retail annually in Flint. Get your share the way Flint's own merchants and national advertisers do by presenting your sales story over Flint's consistent audience dominator—WFDF. It's a natural, because it's a favorite with Flint folks.



910 Kilocycles WFDF **FLINT MICH.**

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

BROADCASTING
TELECASTING

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Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

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Editor and Publisher

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Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU
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William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU
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David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

KFH IS TOPS





BRUCE BEHYMER KFH FARM SERVICE EDITOR

HAS SERVED KANSAS AND OKLAHOMA FARMERS FOR 30 YEARS

Bruce Behymer has been the outstanding authority on livestock and grain to thousands of prosperous farmers for a long, long time. He has delivered complete market reports and farm service programs over KFH continuously for 18 years and his reports have been carried in the Wichita Eagle for 30 years.

Farm service is important in the KFH airea. This is basically an agricultural and livestock region; markets, crop reports and intelligent farm service information are vital to the welfare of the KFH rural audience. Bruce Behymer has had TOP Hooper rating over all other farm service programs consistently for years; beam your message to his loyal and select audience. Call a Petry man for the few remaining availabilities.

5000 Watts - ALL the time

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

KFH KFH -FM CBS

WICHITA, KANSAS

2,835



HARRY STONE, GEN. MGR. • IRVING WAUGH, COMMERCIAL MGR. • EDWARD PETRY & CO., NAT'L REPRESENTATIVE

YEARS of RADIO

WSM celebrates its 24th birthday this fall. Even though this makes us old-timers in the youthful radio industry, it doesn't tell the full story of the experience in broadcasting held by the 226 members of the WSM staff.

Actually, there have been 2,835 years of radio work racked up by WSM staff members! This means that each of the 226 persons working at WSM has been in the business of broadcasting an average of 12½ years. What's more, each of these experienced radio people has served with WSM an average of 8½ years. They all know their business, and they know WSM, too.

Even though we are radio pioneers, and old-timers, it doesn't mean we are grey-beards — far from it! At the risk of getting personal, we made some discreet inquiries among our various colleagues, and it develops that the average WSM employee is (whisper this, please!) somewhere in the neighborhood of 34 years of age.

That's WSM — 24 years as a radio station, with a staff of 226 broadcasters young in years, and with a background of experience totalling more than 20 centuries!

Why are these figures of interest to you? They point up this fact — to secure fullest results in the Central South it is wise to give your product the benefit of the 2,835 years of radio experience at WSM!



0,000 WATTS • CLEAR-CHANNEL • 650 KILOCYCLES • NBC AFFILIATE

Profits Await Advertisers in these Markets

WGAL
WGAL-TV
LANCASTER, PA.

WORK
YORK, PA.

WEST
EASTON, PA.

WKBO
HARRISBURG, PA

WRAW
READING, PA.

Represented by
ROBERT MEEKER ASSOCIATES
Los Angeles · New York
San Francisco · Chicago
STEINMAN STATIONS

Feature of the Week

WHEN *Polly the Shopper* goes shopping the whole town goes with her. At least that's the way it looks to KOIL Omaha over which the program has captivated its women's audience for 12 years.



Miss West

"Polly" is Belle West, director of women's programs for KOIL, who is beginning her 25th year in her shopping role. Miss West had a "Polly The Shopper" column in a local paper, *Omaha Bee News*, for 12 years until the paper ceased publication in 1937 and on Oct. 15 of that year, she brought the feature to KOIL. Her broadcasts since that time have been continuous.

Wrapped around her program is a story of success shown by repeated instances of good selling and Hooperatings. The latter gave "Polly" a 5.5 rating for both her morning (11:15 a.m.) and afternoon (1:15 p.m.) shows from December 1948 through April 1949.

When a local clothing store (Herzbergs) had a fall Millinery Festival promotion on Marche Hats three ads were scheduled on the program. Result was the store had to wire for more hats. Again when The Acquila, exclusive women's ready-to-wear store, received 500 pairs of new "Prim" nylon hose, Miss West described them on the air in just one ad. All of the stockings were sold out and subsequent shipments have been sold without further advertising.

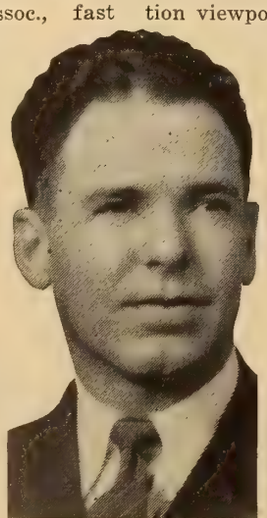
Other successes: Levenson Chemical advertised a new spray gun at cost of $12.95 each—one "Polly" spot sold them out; Engineering Assoc., small Omaha firm, is busy keeping up with orders for contracting jobs after three spots in one week on the program; Pearl Davey, picture shop, sold $700 worth of religious pictures during a rainy day because of one announcement.

Miss West built her large and loyal audience in the Omaha-Council Bluffs market by occasionally making the rounds of the Omaha shops and telling her listeners of the many shopping bargains. The passing years have made her program an institution.

On All Accounts

THE story goes that when Nat Brandon was in St. Louis on recruiting duty during the war, he got just one recruit—a fiancee. If the story is true—and it is admittedly apocryphal—it is the only campaign Mr. Brandon has worked on which has shown such poor results, numerically speaking.

Now director of creative plans and copy and member of the firm of Noble-Dury & Assoc., fast growing advertising agency in Nashville, Nat is hard at work on campaigns for such diversified accounts as General Shoe, Duck Head Overalls, Warren Paints and Blue Seal Flour, among others.



NAT

Nathan (he prefers Nat) Wilford was born May 30, 1910, on a farm near Dover, Tenn., situated on the Cumberland River in the northern section of middle Tennessee. In these rustic surroundings, the advertising executive grew up to love the natural beauty of the outdoors. He attended Dover High School and both the U. of Tennessee at Knoxville and Middle Tennessee State College at Murfreesboro.

His move to Nashville in July of this year was a homecoming, since it was in that city in 1935, just out of college, that he got his first taste of the advertising merry-go-round when he joined C. P. Clark Inc.

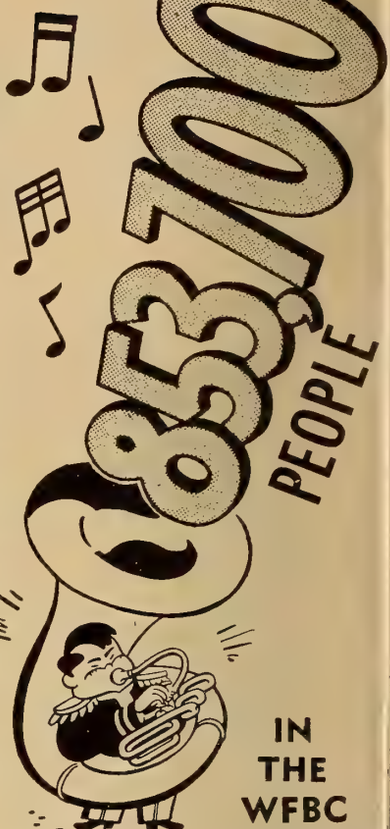
Four years later, in 1939, he left Nashville to help found and serve as sales manager of WSAV Savannah, Ga. The more than three years Nat spent with WSAV, interrupted though they were by four years of Army life, gave him an intimate knowledge of the station viewpoint and the vast potentialities of radio.

Unlike so many of his confreres, Nat Brandon did not wind up in some Army special services or public relations office. Aside from the aforementioned detached service bit of recruiting duty, he was assigned to the Air Transport Command, after graduating from Officer Candidate School in Miami, served in the Priorities & Traffic Div., Headquarters, ATC, in Washington.

Returning to Savannah after the war, he longed for the many faceted agency field once more and so he travelled North—to Augusta, Ga.—where, for a brief period, he was assistant to the president and radio director of Nachman Rhodes

(Continued on page 67)

583700 PEOPLE



IN THE WFBC MARKET

FINEST

In South Carolina

● WFBC is tops with Conlan where Population, Sales, Employment, Payrolls, and Automotive Registration are Highest in South Carolina.

NBC FOR ALL THREE
GREENVILLE-SPARTANBURG
ANDERSON MARKETS

WFBC
5000 Watts 19 Hours Daily
and WFBC-FM
93.7 Channel • 60,000 Watts
GREENVILLE, S.C.
THE NEWS-PIEDMONT STATION

REPRESENTED BY AVERY-KNODEL, INC.

Mr. Jamison stands out in the crowd...



In a crowded reception room, in a crowded office, even in a crowded elevator...our man Jamison is a standout.

He looks like a young fellow on the way up...with something on his mind. When he talks, people listen.

The reason is obvious. *Mr. Jamison always knows what he's talking about...always delivers.* For example:

Last summer he promised a big advertiser a certain set of availabilities at a certain time. They were hard to get, but Mr. Jamison guaranteed the timing of an important test campaign by producing them on schedule.

Last spring he told a station manager there was no reason why that station's billing could not be increased 15% before the end of the year. Here it is only October; and the figure has already been passed.



The reputation of Weed and Company is no accident. It's reliable, constructive, creative service, like this, that built it. And it's men like Mr. Jamison who are helping us do more business for all of our clients than ever before.

Weed and company

radio and television station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

Pleases Producer

EDITOR, BROADCASTING:

. . . We think your magazine furnishes an unmatched coverage of the field. We also think that it is by far the best buy for the money among trade publications.

I sincerely hope that you continue to enjoy success and the best of business. Rush that next issue—we can hardly wait.

Frank L. Woodruff,
Executive Producer
Woodruff Associates,
New York

* * *

Wants Films

EDITOR, BROADCASTING:

We handle the advertising for Soapine (like Rinso, Duz, etc.). We have 5-minute evening periods on WBZ-TV Boston, and are now using filmed shows of approximately 3½ minutes running time, plus sides and live announcements.

We are in the market for additional series of these 3½ minute completed film and sound, in 13, 26 or 52 episode groups. Obviously, our market consists of women who are housekeepers and mothers.

Could you suggest possible sources for such "ready-made" material? We will appreciate your advice.

Edwin C. Whittemore,
Vice President
Bennett, Walther & Menadier Inc.
Boston

Open Mike



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Lauds LeBlanc

EDITOR, BROADCASTING:

I would like to pipe in a good, baritone "amen" to Eugene Jones' letter in your Oct. 10 issue concerning Dudley LeBlanc. We broadcasters down in the Hot Biscuit Belt recognize the Senator's talents for promotion. When we receive a letter from him we have no idea whether it will hold an engraved invitation to the Mardi Gras, a commission on the Governor's staff, or a complimentary round trip ticket to Hawaii. He's a great showman!

But the proof of the pudding is in the eating thereof—he has always used radio for his primary advertising media. Enough said!

Allan M. Woodall
President
WDAK Columbus, Ga.

* * *

Football Time Deal

EDITOR, BROADCASTING:

I was . . . interested in your editorial entitled, "The World Serious" which appeared . . . Oct. 10 as something equally as bad is happening here on the coast.

A national advertiser is now broadcasting professional football games over a special network comprising some 30 radio stations paying nothing for time but supplying the game at no cost with the privilege of course to commercialize their product.

It seems to me this is a serious mistake and can only end in disaster. . . .

Charles P. Scott,
Gen. Mgr.
KSRO Santa Rosa, Calif.

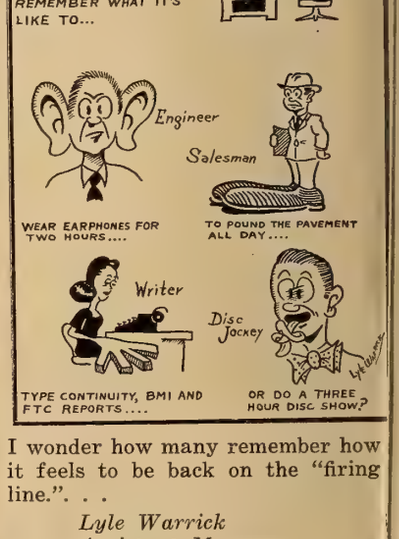
* * *

Back on Firing Line

EDITOR, BROADCASTING:

In the past few weeks, I have had occasion to take a turn at the turn-tables, fill in with the sales department, type up a number of commercials, and even engineer a football game. Hence the enclosed cartoon was born.

Although most station managers started in one of these departments,



I wonder how many remember how it feels to be back on the "firing line.". . .

Lyle Warrick
Assistant Manager
WSUA Bloomington, Ind.

* * *

Any Takers?

EDITOR, BROADCASTING:

. . . We have been on the air since Nov. 1, 1948. In January 1949 we had 5 hours and 30 minutes of studio programs. For the month of October, in not quite a year, we have scheduled 117 hours and 45 minutes of local studio programs—all "live." This does not include

(Continued on page 73)





NEXT BEST THING TO A

"SKY-HOOK!"

"Sky-hooks" being expensive and somewhat impractical, why not start from the ground up with a Blaw-Knox tower to obtain support for your high-riding FM and TV antennas?

Blaw-Knox, having built towers since spark-gap days, makes available to electronic engineers a degree of practical experience unequalled in this field. So, when you want the next best thing to a sky-hook, call Blaw-Knox.

[Shown here is a Blaw-Knox special 417 ft. Type H-40 Heavy Duty tower for Station WHIO, Dayton, Ohio. This tower was designed to support an RCA combination 4-section pylon, plus a 6-section TV antenna and station call letters.]

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING • PITTSBURGH 22, PA.

Distributed by GraybaR
OFFICES IN 100 PRINCIPAL CITIES

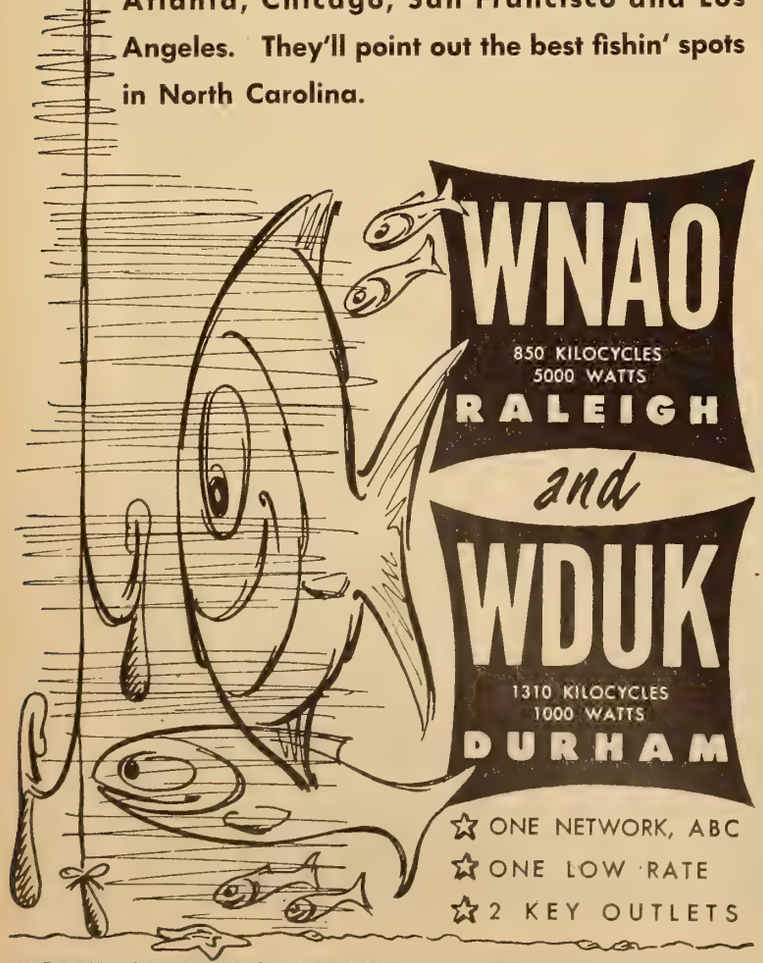
BLAW-KNOX ANTENNA TOWERS

you'll do better with the same line- and two hooks!

Drop your line in North Carolina's greatest metropolitan market, Raleigh - Durham. WNAO and WDUK combine facilities and rates to offer you a "fisherman's paradise" and a "whale" of a discount.

All you have to furnish is the bait and the line —we've got the hooks. "They've" been biting on drugs, foods, autos and trucks, furniture, appliances and radios, clothing, hardware, farm machinery, gas, oil and tires, tobacco, cosmetics, soft drinks and dairy products.

Those ol' fishin' guides, Avery-Knodel, are our "reps"—you can get hold of them in New York, Atlanta, Chicago, San Francisco and Los Angeles. They'll point out the best fishin' spots in North Carolina.



NORTH CAROLINA'S LARGEST METROPOLITAN MARKET

Agencies



JAMES H. BOLT appointed vice president of Waldie & Briggs, Chicago, where he has worked since 1943. An account executive, he also supervised client activities in industrial and consumer products. He formerly was in the advertising department of Swift & Co., Chicago.

LOIS REA, former manager of advertising production for Ziff-Davis Publication Co., Chicago, appointed media director and traffic manager of Bill Bonsib Adv., Denver. She previously was production and traffic manager for Abbott Kimball Adv., Chicago, and for Beaumont & Hohman, same city. She also has been with Lowe Runkle Agency, Oklahoma City, and Charles Daniel Frey Agency, Chicago.

MARY GROSVENOR ELLSWORTH, formerly with N. W. Ayer & Son, Huber Hoge Inc. and Pedlar & Ryan, all New York, joins Compton Adv., New York, as copywriter. She also was with WRVA Richmond, Va.

ALICE ROSS, formerly in media departments of Lawrence C. Gumbinner and Franklin Bruck advertising agencies, both New York, appointed time buyer of New York office of Joseph Katz Co.

HERBERT BEAVEN, formerly vice president and manager of Los Angeles office, Brisacher, Wheeler & Staff, joins service staff of Mogge-Privett Inc., same city.

GERALD J. WEIPERT joins radio and TV staff of Brooke, Smith, French & Dorrance Inc., Detroit office. He formerly was on staff of WWJ-TV Detroit.

MADOLIN BINGHAM, formerly advertising and sales promotion manager for Munsingwear Inc., Minneapolis, joins Abbott Kimball Co., San Francisco, as account executive.

RITA LIVINGSTON, formerly with Carl Reimers Inc., appointed copy chief of Sterling Adv., New York.

ALLEN DUCOVNY, formerly with Robert Maxwell Assoc. as producer-director and director of public relations with Superman Inc., joins radio department of Kenyon & Eckhardt Inc., New York, in radio-TV production capacity.

JAMES L. DePAULI, former manager of San Francisco office of West-Marquis Inc., joins Albert Frank-Guenther Law Inc., same city, as account executive.

EDWARD H. DEXTER, formerly of Benton & Bowles, New York, joins Lennen & Mitchell, New York, as copy supervisor. Believe joining L&M, he was copy supervisor at Benton & Bowles for three years and was with Compton Adv. and Young & Rubicam in similar capacity for five and 13 years, respectively.

JOHN R. MAYER, former food account executive for Foote, Cone & Belding, New York, transferred to agency's San Francisco office as account executive on Western Beet Sugar Producers Inc.

FREDERICK JONES Jr., formerly of M. Glen Miller Adv., Chicago, joins account staff of Biddle Co., Bloomington, Ill.

HOWARD BAY, independent Broadway set designer, appointed by Young & Rubicam, New York, to do background television settings for two of its programs, *Silver Theatre* and *Fred Waring*, both weekly shows on CBS-TV.

DEL WAKEMAN, formerly advertising and sales promotion manager of Ekco Products Co., Chicago, joins Rhoades & Davis, San Francisco.

NORMAN E. KRAFF, former general director of Food Research & Advertising joins Presba, Fellers & Presba, Chicago, as director of New Product Div.

GEORGE THARP, for several years with *Beverly Hills* (Calif.) *Citizen*, and **CLIFFORD GILL**, motion picture publicist, open advertising and publicity offices in Beverly Hills under name of **Tharp & Gill.** Offices are at 8668½ Wilshire Blvd. Phone: Bradshaw 2-4239.

HELEN ANDERSON, formerly of WJBK-TV Detroit, joins radio and television staff of Simons-Michelson, Detroit.

FORD & DAMM, Sacramento, Calif., changes firm name to **Marshall Ford Adv. Agency.**

KRONSTADT AGENCY, Washington, moves to 711-14th St. N.W. Telephone: Republic 0272.

HICKSON & JORGENSEN Inc., Los Angeles, moves to 600 St. Paul Ave., effective Nov. 1.

a coupla CHAMPS team-up again this fall



For 3 successive years, University of Michigan has been top team among the country's football giants. For the 3rd successive year, WWJ-TV, first television station in Michigan, will televise U of M home games for the same sponsor—Oldsmobile Dealers of Detroit.

Tens of thousands in this most prosperous major market in America will make a date with WWJ-TV Saturday afternoons to watch U of M, and then make a date with the Oldsmobile 88 for the following week. Olds' dealers, like the countless number of other WWJ-TV advertisers, have found that WWJ-TV not only offers the engineering know-how that assures better pictures, but also the ready-made audience born of WWJ-TV's pioneering and programming leadership. Yes, in Detroit, WWJ-TV is tops in television.



All-American Al Wistert, third of the Wistert family to captain a U. of M. football team.

FIRST IN MICHIGAN . . . *Owned and Operated by* THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ

WWJ-TV

NBC Television Network

And now the HPL is on

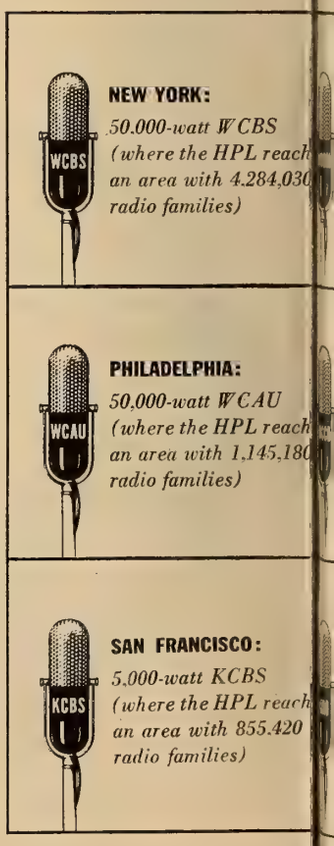
October 17: WCAU, "The Philadelphia Bulletin Station"—Columbia's great 50,000-watt affiliate in the nation's fourth largest market*—became the ninth station to broadcast, live and locally, the most sales-effective participating program in all radio—"The Housewives' Protective League."

It's *already* a sales manager's dream come true in eight of your biggest and richest markets... *including the country's first... second... and third!*

Now add the fourth—Philadelphia: WCAU—with its 50,000-watt "umbrella" coverage of the nation's fourth richest market—serves a territory where 1,145,180 radio families buy every kind of retail product to the tune of nearly *four billion dollars a year!*

And that means *now* "The Housewives' Protective League" can deliver your sales story to a total of 14,211,820 of the nation's radio families. Accounting for 38% of the nation's retail sales!*

During the past twelve months, more than 200 of the shrewdest advertisers in the country have used HPL programs to sponsor their products. Each of these profit-minded advertisers has testified—in hard dollars and sense—that "The Housewives' Protective League" is radio's most sales-successful participating program. For detailed information get directly in touch with the stations, their national spot representatives or...



THE HOUSEWIVES' PROTECTIVE LEAGUE

"The program that sponsors the product"

A DIVISION OF CBS • 485 MADISON AVE., NEW YORK • COLUMBIA SQUARE, HOLLYWOOD

*Sales Management "Survey of Buying Power," May 1949

WCAU!



CHICAGO:
50,000-watt WBBM (where the HPL reaches an area with 3,086,510 radio families)



LOS ANGELES:
50,000-watt KNX (where the HPL reaches an area with 1,659,950 radio families)



MINNEAPOLIS:
50,000-watt WCCO (where the HPL reaches an area with 1,035,850 radio families)



ST. LOUIS:
50,000-watt KMOX (where the HPL reaches an area with 894,620 radio families)



SEATTLE:
50,000-watt KIRO (where the HPL reaches an area with 469,200 radio families)



WASHINGTON:
50,000-watt WTOP (where the HPL reaches an area with 398,370 radio families)

THE NINE HPL MARKETS *(50-100% Daytime BMB Listening Areas.)*

THESE 184 NATIONAL SPOT AND REGIONAL ADVERTISERS ARE AMONG THOSE USING THE HPL DURING 1949:

Absorene
Ac'cent
Aljohn Co.
Amazo
American Cranberry
Austin Paint
Awful Fresh MacFarlane
Bakers Cocoa
Beatrice Foods
Bell Brook Dairies
Beltone Hearing Aid
Bertrand's Printing Co.
Black Poultry Co.
Bliss Coffee
Brentwood Mart
Briggs & Co.
Butler Mfg. Co.
Cabanay Products
Calif. Lima Beans
Campbell Soups
Canada Dry
Candelight House
Capper Publications
Carbonoid
Cargill Inc.
Childs Restaurants
Cinch Cake Mix
Citizens' Federal Savings
Clear Tone Hearing Aid
Coca-Cola
Colonial Airlines
Columbia Fed. Savings
Congress Oil
Constitutional Life Ins.
Corn Products
Cowles Publications
Crack-O-Lets
Craig Oil
Crowell-Collier
Crunchy Cookies
Dairy-Aide
Dixie Preserves
Doeskin Products
Donald Duck Orange Juice
Doubleday Co.
The Drackett Co.
Dugan Brothers
Durlacque Mfg. Co.
E & S Frozen Foods
Eggo Waffle Mix
Family Laundry Assn.
Family Reading Club
Federal Life & Casualty
First Federal Savings
Flex-O-Lace
Florsheim Shoes
Fred Astaire
French's Instant Potato
Freshrap
Fritos
Fuller Brushes
M. A. Gedney Co.
General Electric
General Foods
General Motors
Gordon Baking Co.
Glim
Green Spot Orangeade
Greystone Press
Griffin Shoe Polish
Gwaltney Meats
H & P Coffee Co.
Halliburton Erle Co.
Harry & David
H. J. Heinz Co.
Hi Lite Dog Food
Hills Brothers Co.
Holiday Magazine
Holm Tomatoes
Holsum Bread
Home Bldg. & Loan Assn.
Hotpoint
Hot Shoppes
Hunt Foods, Inc.
Illinois Electric Co.
International Harvester
Irving's Dairy
Isotex
Jay's Potato Chips
Jekyll Island Shrimp
Jelke Margarine
Herb Jones Co.
Juice Industries
Kerr Glass
Kirby Vacuums
Klever Kook Food Co.
Kraft Products Co.
Kristoferson Diary
La Choy Chinese Dinner
Ladies Home Journal
L & M Plastic Aprons
Langendorf Bakeries
Leach Co.
Lettuce Leaf Oil
Lever Brothers Co.
Linens of the Week
Lite Soap Co.
London Specialties Co.
Lubertone
Lyon Van & Storage
Majestic Mayonnaise
Meadow Gold Ice Cream
Megowen-Educator Foods
Menner's Rice
Metropolitan Fed. Savings
Michigan Bulbs
Michigan Mushrooms
Microtone Hearing Aid
Milnot
Mirza Rug Cleaners
Modglin Co.
Mors Cheese Co.
My-T-Fine
The Nestle Co.
New England Confectionery
Nu Tone Chimes
Nu-Trishus Corp.
Oakite
Occident Flour
Ocean Spray Cranberries
O'Connell Packing Co.
Ohrbach's
Oil Heat Institute
Old Manse Syrup
Olympic Gardens Bulbs
Omnibook
Pan American Coffee
Paradise Garden Bulbs
Perfex
Perk Dog Food
Pevely Diaries
Pictsweet Frozen Foods
Pillsbury Mills
Pioneer Savings & Loan
Plastic Food Bags
Plymouth Motor Corp.
Premier Foods
Pritz Cleaner
Prudential Bldg. Assn.
Puritan Marshmallows
Puget Sound P & L Co.
Realemon
Rislone
Roman Meal Co.
Rusco Windows
Schick Shavers
Schneider Baking Co.
Geo. E. Shampson Co.
Sherwood Gardens Bulbs
Simoniz
Snow Crop
S O S
Spark Stove Co.
Sterling Salt
St. Louis Fed. Savings
Stokely Foods
Ten-B-Low
Tony Salad Dressing
T W A
Twin City Fed. Savings
Twinlock Hangers
Van Houten's Cocoa
Virginia-Maryland Milk
Ward Baking Co.
Washington Post
Wash. State Fruit Comm.
Webb's Coffee
Western Reddi-Wip
Wilkins Coffee
Willys Jeeps
Wipe-On
Wise Potato Chips
Wm. H. Wise Books
Yes Tissues

Lazarsfeld

Impact of Radio Commercials

By DR. PAUL F. LAZARSFELD

Director of Bureau of Applied Social Research, Columbia U.

MOST OF THE important decisions in life have to be made on the basis of insufficient knowledge. We don't really know what the effect of Federal aid to education would be, and we cannot really tell whether buying a certain stock will mean a gain or a loss. Still, we have to act somehow.

It would be self-deception to think that more research in the social sciences will solve the difficulty. Science can only tell us about the average of many cases. In an individual problem there will always be unexpected factors which might bring about a surprising turn of affairs.

If an advertiser has to decide how much of his budget to spend on radio or on printed media, again, he has to take a certain amount of risks. No serious research man will claim that a general statement can be made about which of two media is better. What research contributes can be compared to bricks for a building. You need many other things in addition to bricks before you have a house. But, again, the man who wants to sell space or time has to fulfill his mission. He has to argue with the advertiser in favor of his medium. Argument of this kind is an important function because it finally leads to action.

A good argument consists of many elements. It will partly use factual information based on scientific research. But it also has to make inferences from data which the research man would be unwilling to make himself. And intermingled with all that there has to be a great deal of persuasion just based on belief and enthusiasm.

The relation between research and argumentation of this kind is many-sided. Undoubtedly, arguments are more convincing the more they can be based on fact. But, in turn, research profits from argument. It tells us what new facts are needed. It shows us where our own interpretations and inferences are still weak. It forces us to improve our research instruments.

It is for these reasons that no research man would ever hesitate to do work for a client even if he knows that the client wants to use the findings for the purpose of an argument. As a matter of fact, in the media field a great deal of the best research has grown out of search funds in the hope that it could use the findings in an argument.

* * *

TWO essential points were made clear from the beginning. Once a topic was selected the research findings had to be accepted no matter how they came out and, secondly, no claim was to be imputed to the research group that a specific finding, even if it was favorable to newspapers, would in any way be conclusive as to the broader argument of the merits of the two media, an argument which, as was mentioned before, could not have scientific meaning to begin with.

So the selection of the specific just such argumentative situations. But it is also very important that research and argument be clearly separated and carried on by distinct agencies.

No research man should ever become involved in the argument himself. He should not be quoted, for instance, as to the merits of one medium against the other. In turn, it is probably wise not to have an agency which is engaged in an argument do its own research.

* * *

A RECENT study on "Psychological Impact of Newspaper and Radio Advertisements" is an interesting case in point. The study was commissioned by the American Newspaper Advertising Network. It was the result of about half a year of exploratory work which preceded the actual study. The exploratory work was frankly directed towards the following problem: Reviewing the history of advertisement research, could it be that certain points were overloooked which could be used in an argument in favor of newspaper advertisements? The final selection of a specific topic for investigation was definitely done, then, to serve the interests of an agency which was willing to provide research funds in the hope that it could use the findings in an argument.

* * *

TWO essential points were made clear from the beginning. Once a topic was selected the research findings had to be accepted no matter how they came out and, secondly, no claim was to be imputed to the research group that a specific finding, even if it was favorable to newspapers, would in any way be conclusive as to the broader argument of the merits of the two media, an argument which, as was mentioned before, could not have scientific meaning to begin with.

So the selection of the specific problem was made in view of knowledge acquired before. Most of the previous studies had shown that there undoubtedly existed something that could be called media-mindedness. People tend to have a general preference either for communication by print or for communication by radio. If a person was radio-minded, he was likely to prefer commentators to columnists, to have more confidence in commercials than in printed advertisements, to prefer daytime serials to magazine stories, to spend more time on the radio than on print, and so on.

There are a large number of such items which are highly correlated. People have a strong tendency to answer all such questions either in terms of radio or in terms of print. Rare is the person who would, for instance, say that it is easier for him to learn from one medium but that he has more confidence in the other.

Once this media-mindedness was established, one could investigate its distribution over the population. Here the outstanding finding was that the lower educated parts of the population were more radio-minded and the better educated more print-minded. This is, of course, not too surprising a result, but it had considerable importance for argumentation.

Calling, for the sake of simplicity, an educated person one who has at least graduated from high school, it is then clear that there are fewer educated than uneducated people; it was still scientifically justified to point out that many more people in the population are radio-minded rather than print-minded. From there it was only a small step to the argument that therefore radio advertising reaches more people and should consequently be more profitable. This argument, as far as is known, has indeed been used with great success by the radio industry.

* * *

WHAT counter argument could the printed media use? One was, of course, that the print-minded people have a higher average income. And this in turn seems also to have been a successful point. Then, the question could be raised whether general media-mindedness is identical with susceptibility to advertising. No one had yet been able to study successfully this problem of susceptibility. It could undoubtedly be done, but the expenses of getting reliable findings would be too large as an investment in another point of argumentation.

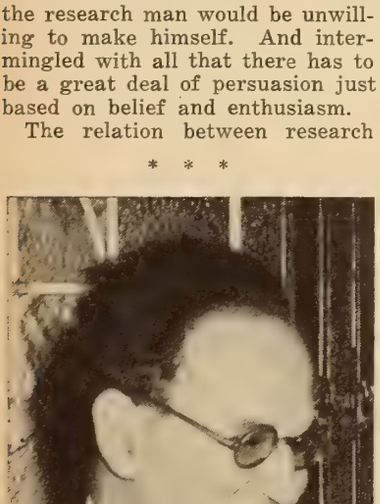
But in the course of such efforts another point came up. Radio had obviously much broader coverage. Studies showed clearly that people knew and remembered many more commercials than printed advertisements. This is even true for the average person on high levels of education. At this point, the printed media, and especially the newspapers, had another opportunity to add a point. If it is only a matter of repetition, then maybe advertisers should start to use newspapers and continuous repeated promotion. This was the idea on which the American Newspaper Advertising Network was founded. What they needed most for such an argument was obviously the investigation of a single advertising message.

In comparing newspaper and radio in general, one was comparing at the same time continued exposure with short-term exposure. What would happen if people were studied at the time that they had just listened to one radio commercial or read one newspaper advertisement?

* * *

PROCEDURE used for the actual investigation consisted of three parts: As a check against older studies, each respondent was asked about his general attitude toward radio and printed advertisements. The findings corroborated completely the familiar results. Radio-mindedness came out again as a clear characteristic and it was very highly correlated with education.

People were also asked to re-



Dr. LAZARSFELD

DR. PAUL F. LAZARSFELD is director of the Bureau of Applied Social Research at Columbia U. and one of the country's experts on communications research.

The report about which he writes in the accompanying article gained considerable publicity when it was mentioned in a full-page advertisement in the New York Times by American Newspaper Advertising Network Inc. He protested that the use of his name in the ad was without his permission [BROADCASTING, **June 20**].

At about the same time, the report began to get considerable word-of-mouth publicity due to two factors:

(1) ANAN made a slide presentation based on part of the report, purporting to show newspaper ads were more effective than radio commercials.

(2) ANAN, able to control distribution of the report, reserved the right to reproduce it in whole or in part and did not make it freely available to trade publications wishing to write about it (ANAN, incidentally, continued to control distribution even though it announced a few months ago it was going out of business by the end of the year).

The fact is that the Lazarsfeld study, a report of tests made among 700 housewives in the New Jersey Oranges, was a careful and scholarly work, not argumentative for or against radio. It found that radio commercials quantitatively get more attention but that newspaper ads qualitatively get better attention; that although women remember more radio than newspaper ads that is because of more repetitive use of commercials than printed ads.

and Ads in Newspapers Compared

member recent experiences with advertisements. These retrospective interviews were used mainly for general background and will not be discussed further at this point. (The retrospections, incidentally, showed again that more radio commercials than printed advertisements are remembered by the average respondent.)

The new element was introduced by the following method: The sample consisted of about 600 women respondents representative of a community in the New York metropolitan area. Each respondent was asked to listen to a commercial and to read an advertisement on the same product. Eight nationally advertised food and drug brands were used. The order in which the two messages were presented alternated from one respondent to the next so that half the respondents first read and the other half first listened. The whole emphasis and the subsequent analysis were directed toward finding out what went on in the mind of the respondent at the time he received the message. This is what is meant by impact.

A large number of indices were developed to describe the respondents' reactions and only a few of them can be briefly described here. One was, for instance, an index of richness. The respondents were rated according to whether the ad reminded them of a personal experience, whether they pictured themselves using the product or whether they compared it in their minds with other brands.

The same associations were rated according to whether they were vivid, intermediate or pale. The amount of deliberation as to the product stimulated by the ad was another index. Careful records were kept during the interviews and the answers were rated by several coders; in this way the indices have a reasonable degree of reliability.

The results can be summarized in a general way by saying that printed advertisements created a more attentive reaction than the radio commercials. This came out with practically all the indices including such measures as number of points in the sales message remembered right after hearing or seeing.

A large number of qualitative remarks were used to get a reasonable explanation for this result. It is probably due to the fact that in reading, the respondents could choose their own speed more, could go back to check on details if they wanted to and were greatly helped by the illustrations. Such an interpretation, however, is only conjecture as yet. Only the finding itself seems well established by this study.

* * *

WHAT was found is probably a psychological characteristic of the process of reading printed and illustrated ads as compared to the process of listening to commercials. That we face here a rather basic psychological characteristic can also be inferred from another finding. The more attentive reaction to the printed specimens held true for all educational levels. This is a rather remarkable finding. When we deal with general attitudes we find great educational differences, with radio finding much better reception among lower educated people. Now that we have studied the immediate impact at the time of reading or listening, we find that it is about the same irrespective of the education of the respondent.

* * *

NOW how would such a new finding enter the argument and how should it be developed by further research? Obviously, nothing can be claimed as to final sales effect. But the newspaper partisan can well argue in the following way. Much of the advantage of radio might be due to the fact that the relative paleness of one message is overcome by frequent repetition. So if advertisers would do continuing advertising in newspapers, the greater immediate impact which printed advertisements seem to have could be built up toward a final greater sales effect. (The matter is not taken into consideration here, of course.)

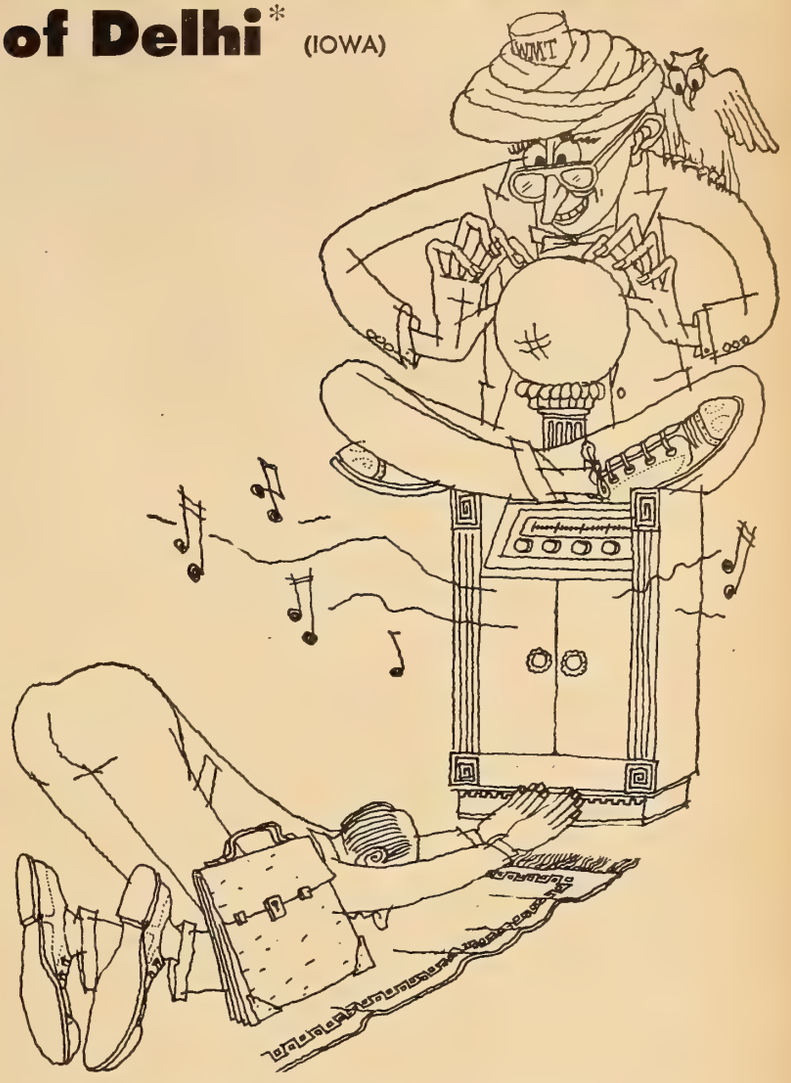
Partisans of radio, on the other hand, could make good use of the finding by putting the following problem to their copy writers: Is there something in the tradition of radio copy which makes its impact less strong than it could be? As in previous studies, so in the present one many of our respondents complained that radio commercials are not informative enough.

Most interesting, probably, is the implication of the present study for television. Everyone agrees, of course, that television has a greater impact than radio because it uses two channels, exposure through the eye and through the ear. But there is still one considerable difference between viewing on the television screen and reading a printed ad. The television viewer must still adapt himself to a given speed and cannot return to the content of the message after it is over. Therefore, a continuation of such impact studies in connection with television advertising should be very fruitful.

A final word might be said about the general idea of such impact studies. Many a "practical man" will say: I want to know what people do and not what is going on in their minds. This is a very short-sighted attitude and actually, very impractical. Of course, we can find out whether a certain commercial will sell goods. But then what? Will we therefore repeat the same commercial for the rest

(Continued on page 67)

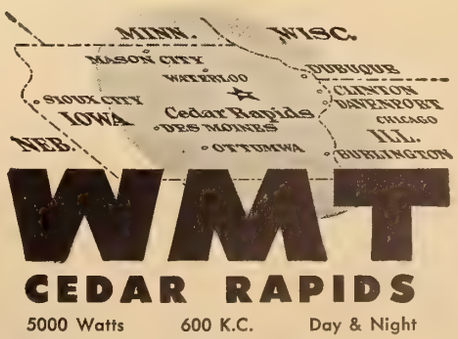
WMT is the new oracle of Delhi* (IOWA)



. . . and The Word goes out, loud and clear, from one end of WMTland to the other: Get a load of WMT, for entertainment (exclusive CBS programming for the area), and information (AP, UP, INS news plus local correspondents throughout Iowa).

Delhi and the rest of the 1058 communities within WMT's 2.5 mv line make up an important part of the important Iowa audience (whose per capita income hit $1,491 in '48, up 33% over '47 and 68% since the end of the war!) You needn't consult an oracle about reaching the prosperous Eastern Iowa audience. Use WMT. The Katz man has full details.

** Note to purists: We know the ancient oracle was at Delphi, not Delhi. How close can you get?*



WMT
CEDAR RAPIDS
5000 Watts 600 K.C. Day & Night

BASIC COLUMBIA NETWORK

WBIG

"The Prestige Station of the Carolinas"

HOOPER STATION AUDIENCE INDEX

WINTER, 1949 CITY ZONE Greensboro, N. C.

	WBIG
Monday thru Friday 8:00 AM—12 N	46.0
Monday thru Friday 12:00 N—6:00 PM	41.2
Sunday thru Saturday 6:00 PM—10:00 PM	59.8

columbia affiliate

5000 w. day & nite

Greensboro, North Carolina

represented by hollingbery

New Business



WESSON OIL & SNOWDRIFT Co., New Orleans, starts transcribed *Dr. Paul* serial five weekly on ten additional stations for 52 weeks. Stations are: KOA Denver, KDYL Salt Lake City, KIDO Boise and the seven stations of Arizona Broadcasting System—KTAR Phoenix, KVOA Tucson, KYUM Yuma, KAWT Douglas-Bisbee, KYCA Prescott, KGLU Safford, KWJB Globe-Miami. Agency: Kenyon & Eckhardt, Hollywood.

CAMPBELL SOUP Co., Camden, N. J., sponsors 52-week, 15-minute show on WEVD New York. Show is produced by Joseph Jacobs Adv. & Merchandising Inc., New York. Agencies: Ward Wheelock Co. and Dancer-Fitzgerald-Sample Inc., New York.

CHARMORE Co., Paterson, N. J., appoints Monroe Greenthal Co., New York, to direct advertising and merchandising of Charmore Carryall. Radio will be used.

BUDGET PACK Inc., Los Angeles, appoints Ted H. Factor, same city, to handle advertising. Firm, now using television on two Los Angeles stations, plans to increase TV schedule and add radio.

G. N. COUGHLAN Co., West Orange, N. J., appoints A. W. Lewin Co., New York, as agency for its "Chimney Sweep" soot remover and "De Moist," mildew preventative. Present radio plans call for spots and some participations in St. Louis, Kansas City, Chicago and other Midwestern Cities, with emphasis on "Chimney Sweep." Company's radio budget not expected to exceed $15,000.

Network Accounts • • •

TONI Co., Chicago, for Toni Home Permanent, is sponsoring, on alternate days, 10:15-10:30 a.m. segment of CBS daily *Arthur Godfrey Show.* Sharing sponsorship of quarter hour on other days, is Wildroot Co., for its hair tonic. Agency for Toni is Foote, Cone & Belding, Chicago.

Adpeople • • •

FRANK A. OBERNDORFER appointed assistant advertising and sales promotion manager of Receiver Sales Div., Allen B. DuMont Labs Inc. He will assist **HENRY R. GEYELIN,** DuMont's advertising manager, in national and cooperative advertising campaigns, as well as handling of sales promotional activities with DuMont dealers and distributors. Mr. Oberndorfer has been engaged in advertising and sales promotion functions for past four years.



"MEH-HEE-KOH" touch adorns WPDQ Jacksonville studios and "super" sales meeting as promotion and merchandising plans for the Frederic W. Ziv Co. transcribed program *The Cisco Kid* and a related contest are discussed. Sponsor of the series is Foremost Dairies, Jacksonville. Seated at the table are (l to r): Frank Taylor Jr., assistant manager of WPDQ; Robert R. Feagin, WPDQ general manager; Ed Volkwein, vice president of sales for Foremost; and Rex K. Smith, sales manager for the dairy. Others attending included salesmen and other employes of Foremost.

GENERAL ELECTRIC STATIONS

WGFM
FREQUENCY MODULATION
99.5 MEGACYCLES

WGY
NBC AFFILIATE
50,000 WATTS 810 KC

WRGB
TELEVISION
CHANNEL NO. 4

Schenectady 5, New York
October, 1949

Mr. Arthur S. Pardoll
Sullivan, Stauffer, Colwell & Bayles, Inc.
437 Fifth Avenue
New York 16, N. Y.

Dear Art:

Maybe he'll deny it . . . but "Jim" McConnell, NBC Spot Sales Director, can really sing.

Fact is, he's humming a new tune these mornings, the lyrics for which were provided by WGY. The song goes something like this:

TUNE EIGHT-ONE-O FOR A NEW MORNING SHOW . . . THE SPONSORS ARE HAPPY, HI-HO, HI-HO . . . and here's the story behind the song:

WGY has just inaugurated a new series of morning program features which include EARLE PUDNEY at the turn-table and the keyboard, for 90 minutes, with inspired palaver and top-notch platters. GARY STEVENS, nationally-known recording star, shines with the WGY HEPTET in the "A. M. SHOWCASE" -- 8:45-9:15.

"MARTHA AND VERN" follow with recipe wrinkles, homespun facts, and all sorts of comical hi-jinx. Martha Brooks and Vern Cook are a real selling team -- a happy combination.

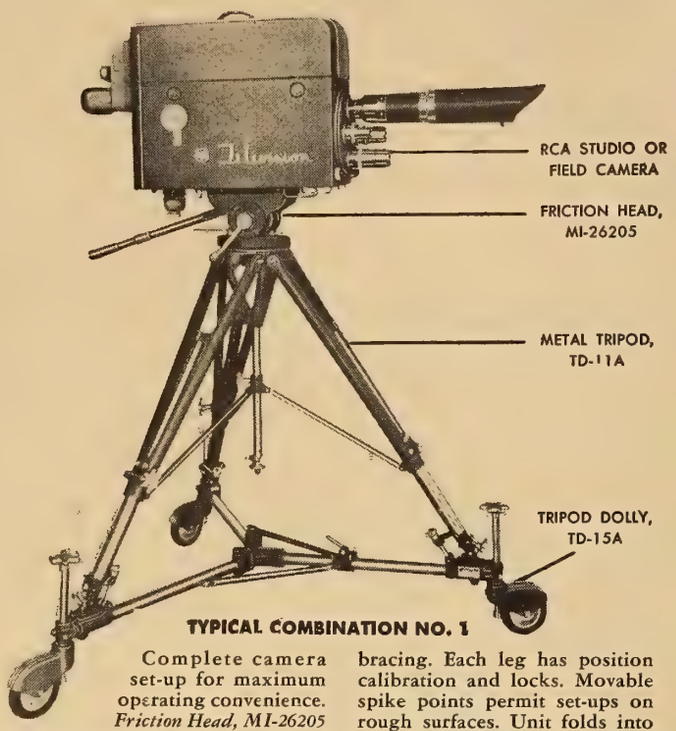
What a beautiful morning for the listener, the advertiser . . . and my secretary. (She is lately spending more time at the dial than the file.) It's music to everybody's ears the way the new talent handles the commercials . . . and that's the payoff for the sponsors participating in these shows.

Little wonder Director McConnell is giving out with the dulcet tones. Give yourself a treat. Call him up on Circle 7-8300 and make him sing. We'll wager you'll sing too.

Cordially,

R. B. Hanna
STATIONS MANAGER

RBH:ACS



TYPICAL COMBINATION NO. 1

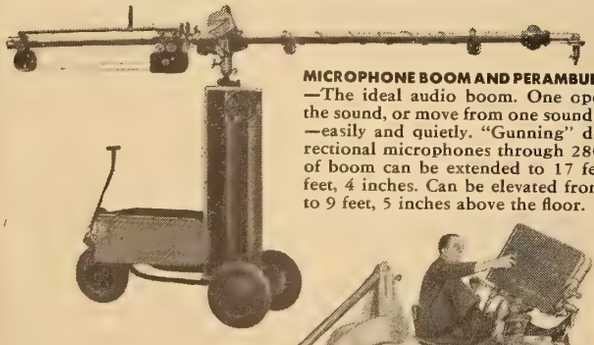
Complete camera set-up for maximum operating convenience. *Friction Head, MI-26205* gives camera 360-degree panning and full tilting action Has "degree-indicator" scales and locking handles. *All-Metal Tripod, TD-11A* uses individual tie rods and center post for sturdy bracing. Each leg has position calibration and locks. Movable spike points permit set-ups on rough surfaces. Unit folds into compact, self-locking package. *Tripod Dolly, TD-15A* takes up a circular area only 57" diameter. Wheel stops for fixed positions. Folds and carries in a compact package.



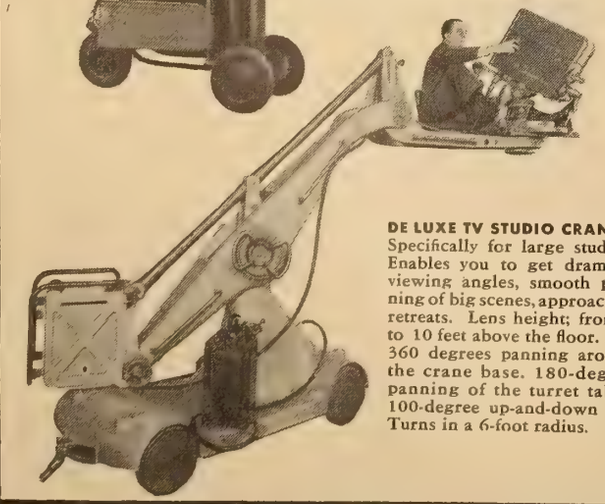
TYPICAL COMBINATION NO. 2

A complete vhf relay transmitter for difficult terrain and long distances, where radio relay is more practical than coaxial cable. *Tripod Mount Accessory Kit, MI-26518* provides means for mounting relay equipment to tripod. Includes mounting plate, saddle, and bolts. *Relay Tilt Head MI-26206* provides wide adjustment angles for vertical tilt and horizontal rotation. Sealed bearings for all-weather service. Accurately calibrated. Individual locking handles. *Metal Tripod TD-11A* same as Combination No. 1.

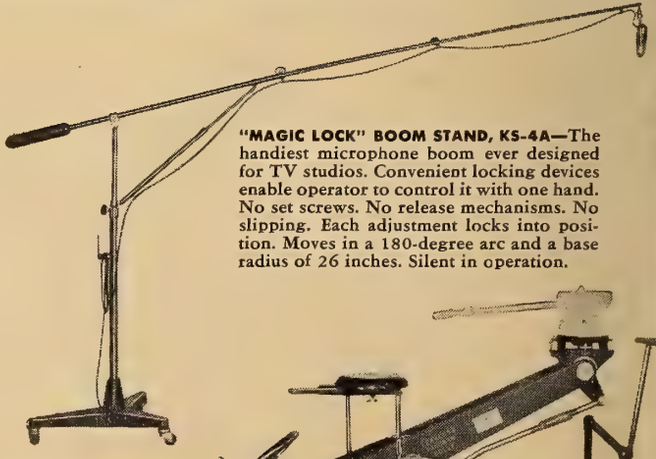
Dollies, booms, stands,



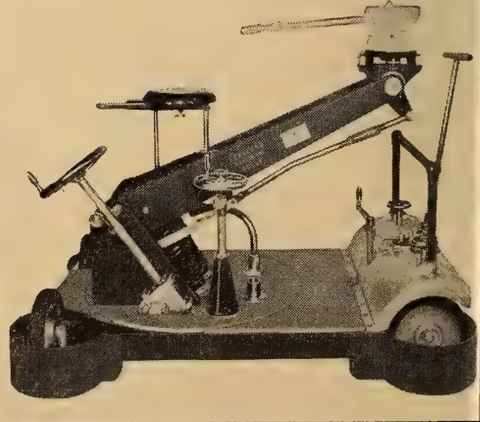
MICROPHONE BOOM AND PERAMBULATOR, MI-26574—The ideal audio boom. One operator can follow the sound, or move from one sound source to another—easily and quietly. "Gunning" device revolves directional microphones through 280 degrees. Radius of boom can be extended to 17 feet; retracted to 7 feet, 4 inches. Can be elevated from 6 feet, 5 inches to 9 feet, 5 inches above the floor.



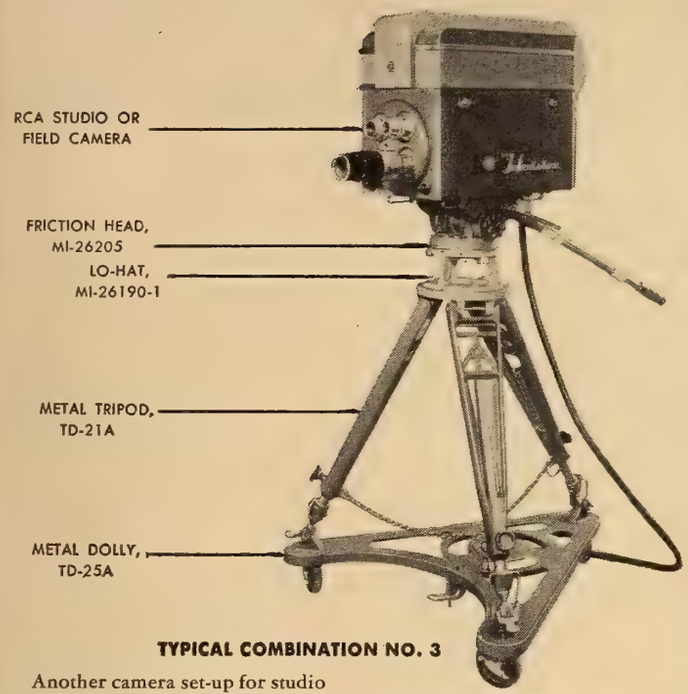
DE LUXE TV STUDIO CRANE—Specifically for large studios. Enables you to get dramatic viewing angles, smooth panning of big scenes, approaches, retreats. Lens height; from 2 to 10 feet above the floor. Full 360 degrees panning around the crane base. 180-degree panning of the turret table. 100-degree up-and-down lift. Turns in a 6-foot radius.



"MAGIC LOCK" BOOM STAND, KS-4A—The handiest microphone boom ever designed for TV studios. Convenient locking devices enable operator to control it with one hand. No set screws. No release mechanisms. No slipping. Each adjustment locks into position. Moves in a 180-degree arc and a base radius of 26 inches. Silent in operation.



STUDIO CAMERA DOLLY, TD-5A—Similar to the dollies used in film studios—but both front and rear wheels turn to the side. Entire unit can be moved sidewise. Stops lock the dolly in a fixed position. Camera crane boom can be elevated from 23 inches to 74 inches above the floor.



TYPICAL COMBINATION NO. 3

Another camera set-up for studio and mobile work. Handles RCA Studio Camera or Field Camera. *Friction Head, MI-26205* same as used in Combination No. 1. *Lo-Hat, MI-26190-1* provides greater freedom and height for camera action. *Metal Tripod TD-21A* for fixed or portable set-ups. Cast aluminum and stainless steel construction. Legs adjustable up to 21 inches. Dual feet; pointed for field work and flanged for fixed service. *Metal Dolly TD-25A.* Non-swiveling. Foot-controls for parallel wheel alignment. Individual wheel and tripod locks.

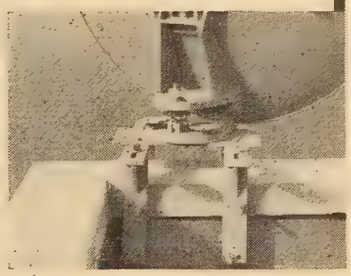


TYPICAL COMBINATION NO. 4

A complete relay pick-up receiving system. Relay receiver and parabola fasten to tripod through Reflector and Parapet Mount, MI-26187. *Metal Tripod, TD-21A* is set up for rough surfaces.

* * *

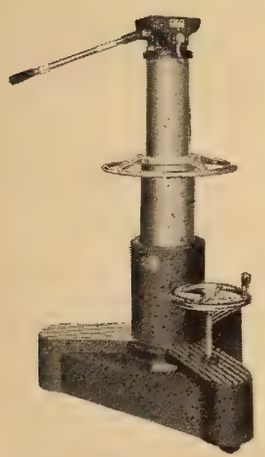
Field Camera and Friction Head, MI-26205, can be mounted on *High Hat MI-26190-2* for wall or parapet use. Complete assembly is attached to *Parapet Clamp Support MI-26189.*



▲ Here, Reflector and Parapet Mount MI-26187 fasten to Clamp Support, MI-26189—which mounts on top of wall. Relay reflector may also be permanently mounted in wall openings by means of "Gimbal" *Antenna Ring Mount, MI-26207* (not illustrated).



mounts, accessories... for every TV set-up



STUDIO CAMERA PEDESTAL, TD-1A—Television's favorite pedestal for studio and other indoor operations. Moves freely, quietly. Crank handle raises and lowers camera to any height between 40 inches and five feet above the floor. Moves in any direction—or about a point. Panning and tilting provided by Friction Head MI-26205.

PICTURED on these pages are typical units and combinations from the most complete line of television accessories in the industry—application-engineered to meet every pick-up situation called for in your TV operations.

This line of mechanical accessories enables you to select just the right combination for your station operation. It includes every device needed for providing universal camera action in the studio and the field. It provides additional flexibility for maneuvering and covering shots from any angle.

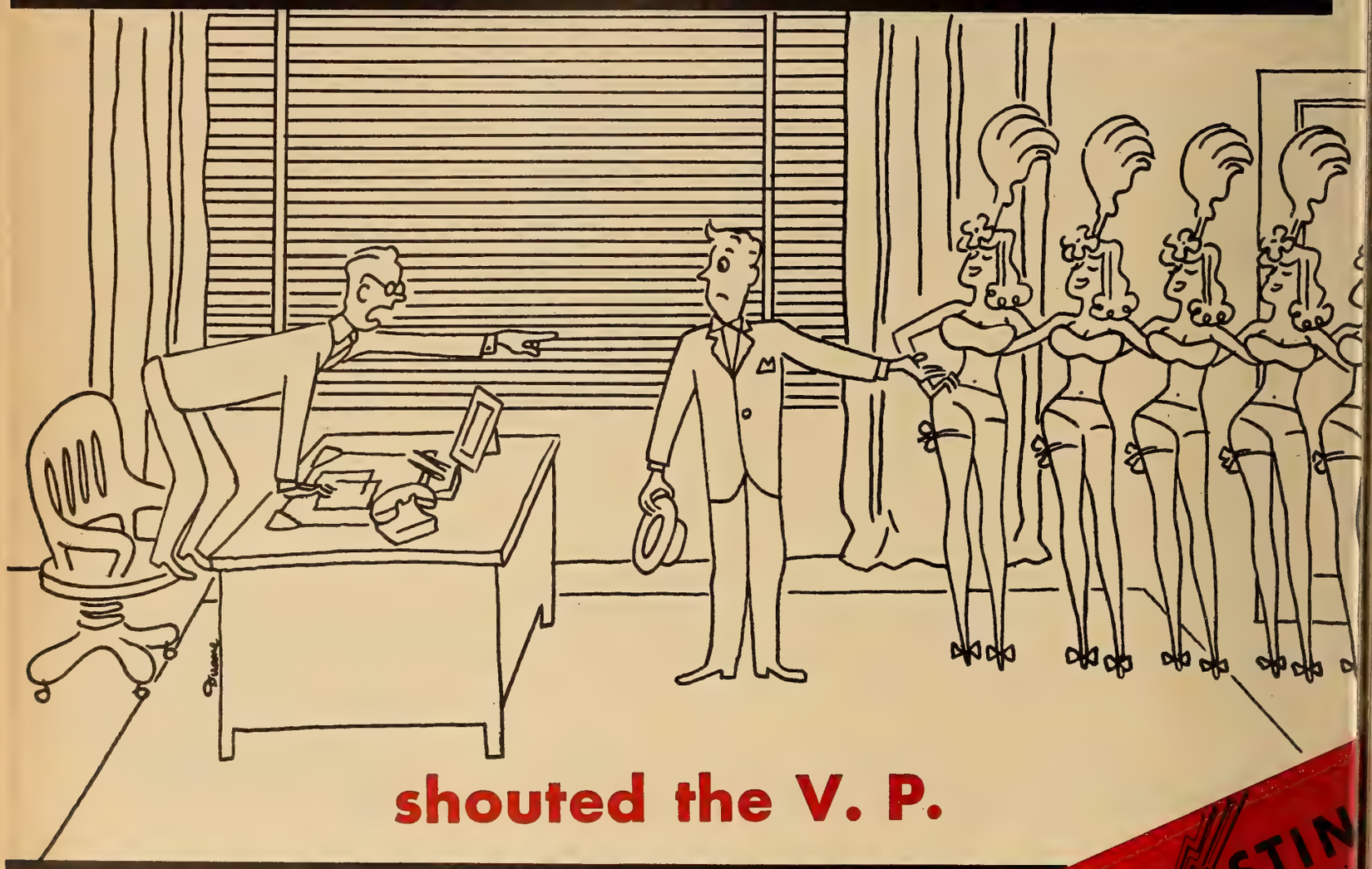
RCA TV accessories are stoutly built to withstand the tough wear and tear encountered in field and studio operations. Yet each unit is a model of mechanical simplicity—easy to transport, easy to set up, easy to adjust, and easy to handle.

RCA TV accessories like these are used today in nearly every television station in the country. For complete information on the entire line, call your RCA Broadcast Sales Engineer. Or write Dept. 19JD, RCA Engineering Products, Camden, New Jersey.

TELEVISION BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

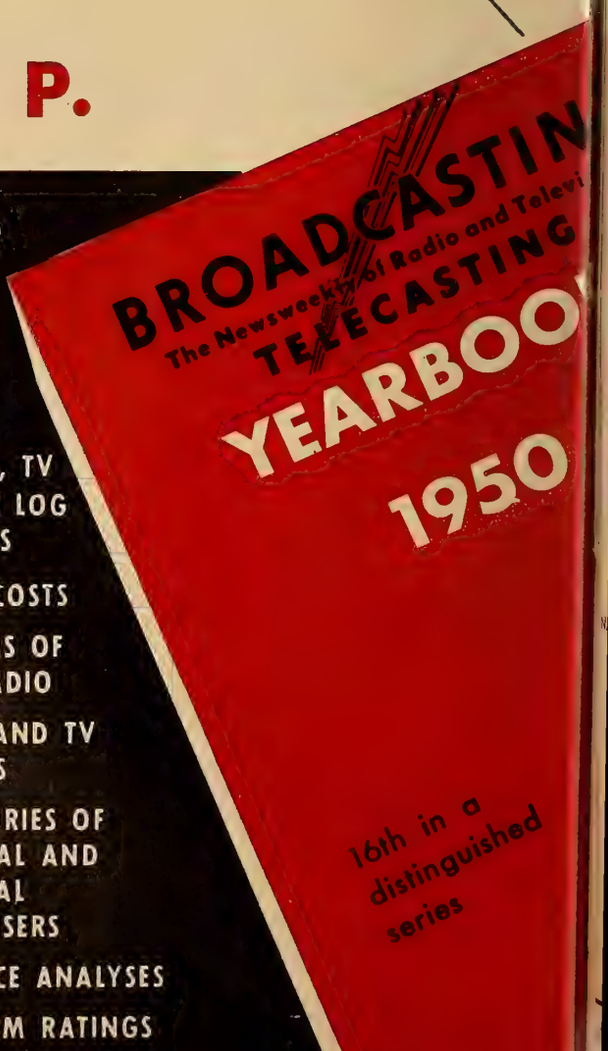
"Those aren't the figures I wanted . . ."



shouted the V. P.

. . . look in the

for facts and figures



- AM, FM, TV STATION LOG BY CITIES
- MEDIA COSTS
- ANALYSIS OF 1949 RADIO
- RADIO AND TV BILLINGS
- DIRECTORIES OF NATIONAL AND REGIONAL ADVERTISERS
- AUDIENCE ANALYSES
- PROGRAM RATINGS

mail NOW!

BROADCASTING • TELECASTING
NATIONAL PRESS BUILDING, WASHINGTON 4, D. C.

Please reserve space in 1950 YEARBOOK as checked:

☐ ⅛ PAGE $70 ☐ ¼ PAGE $120 ☐ ½ PAGE $200 ☐ 1 PAGE $350 ☐ 2 PAGES $700

The above one time rates are subject to frequency discounts for regular contract advertisers.

FIRM_____

ADDRESS_____

CITY_____ ZONE_____ STATE_____

SIGNED BY_____

FINAL AD DEADLINE: DEC. 1st 1949 -:- GUARANTEED CIRCULATION: 17,000

k-nuz

presents



THE WORLD'S LARGEST DISC JOCKEY SHOW!

Yes, each Saturday these top recording artists spin the discs, in quarter-hour segments, from 1:45 to 5 p.m.

BENNIE HESS
TINY SMITH
LEON PAYNE
BEN CHRISTIAN
BENNY LEADERS
JIMMY SHORT
COLLIE CORNPATCH
LITTLE MARGE
PETE HUNTER
FLOYD TILLMAN
HANK LOCHLIN
JERRY JERRICHO
JERRY IRBY
WOODY & SMITTY

Saturday's Share of Audience July, 1949, Hooper rating for K-NUZ—12.8. This super buy available at K-NUZ's low rates.

NATIONAL REP. FORJOE & CO.
Dave Morris, Gen. Mgr.

"Your Good News Station"

k-nuz

9th Floor Scanlan Bldg.
HOUSTON 2, TEXAS

Milestones





THE indomitable Isaac Potts (2d left), sponsor of *Little Potts Sing 'N Win* on WFBR Baltimore, celebrates the ninth anniversary of his program by taking over the job of m.c., commercial announcer and the part of second tenor in the *Lather Boys Quartet*. The studio audience seemed to think Mr. Potts has talent and salesmanship.

► Robert Trout, NBC newscaster, commemorated his 18th anniversary behind a microphone on Sunday, Oct. 16, by re-reading his first news program. Startled listeners heard reports on the Manchurian crisis and League of Nations council sessions, the impending death of Thomas Edison and a political scrap involving Huey P. Long.

► Charley Stookey has celebrated his 17th anniversary in early morning radio in St. Louis. He is the farm editor for KXOK St. Louis. He originated the *Farm Folks Hour* at KMOX that city in 1932.

► WXYZ-TV Detroit celebrated its first anniversary Oct. 9 with announcement that it is now telecasting 49 hours per week.

► Kenyon & Eckhardt Inc., New York, is celebrating its 20th anniversary this month.

► Jay Stewart, m.c. of ABC *Surprise Package*, celebrated his 10th year on radio Oct. 14.

► Don Wilson this month celebrates his 25th year in radio and 20th year as an announcer.

► Monty Masters, writer-producer at KNBC San Francisco, celebrated the first anniversary of his weekly afternoon *Monty Masters Variety Show*, with large studio party at KNBC's Radio City last week.

► Herman D. Taylor has completed a quarter of a century with WTIC Hartford, Conn. He is plant manager for the station.

► V. La Rosa & Sons, extensive users of Italian-language radio time in the Northeast, celebrated the beginning of their nineteenth year of broadcasting in the same time-slot on WOV New York. Program, *La Rosa Hour*, has been placed by Commercial Radio Service, New York, since its inception.



SEVEN-FOOT birthday cake tops height of Harold E. Fellows, general manager of WEEI (CBS) Boston, at the station's "Silver-Letter-Day" commemorating 25 years of broadcasting. WEEI held all-day open house last month with the mail-bag containing congratulations from military and naval commandants, prominent political figures, former employes, other networks and independent station managers. One fourth of WEEI's staff are members of its 15-year Club and half that number are ready to secede this year to form a 20-year Club. E. B. Rideout, meteorologist, has been with the station all of the 25 years less 10 months; Carl Dickerman, chief announcer, 23½ years, and Caroline Cabot's *Shopping Service* 23 years.

McCANN-ERICKSON
Honors 30-Year Executives

TWO executives of McCann-Erickson, San Francisco, retiring after more than 30 years service, were honored at a testimonial dinner at San Francisco's Bohemian Club Oct. 12. Five other active executives with more than 30 years in the firm shared honors with the retiring members at the dinner.

Leaving the agency were C. Edgar Persons, vice president and account executive who joined McCann-Erickson in 1919, and Francis Todhunter, art director, who joined the firm in 1917. Guests of honor remaining with the firm were Henry Hawes, vice president and general manager, with the firm 35 years; Roswell Cochran, vice president and account executive, 30 years; Frederick H. McCrea, vice president and account executive, 30 years; Joseph H. Eastman, copy department, 30 years; H. W. Thomas, Los Angeles account executive, 30 years.

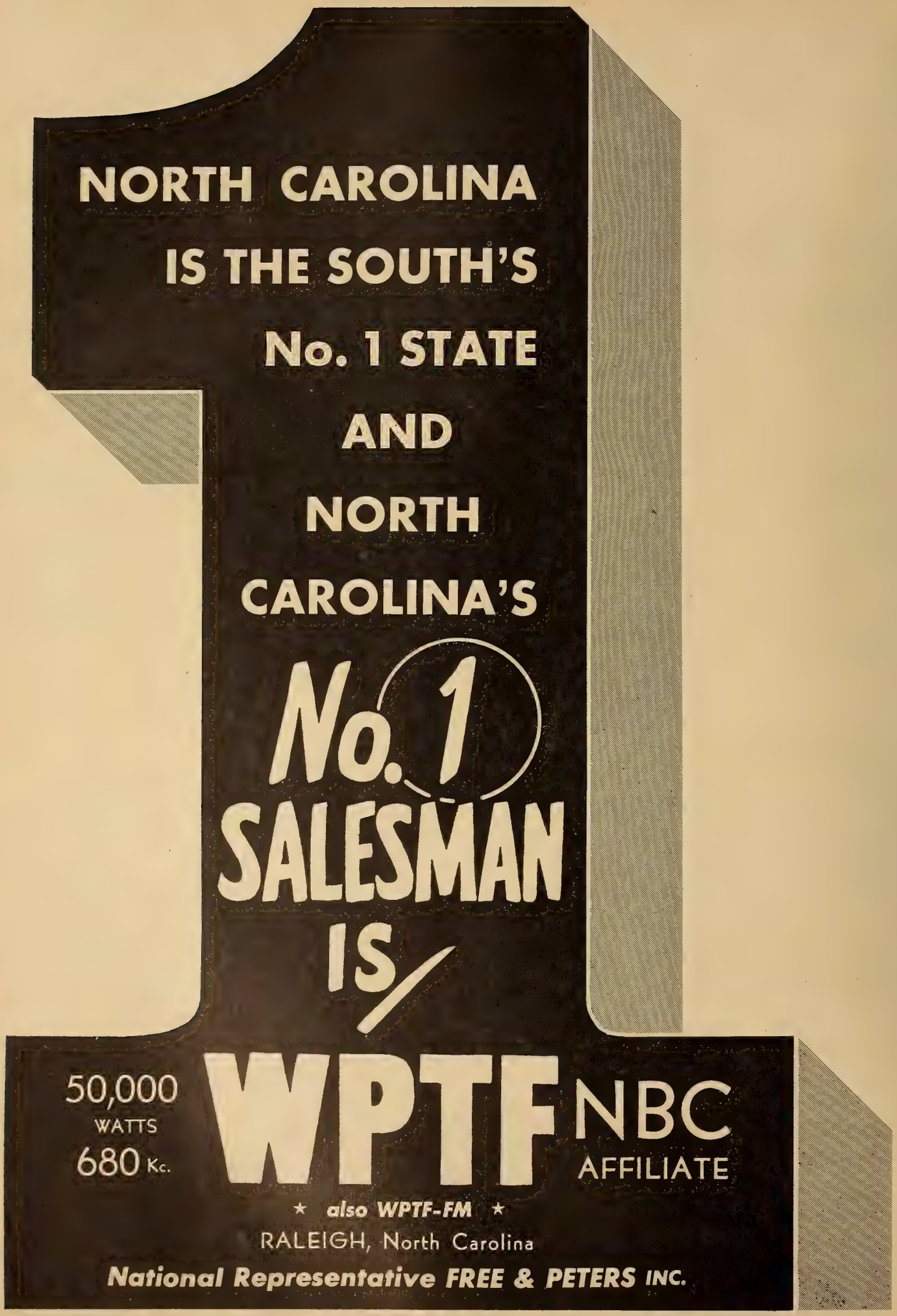
First in Dollar Value *in* NASHVILLE *Because* WKDA *Delivers the Audience*

HOOPER STATION AUDIENCE INDEX
CITY: NASHVILLE, TENNESSEE
MONTHS: July-August, 1949
Total Coincidental Calls—This Period - 15,115

INDEX	HOMES USING SETS	"A"	"B"	"C"	"D"
WKDA		31.1	21.5	18.6	15.5	11.5
Total Rated Time Periods	21.9				

Represented By
FORJOE & CO., INC.
T. B. Baker, Jr., *General Manager*

• NASHVILLE, TENN. •
WKDA
MUSIC • SPORTS • NEWS


NORTH CAROLINA
IS THE SOUTH'S
No. 1 STATE
AND
NORTH
CAROLINA'S
No. 1
SALESMAN
IS
50,000
WATTS
680 Kc.
WPTF
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BROADCASTING
TELECASTING

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NELSON DISCUSSES P. I.

Holds Stations Responsible

By LINNEA NELSON

IN VIEW of the many articles and letters published recently in connection with per inquiry broadcasting, I can't resist commenting on the subject. Never having purchased any of this type of broadcasting I hope that I am able to present a strictly unbiased attitude.

Not long ago I wrote the NAB on the subject of rate cutting, local vs. national rates and per inquiry broadcasting; and concluded by saying that the last would seem far more legitimate than the other two.

Early this year I brought up the subject at the national meeting of our AAAA Committee on Radio and Television Broadcasting. This committee is made up of people involved with time buying from all sections of the U.S. Much to my surprise, a few of the members were unaware of this form of purchase in the broadcasting business. Of those who knew about it, some had been approached by stations offering this type of buy and others by their clients who had been approached either by stations or companies which are specializing in this type of business.

As a group of timebuyers who are responsible for knowing about everything that is going on, we felt it necessary to recommend that the AAAA send a bulletin to all its member agencies advising them of what seems to be a fairly widespread practice. Our position, on any such matters, is not to recommend for or against such use, but to advise that should it be necessary for them to look into it there is no reason why such a purchase must be limited to a certain few. We said it was the responsibility of any advertising agency to be in a position to purchase for its clients anything that anyone else can, at an equally low cost and just as effectively.

It was pointed out at our meeting that in addition to some companies specializing in per inquiry business —who incidentally are not averse to working with advertising agencies and granting the customary commission—many stations carry this type of broadcasting on their own. We said there was no available list of such stations and should it be necessary to get the information it would be necessary to write to the stations. That could be why some inquiries are being made.

I have personally had several sales pitches made to me for per inquiry business by good stations—and they are NAB members. (Let's face it—a halo does not automatically become a part of the membership of any industry organization!) As a result of one of these sales stories I presented the plan to a mail order account which uses newspapers (straight rate basis, though). However, the station after seeing the product felt it had to be shown in color and would not make a good per inquiry item for radio.

Not All Suitable

Maybe it is fortunate that not all products are suitable for mail order per inquiry broadcasting, because then our lives might very well be based on a day-to-day existence rather then building toward a constructive future for manufacturing, distribution and sales. Local retail sales outlets are a part of our American way of life, and it doesn't seem possible that per inquiry broadcasting can grow to such an extent that the present system will be damaged. And I do not think that manufacturers could continue to pay such a high percentage of the sale price of an article for very long. (At least, not the percentages I have been quoted).

Has anything been heard publicly from any of the stations that carry per inquiry broadcasting? What have been their experiences? Would they recommend that other stations look into it—and if so what should they watch out for? It would be extremely interesting to get the point of view of the user. The user should not be ashamed to tell his story because the evident growth of per inquiry broadcasting is testimony to the fact that it has paid out for some products.

I may yet be involved in writing stations throughout the country inquiring about their policies in this connection. And I won't hang my head in so doing because I can't buy anything the station doesn't have for sale. I will be less embarrassed doing this than when I have to write a station that has undercut my price quotation to a client by quoting the local dealer much less. Should I ever find myself in the position of buying any per inquiry broadcasting as a service to any present or future clients, you can bet your life that the costs

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IN THE COURSE of 22 years service with J. Walter Thompson Co., New York, Linnea Nelson, timebuyer, has bought more than $100 million in time. The agency, one of the most active in radio and television, handles an estimated billing of $12,000,000 a year in those media. Its fall radio activities include national network shows for Swift & Co., Libby, McNeil & Libby, Kraft Foods Co., Johns-Manville Corp., and Lever Bros.



JWT has a regional network program, *Boston Blackie*, on the Columbia Pacific Network for Safeway Stores, and spot schedules for such firms as P. Ballantine & Sons, Fanny Farmer, Ford Dealers, Indiana Bell Telephone Co., International Minerals & Chemical Corp., Kraft Foods Co., Lamont, Corliss & Co., Lever Bros., Northern Trust Co., Devoe & Reynolds, Penick & Ford Ltd., *San Francisco Chronicle*, RCA, Scott Paper Co., Shell Oil Co., Standard Brands, Swift & Co., Trailer Coach Mfg. Co., Ward Baking Co., and Washington State Apple Commission.

In television, the agency has network programs for RCA Victor, Lever Bros., Kraft Foods Co., P. Ballantine & Sons, Wine Advisory Board, Scott Paper Co., and Libby, McNeil & Libby. It handles local television programs for J. B. Williams Co. and Ford Dealers Assoc. of Southern California.

Miss Nelson joined J. Walter Thompson's New York office in 1927 as a typist. Soon she began working on the then pioneering problem of buying radio time. She bought the first network show, for Royal Desserts, in 1929.

She is a member of the board of directors of Broadcast Measurement Bureau and a member of the American Assn. of Advertising Agencies' timebuying committee. She was a principal contributor in the writing of the first AAAA-NAB radio contract and has been prominent in rate card standardization and audience measurement activities.

The AAAA's Statement On Per Inquiry Business

BULLETIN NUMBER 1737 Aug. 24, 1949

OUR Committee on Radio and Television Broadcasting has recommended that member agencies be bulletined regarding the present status of "per inquiry" radio advertising.

Under this form of advertising, some radio stations offer agencies and advertisers their facilities (usually on a special program or participation basis) to advertise for direct mail order sales. In most instances, the advertiser—either direct or through his advertising agency—pays the station, as compensation for air time, a percentage of the total sales of items sold as a result of such broadcasting. In many cases when such advertising and billing is handled through the advertising agency, the customary 15 per cent commission is allowed on the amount billed.

Rates for this type of advertising are not published in any instance that we know of. As a result, it is almost always necessary to query stations in connection with each schedule.

Many stations do not accept per inquiry business, and stations should not be expected to make exceptions to their curent policies.

Also, the National Association of Broadcasters and the National Association of Radio Station Representatives are on record as opposed to per inquiry business in principle. The N.A.B. tells us that in some instances agencies have lost other clients because of handling per inquiry advertising. . . .*

If clients of A.A.A.A. agencies are interested in per inquiry business, they should be made aware that this type of broadcast advertising when sold by a station is available to any advertiser, through any agency, subject to the station's acceptance of product and copy.

*Editor's Note: Two paragraphs indicated were deleted by request of AAAA as confidential to its membership.

ABC STOCK SPURT

Revives Speculation

A SUDDEN FLURRY of trading in the New York Stock Exhange has lifted ABC stock out of the doldrums in which it had languished since early this year and by last week revived speculation as to the identity of buyers.

After a short period of brisk activity in early January, during which the stock rose to a high of 10 and ½, the ABC issues began a decline in volume and price, which reached bottom before the middle of the year when they were a drug on the market at 5 and ½.

The recently accelerated trading has elevated the price to as high as 8 and ⅞, reached last Wednesday when 9,800 shares changed hands.

Reasons advanced for the increased activity varied, but competent observers agreed that the rise in price that accompanied an enlargement of volume could indicate only that a buyer's market prevailed.

The situation was not unlike that which obtained at the end of 1948 and the beginning of 1949 [BROADCASTING, January 17] when weekly trading at one point reached a total volume of 38,800 shares in a market in which prices rose steadily.

At that time it was conjectured that Twentieth Century-Fox Film Co., or its president Spyros Skouras, may have been endeavoring to acquire a voice in ABC by skillful stock buying after the failure of efforts by the film company to negotiate the purchase of ABC from Edward J. Noble, ABC chairman of the board and principal stockholder.

There was no confirmation of that conjecture then, and there was none to indicate it might be so now, although plainly the behavior of the market suggested centralized buying in ABC stock.

Last December, when the trading in ABC stock also indicated a buyer's market, it became known that three executives of the corporation had unloaded a total of 51,800 shares they had owned directly.

One of them, Robert E. Kintner, executive vice president, has sold still more of his stock as recently as last month, it was learned. In September Mr. Kintner sold 1,900 shares, leaving him with 12,700 still in his direct ownership.

As of the first of the year Mr. Kintner held 16,000 shares. He disposed of 1,400 in the interval between then and last Sept. 1.

The spurt in ABC stock trading was coincidental with a rise in volume and price of other so-called radio stocks, including RCA and CBS, most of which have improved in recent weeks.

Wall Street observers attributed the general increase of interest in radio issues to a belief by the public that anticipated Christmas sales of radio and television receivers would hike the prices of manufacturers stocks.

The explanation, however, would hardly apply to ABC which manufactures nothing and relies exclusively upon income from broadcasting. The suggestion that despite its lack of manufacturing ABC might be riding the tail of a wave of buying by ordinary investors in radio stocks generally was also rejected. Every exploration of the motivation of ABC buying led back to the apparently inescapable conclusion that the buying was not being done by just folks.

As long ago as last April Mr. Noble himself, at an annual stock holders meeting, described ABC as speculative and not a proper purchase for investors of small means.

Reports Substantiate View

Subsequential financial reports issued by ABC have indicated no reason to alter Mr. Noble's estimate. The mid-year report showed the network suffered a net loss of more than $41,000. Although time and program sales since then have doubtlessly improved ABC's position, they have not been in sufficient quantity to justify any change in the description of ABC stock as speculative, observers felt.

The recent movement of ABC stock on the New York Stock Exchange is shown in the following day-by-day schedule.

Date	Volume of Shares	Closing of Price
Oct. 7	200	7⅜
8	600	7⅜
10	1,000	7½
11	1,000	7¾
12	(Holiday)	
13	2,600	7⅜
14	900	7¼
15	1,100	7¾
17	4,200	7¾
18	13,900	8⅝
19	9,800	8⅞
20	1,800	8¼

On Oct. 18 ABC was among the 10 most active stocks on the exchange. RCA stocks that day led all others, with 37,000 being traded. A total of 13,900 ABC shares changed hands. ABC has a total of 1,689,017 shares outstanding while RCA has 13,857,150.



HENRY FORD 2nd (l), national chairman of Community Chests of America, thanks Charles G. Mortimer Jr., chairman of The Advertising Council and vice president, General Foods Corp., for the council's help in securing radio support, through the Radio Allocation Plan, from advertisers and networks for the 1949 Community Chest drives in October.

AFA CAMPAIGN

To Stress Reducing Costs

ADVERTISING as a means of reducing consumer goods costs, not increasing them, is the theme of the third campaign of the Advertising Federation of America "to promote a better public understanding of advertising."

The campaign theme was revealed at a news conference Thursday in New York by Ralph Smith, executive vice president of Duane Jones Co., and chairman of the AFA committee for the campaign.

Nine spot announcements for use by radio stations have been prepared, and are going with letters to every station in the country charging $50 or more per hour for time, along with a free disc offer.

Campaign messages are brief, Mr. Smith said, because time and space are donated. AFA's name does not appear in ads or is not mentioned on transcriptions as it was the group's purpose "to promote advertising, not AFA."

SCAAA MEETING

Radio-TV Panel Set

RADIO and television will get the spotlight at the meeting tonight (Oct. 24) of the Southern California Advertising Agencies Assn. at Rodger Young Auditorium, Los Angeles.

Representing radio, William Shaw, assistant sales manager of Pacific Network will discuss "How Radio Pays Off." For television John Vrba, promotion manager, KTTV (TV) Los Angeles, will take up "TV Success Stories of Local Advertisers." Edward G. Neale, owner, Neale Adv., Los Angeles, is meeting chairman.

Why NARBA Blood Boils . . . . . *AN EDITORIAL*

BLOOD BOILS at the NARBA conference in Montreal, and it isn't all Latino.

Our delegation is aroused because of what it probably regards as ill-timed and unwarranted unofficial proposals to invoke "sanctions," economic as well as electromagnetic, against the wave-jumping of Cuba and Mexico, (in utter disregard of our hemispheric understanding). And the Cubans (Mexico isn't officially attending the conference) evidently feel that U. S. broadcasters have committed a diplomatic gaucherie (the accepted term is "insult").

This strange state of affairs erupted last week after the NAB Fourth District, meeting in Pinehurst, adopted a sizzling resolution aimed at Mexico and Cuba. The resolution emanated from a district which has cradled many a controversy. It is a district in which every man is an orator, and every orator a zealot.

The resolution having been duly adopted, copies went to the President, the Secretary of State, the Chairman of the FCC, the Chairman of the U. S. delegation to NARBA, and the members of the Senate and House Foreign Relations Committees.

The U. S. delegation to Montreal was polled. Only one of 20 felt the resolution was warranted. The others deplored it. The view was that the conference could get somewhere if patience and tact were used. To threaten another war or economic sanctions, it was felt, would bring together the delegation from Cuba, which till now has been divided. It would fire the spirit of nationalism.

We are not schooled in the devious ways of diplomacy. We do not understand the Latin let's-put-off-until-tomorrow-what-can-be-done-today approach. We do believe that the Cuban demands were a grandiose bluff, and that she was simply bargaining for position. And that Mexico absented itself because it had nothing to gain by being present.

Facts are facts. Cuban and Mexican stations are causing ruinous interference on many of the channels assigned by treaty to the U. S. They are wave-jumping all over the spectrum. Such tactics do not augur for good faith or good fellowship.

We deprecate high-pressure tactics. And we certainly are in favor of tact just as vehemently as we're opposed to sin. But cooperation, whether its international or local, is a two-way street.

The first move, it is crystal clear, is for the Cubans and the Mexicans to get on their own sides of the radio street. Then let the NARBA conference proceed in orderly and gentlemanly fashion on equitable allocations and uniform standards.

We respect our Latin neighbors. They should respect us in kind.

Let's bury the tommyhawks and machetes, and start from the beginning with a return to the allocations status quo. There will be time enough for pyrotechnics, ethereal and otherwise, if negotiations break down.

Mexico and Cuba: It's your move—back to the pre-Montreal assignments.



TWO NAB board members took part in District 4 meeting, Campbell Arnoux, WTAR Norfolk, district director, and Frank U. Fletcher, WARL Arlington, Va., FM director-at-large. In convention group (l to r): Don S. Elias, WWNC Asheville, N. C.; Mr. Arnoux; NAB President Justin Miller; Mr. Fletcher; George B. Storer, WWVA Wheeling, W. Va.

* * *



SOUTHEASTERN quartet at the District 4 meeting last week in Pinehurst (l to r): Phil A. Allen, WLVA Lynchburg, Va.; Robert M. Wallace, WCHS Shelby, N. C.; Harold Essex, WSJS Winston-Salem, N. C.; B. T. Whitmire, WFBC Greenville, S. C. Messrs. Allen, Wallace and Whitmire, head their state associations.

* * *

PROTECT U. S. CHANNELS

NAB District 4 Resolves

By J. FRANK BEATTY

U. S. BROADCASTERS will fight for the right to keep the North American air free from chaotic Cuban and Mexican interference, judging by first industry reaction to Latin squatting on American frequencies in defiance of post-NARBA pledges.

NAB District 4 broadcasters set the pace for an all-out battle to protect U. S. channels at the Oct. 17-18 Pinehurst, N. C., meeting. Nearly 300 delegates unanimously adopted a stinging resolution calling on governmental agencies to invoke full sanctions against Cuba and Mexico (see text below.)

The action indicated that growing industry indignation over the destructive interference will receive the attention of the White House, State Dept., Congress, FCC and particularly the members of the U. S. delegation attending the third NARBA conference now in session at Hotel Windsor, Montreal.

In its spontaneous action, District 4 threw into the battle the weight of 207 stations whose delegates took an active part in what was described as the largest district meeting in NAB history.

Campbell Arnoux, WTAR Norfolk, Va., presided at the meetings as District 4 director. Delegates represented stations in District of Columbia, Virginia, West Virginia and North and South Carolina.

Aside from the NARBA action, the meeting paralleled the other district meetings that started in Cincinnati early in September. Sales discussions occupied an entire day as Maurice B. Mitchell, director of Broadcast Advertising Bureau, conducted a shirtsleeves clinic on broadcast advertising.

Several resolutions departed somewhat from the pattern of prior district sessions. The delegates unanimously adopted a resolution offering cooperation of the district to the U. S. Census Bureau in the world's largest statistical undertaking, the 1950 decennial census. The resolution urged the bureau to include FM in the 1950 count of radio and television homes.

A resolution that drew considerable comment centered around BAB, whose achievements under Mr. Mitchell's direction were highly praised. Argument developed over a proposal that the NAB board be urged to reconsider its action proposing to separate BAB from the association. On behalf of the board Mr. Arnoux explained that the idea behind the separation policy was first to give BAB full rein to tear into other media, and second to draw additional funds from sources outside the association itself. Eventually the resolution was adopted unanimously.

Another debate developed prior to adoption of a resolution calling for creation of a new corporation outside NAB to succeed Broadcast Measurement Bureau. The corporation would be set up along the lines of BMI. Its purpose would be to enable the industry to meet the competition of other audience measurement services and be wholly supported by advertisers, agencies and broadcasters. The work of Dr. Kenneth H. Baker, BMB acting president, was lauded.

The U. S. Bureau of Internal Revenue's new policy by which more components of TV sets with continuous tuning switches are subject to the 10% excise tax was condemned as "discriminatory." The tax threatens to stop production of some TV models which also bring in the 88-108 mc FM band [BROADCASTING, Oct. 17].

Other resolutions endorsed the

(Continued on page 36)

District 4 Resolution Urging Protection for U. S. Channels

WHEREAS the North American Regional Broadcasting Agreement, first executed in 1937, and subsequently modified and extended in 1941 and 1946, between the United States, Cuba, Canada, Mexico and certain other countries of Central America, adopted a method of eliminating interference between radio broadcasting stations of the respective countries by equitable allocation of frequencies and the use of directional antennas,

And whereas, pursuant to previously agreed upon procedure, it was anticipated that a status quo would be maintained by the respective countries during the deliberations of the present NARBA conference now meeting in Montreal for the purpose of effectuating a new treaty to replace the one now expired,

And whereas, Cuba has disregarded its pledges to continue the status quo operation until a new treaty is ratified; and Mexico has declined even to attend or take part in the Montreal conference and whereas these countries have permitted their licensees to greatly increase their emissions of power toward United States stations in direct violation of the status quo and to begin operations on frequencies hitherto reserved for the United States only,

And whereas, this practice has resulted in unbearable and chaotic interference in the service areas of many American stations and has severely impaired or destroyed service on which millions of American citizens depend for daily information, entertainment, and education, in hundreds of communities in this country,

And whereas, this situation is being further aggravated daily as more and more Cuban and Mexican stations increase power or move on to channels assigned to United States stations, thus constantly extending the areas of chaos,

And whereas, it appears to be the ultimate aim of Cuban and Mexican officials to break down all clear channels in this country and to further restrict and degrade service on the presently overcrowded regional channels in order that they may obtain many more channels for their own use out of all proportion to the population and receiving sets of their countries at the expense of the United States,

Therefore, be it resolved that the Government of the United States formally request the Governments of Cuba and Mexico to order the broadcasting licensees of their respective countries to return immediately to the frequency assignments, power and directional assignments as provided for in the North American Regional Broadcasting Agreement, and to maintain the status quo, as previously pledged, until such time as a new treaty is ratified or until negotiations seeking same are broken off by the countries involved,

And be it further resolved that all American Broadcasting stations opera-

(Continued on page 37)

NARBA REACTION

Regrets District 4 Action

THREATS to invoke economic sanctions against Cuba and Mexico to halt their channel grabbing, as proposed by NAB District 4 (see story this page), were regretted last week by most members of the U. S. delegation at the Montreal NARBA conference.

A poll by BROADCASTING, taken after members of the American group had been informed of the District 4 action, showed that only one delegate endorsed the strongly worded resolution.

High-pressure tactics at this point in the diplomatic maneuvering might arouse nationalistic spirit among factions within Cuba's delegation and upset the progress already made, most of the U. S. delegates contacted pointed out. This would mean a loss of goodwill among the Cubans, it was felt, and tend to preclude any chance that Mexico might go along with a treaty should one be adopted.

Action of District 4 was viewed by some of the U. S. delegates as inappropriate and untimely. Adoption of such a resolution during early stages of the negotiations, or even before the conference got down to serious business, would not have embarrassed the U. S. delegation, it was suggested, but it makes the whole job tougher now that the official preliminaries are out of the way.

One delegate's view was that the resolution would be regarded by both Cubans and Mexicans as an affront and produce the very opposite reaction from that anticipated. Another view was that the interference situation is critical and demands plain talk.

The Montreal NARBA conference, under way a month-and-a-half, approached the critical stage at the weekend as a technical committee started setting up a list of stations regardless of channel classification and with each country putting down its objection or lack of objection.

With this narrowing of the issues, the committee started at 540 kc and prepared to go right down

(Continued on page 35)

STORES BUY MORE

Schuster's Heads Retail Sponsors

ED. SCHUSTER & Co., Milwaukee, Wisconsin's largest department store and described as perhaps the largest single market radio user in the nation [BROADCASTING, May 2], has further increased its time buying for the fall and early winter.

The contract features a list of expanded radio and television purchases by clients of Cramer-Krasselt Co., Milwaukee agency.

Besides buying a TV schedule to promote its own services, Cramer-Krasselt has placed audio contracts for Golden Rule, large St. Paul department store whose new schedule is described as the largest daytime block purchase in Twin City history. A third retailer, Broadway House of Music, musical department store, is running TV spots in Milwaukee.

The Schuster radio schedule totals 31 hours per week, six hours more than the record-setting lineup last spring.

Four Milwaukee stations — WMIL, WEMP, WEXT and WMAW—are carrying the current lineup, scheduled to run at least through Christmas. Two morning half-hours, an afternoon hour and a supper serenade half-hour are carried on WEMP, all Monday through Friday. On WMAW Schuster is sponsoring a 20-minute morning program, half-hour musical matinee and 10:15-11 p. m. serenade, Monday-through-Friday.

The WMIL package consists of on-the-hour news from 8 a. m. to 5 p. m., six days a week; 15-minute morning variety show; quarter-hour musical at 1:15 p. m. and *Fritz the Plumber*, 2:45-3 p. m. The three last-named series are five-weekly. Schuster's WEXT contract includes three five-minute musical segments, five-weekly.

Cramer-Krasselt has placed a four-program television schedule for Schuster's on WTMJ-TV Milwaukee as part of its expanded use of the medium on behalf of eight local clients. The programs include 15-minute segments of the *Song Shop* 4:15-4:30 p. m., thrice weekly, plus *Roving Camera*, a 9:50 p. m. Sunday film show.

In addition Schuster's is using spot announcements and special events on WTMJ-TV.

Golden Rule, St. Paul, has signed with WMIN Minneapolis for 11 quarter-hour broadcasts and 23 half-hour shows a week following a successful test started on WMIN last May. The programs run from 9:30 a. m. to 11 p. m., mostly five or six days a week.

On WLOL Minneapolis, Golden Rule has signed for 11 quarter-hours a week, including six-weekly morning and five-weekly afternoon musical periods.

Broadway House of Music, musical department store in Milwaukee, is running a spot schedule on WTMJ-TV, using Cramer-Krasselt one-minute films. Also using the agency's one-minute film commercials on the station are Pflugradt Co., General Electric distributor, and Milwaukee Co., investments and securities.

Two other financial institutions are buying WTMJ-TV time. Marine National Exchange Bank is starting the second year of its famed *Salute to Wisconsin* [BROADCASTING, July 25]. The budget for this 9:30-10 p. m. Wednesday program has been increased 80% as a result of its outstanding success during the first year, according to Cramer-Krasselt.

First Federal Savings & Loan Assn., after an exhaustive 13-month test campaign comparing costs and results of television and other media, has quadrupled its original TV budget.

Plankinton Packing Co. sponsors a sports TV roundup, 10-minute score board and feature program, after all college and professional football games telecast by WTMJ-TV. Starting Nov. 1 Plankinton will take the 5:59 p. m. spot, Mondays through Saturdays, for one-minute weather reports using the Harry S. Goodman puppet weather jingles and special commercials co-produced by Goodman and Cramer-Krasselt. The sponsor is testing afternoon TV.

Cramer-Krasselt will "eat some of its own medicine" in starting a 26-week contract on WTMJ-TV. The agency will use one-minute nighttime commercials built around capsule stories of its local and national accounts.

Films have been completed by Cramer-Krasselt for national placement by Rolfs, division of Amity Leather Products Co. (personal leather goods) and for Aluminum Goods Mfg. Co. (Mirro). Schedules for the two accounts have not been completed.

COSGROVE

Resigns From Avco Post

RAYMOND C. COSGROVE, president of Radio Mfrs. Assn., has resigned as executive vice president of Avco Mfg. Corp., it was announced last week by Victor Emanuel, Avco president.

At the same time, it was announced Mr. Cosgrove will remain as a member of the Avco board and in a consulting capacity to management. He will also continue to represent the Crosley Division of Avco in the RMA.

Reason for his resignation was not announced but a reliable source said he believed Mr. Cosgrove felt that between his executive duties for the company and his RMA post, his work had been too rigorous.

It also was said there is no intention of immediately filling his post as executive vice president.

Responsibility for those duties will revert to Mr. Emanuel, who delegated them to Mr. Cosgrove in June 1948.

Color TV--This Week's Summary

RCA ASKED FCC last week for two months' postponement of the Nov. 14 comparative demonstrations of color television systems, while Philco Corp. and Allen B. DuMont Labs. in the meantime went to the aid of Color Television Inc. in work on equipment for the CTI system, including a direct-view color tube.

In its bid for delay of the comparative showings until January, RCA told the Commission it needs the extra time for adequate field-testing of its color system and for production of additional direct-view sets to permit a "fair" comparison with rival systems. Further, RCA contended, a postponement should be made so that CTI may participate then.

FCC's official time-table for the hearings, issued the week before [BROADCASTING, Oct. 17], made no provision for sessions after the completion of cross-examination, which is scheduled to start Dec. 5 and probably will take up most of the month. It called for Nov. 14 comparisons of the RCA and CBS color systems and black-and-white to be shown by DuMont.

RCA told the Commission, however, that CTI not only expects to be given a comparative showing with RCA and CBS, but also has indicated, through counsel, that "CTI plans to have its equipment in Washington by the end of January for the purpose of such a comparative demonstration."

The Commission is slated to go to San Francisco for an official look at the CTI system the week of Nov. 28, though Comr. Robert F. Jones suggested several times last week that this showing might better be held in the East.

Preceding disclosure of Philco's and DuMont's decision to work with CTI, counsel for Radio Mfrs. Assn. reported that manufacturers feel each of the rival color systems is entitled to a demonstration with the best apparatus available. Thus, it was pointed out, CTI had been offered assistance on equipment problems including development of a direct-view tube, which figures prominently in the CTI outlook.

CTI spokesmen have estimated that with a direct-view tube existing black-and-white sets might be converted to CTI color for about $65 to $75. Their current proposals, however, are based on use of projection sets.

Using the projection method, they estimated CTI color sets would cost from 5 to 10% "more or less" than existing monochrome projection receivers; that present projection sets could be converted for about $100, assuming a re-sale value of approximately $100 for the parts replaced, and that conversion of direct-view sets—again unless a direct-view tube is available—probably would cost $200.

CTI Vice President George E. Sleeper Jr., who presented the estimates, was questioned sharply about his assumption that replaced monochrome parts would have a substantial re-sale value.

Except for brief questioning of Dr. Peter C. Goldmark, developer of the CBS color technique, the week's sessions were devoted to CTI testimony, most of which centered on highly technical explanations of the all-electronic, "completely compatible" system. Witnesses were Mr. Sleeper and Samuel B. Smith and Col. Donald K. Lippencott, of San Francisco.

The Commission meanwhile was told by Skiatron Corp., of New York, that it held patents on a "subtractive" color system which is superior to "additive" processes employed in the RCA and CBS systems, and that it would have witnesses available to testify after Nov. 15.

FCC's intention to make its own tests of the RCA, CBS, and CTI color systems was made clear earlier in the week when Chairman Wayne Coy called upon these firms to deliver receivers to the FCC laboratories.

(Detailed resume of hearings, page 42)

NETWORK BILLINGS

P&G Top in Aug.

GROSS BILLINGS of the four nationwide AM networks in August totaled $12,164,974, according to figures released last week to BROADCASTING by Publishers Information Bureau. Figure is 14.5% below the combined network gross time sales of $14,231,502 in August 1948.

Combined network gross for the first eight months of this year, according to PIB data, is $125,027,864. This total is 3.5% below the $129,616,607 for the same period of last year.

Procter & Gamble Co. was the leading network advertiser in August, from the standpoint of time purchased, using $1,075,631 worth of network time, before discount. Sterling Drug Co. was second, with gross network time purchases of $600,029 during the month. General Mills ranked fourth, with a gross of $531,398, just edging out Miles Labs whose gross was $531,166. Liggett & Myers was fifth with $492,354. (For the ten leading network clients, see Table I.)

Food Leads

Analysis by class of advertiser (Table II) shows food advertising as the leading user of network time during August, accounting for $2,689,605 worth of network time, or 22.1% of the total used by all types of advertisers.

Toiletries ranked second in August, with $1,935,220, or 16.0%; smoking materials (cigarettes, etc.) third, with $1,738,362, or 14.3%; drugs fourth, with $1,610,752, or 13.2%; soaps and cleansers fifth, with $1,254,985, or 10.3%.

The same rank order obtains for the first eight months of 1949. Last year, however, the order was somewhat different. Foods were first and toiletries second as this year, but in August 1948 drugs ranked third, soaps fourth and tobacco products fifth. For the first eight months of 1948, the order was foods, toiletries, drugs, smoking materials and soaps.

Table III lists the advertisers using the most network time in each product group.

* * *

TABLE I

TOP TEN NETWORK ADVERTISERS IN AUGUST 1949

1. Procter & Gamble	1,075,631
2. Sterling Drug Co.	600,029
3. General Mills	531,398
4. Miles Labs	531,166
5. Liggett & Myers	492,354
6. General Foods	402,627
7. Philip Morris	364,606
8. American Home Products	352,063
9. Lever Bros.	317,377
10. Colgate-Palmolive-Peet	284,880



AT opening meeting of the season of Radio Executives Club of New York Oct. 6 are H. M. Shackleford (l), vice president of Johns-Manville Corp., and John J. Karol, CBS sales manager and REC president.

* * *

TABLE II

GROSS NETWORK TIME SALES

	Aug. 1949	Jan.-Aug. 1949	Aug. 1948	Jan.-Aug. 1948
Agriculture & Farming	77,735	753,989	134,257	993,634
Apparel, Footwear & Access.	70,858	860,282	80,125	912,180
Automotive, Automotive Equip. & Supplies	335,050	4,918,751	425,115	4,815,042
Aviation, Aviation Equip. & Supplies	106,884	664,875	70,020	784,664
Beer, Wine & Liquor	108,167	873,685	30,667	592,381
Bldg. Materials, Equip. & Fixtures	382,971	4,486,429	595,616	4,980,073
Confectionery & Soft Drinks	206,639	1,226,369	137,633	1,615,421
Consumer Services	1,610,752	13,641,100	1,789,512	15,210,307
Drugs & Remedies				
Entertainment & Amusements	2,689,605	29,271,412	3,238,099	31,161,893
Food & Food Products	376,017	3,978,699	453,440	3,890,033
Gasoline, Lubricants & Other Fuels		91,968		98,946
Horticulture	273,676	4,905,825	760,352	5,676,105
Household Equip. & Supplies	37,054	733,112	97,145	872,531
Household Furnishings	123,845	1,430,031		1,028,762
Industrial Materials	279,202	2,608,739	352,027	2,874,417
Insurance	141,142	1,429,298	104,307	547,846
Jewelry, Optical Goods & Cameras				
Office Equip., Stationery & Writing Supplies		862,380	211,738	1,747,539
Publishing & Media	44,407	577,066	130,398	1,087,470
Radios, TV Sets, Phonographs, Musical Instruments & Access.		731,545	60,125	1,074,283
Retail Stores		38,472		
Smoking Materials	1,738,362	15,434,010	1,556,058	13,431,583
Soaps, Cleansers & Polishes	1,254,985	13,121,792	1,630,374	13,034,937
Sporting Goods & Toys	62,774	62,774	59,089	59,089
Toiletries & Toilet Goods	1,935,220	19,681,506	2,104,020	21,370,238
Transportation, Travel & Resorts	59,010	783,428		
Miscellaneous	220,619	1,860,327	211,385	1,754,938
TOTAL	12,164,974	125,027,864	14,231,502	129,616,607

* * *

TABLE III

TOP NETWORK ADVERTISERS FOR EACH PRODUCT GROUP IN AUGUST 1949

Agriculture & Farming	Ralston Purina Co.	37,160
Apparel, Footwear & Accessories	Frank H. Lee Co.	33,124
Automotive, Automotive Access. & Equip.	Chrysler Corp.	86,628
Aviation, Aviation Access. & Equip.		
Beer, Wine & Liquor	Pabst Sales Co.	58,308
Bldg. Materials, Equip. & Fixtures	Johns Manville Corp.	108,167
Confectionery & Soft Drinks	Pepsi-Cola Co.	158,616
Consumer Services	Bell Telephone System	81,405
Drugs & Remedies	Sterling Drug Co.	600,029
Entertainment & Amusements		
Food & Food Products	General Mills	531,398
Gasoline, Lubricants & Other Fuels	Sun Oil Co.	92,896
Horticulture		
Household Equip. & Supplies	Philco Corp.	142,098
Household Furnishings	Armstrong Cork Co.	34,516
Industrial Materials	U. S. Steel Corp.	107,690
Insurance	Prudential Ins. Co. of America	166,911
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	75,504
Office Equip., Writing Supplies & Stationery		
Publishing & Media	Christian Science Pub. Society	31,196
Radios, TV Sets, Phonographs, Musical Instruments & Access.		
Retail Stores		
Smoking Materials	Liggett & Myers Tobacco Co.	492,354
Soaps, Cleansers & Polishes	Procter & Gamble	668,473
Sporting Goods & Toys	Wilson & Co.	62,774
Toiletries & Toilet Goods	Procter & Gamble	268,565
Transportation, Travel & Resorts	Assn. of American Railroads	87,378
Miscellaneous	Gospel Broadcasting Assn.	48,752



Mr. FRANCO

* * *

CARLOS FRANCO

Takes Kudner Executive Post

CARLOS A. FRANCO, formerly with Young & Rubicam, New York, and a veteran in the radio business for the past 25 years, will join Kudner Agency [CLOSED CIRCUIT, Oct. 17] as general executive on Oct. 31.

Mr. Franco was with Y&R for the past 13 years as associate director of radio and chief timebuyer. Prior to his association with the agency he was with NBC as a salesman.

During the war he was general consultant to the office of the Co-ordinator of Inter-American Affairs besides his duties at Y&R.

He has been chairman of the broadcasting and telecasting committee of the AAAA since its inception, and a BMB director.

Brewer Joins PC&H

WILLIAM BREWER, national spot salesman at NBC Chicago for the past year, Nov. 1 joins Potts, Calkins & Holder Agency, Kansas City, Mo., as radio and television director. He was former manager of an Armed Forces Radio Network in Italy.

BANK RADIO

Financial PR Group Discusses

RADIO will continue to be an important advertising and entertainment factor for several years, "despite TV's phenomenal inroads," W. W. Delamater, assistant vice president, Land Title and Trust Co., Philadelphia, said Thursday at a radio clinic of the Financial Public Relations Assn. in Chicago. The FRA, with members in the U. S. and Canada, met in annual convention at the Edgewater Beach Hotel.

Among the 99 clinics conducted Wednesday, Thursday and Friday for 700 association members were two on radio and one on TV. Mr. Delamater was panel chief for the Thursday radio session, outlining "The Future of Radio."

Predicting continued effectiveness of daytime radio, Mr. Delamater anticipates a three-to-six-year period before video will have enough circulation to be a "serious threat" to nighttime radio. "While it is probable that AM station rates will increase, TV ad rates unquestionably will be pushed upwards to a much greater degree. This disparity will grow greater," he asserted. "TV probably will be limited ultimately almost entirely to network and large national advertisers, with local stations tailoring shows and commercials to suit local advertisers budgets."

Because banks are acquiring a "sharpened sense of advertising values," they are using radio in increasing amounts, in the opinion of Frank R. Warden, vice president, Central National Bank and Trust Co., Des Moines, Iowa. Mr. Warden, who opened the radio clinic Wednesday afternoon, pointed out that a reason for the increased use of radio by banks is the greater newspaper production costs. "It's doubtful that the same multiplicity of costs faces radio stations.

"Astute timebuying enables a modest advertiser to reach a maxi-

(Continued on page 84)

MBS SHIFT *Hult Moves to New York Office As Sales Vice President*

ADOLF N. HULT, MBS vice president in charge of the Central Div. since 1945, last week was promoted to vice president in charge of sales for the network.

His appointment is effective today, Oct. 24.

Mr. Hult replaces Z. C. (Jess) Barnes who resigned after nearly five years as the sales vice president and more than seven years with Mutual.

Although no announcement of a successor to Mr. Hult in Chicago was made, it was learned that Carroll Marts, who was appointed sales manager of the Central Div. last August, would become chief executive, but without the vice president's title.

The appointment of Mr. Hult culminated a series of rearrangements in the executive level of Mutual since Frank White became president. It was believed no other executive changes were contemplated.

Joined MBS in 1934

Mr. Hult, a native of Chicago, joined MBS when it was formed in 1934, as an account executive, after four years of service in a similar capacity with WGN Chicago. In April 1941, he became sales manager of the MBS Central Div. and was elected a vice president in March 1945.

Mr. Hult's first business experience was as a reporter for a Moline, Ill., newspaper. Later he became a sales representative of the National Lock Co. in Rockford, Ill., leaving in 1930 to join WGN.

As vice president in charge of sales, he will move to Mutual's New York headquarters.

Mr. Marts, a native of Ankeny, Iowa, was associated with the Atlantic & Pacific Tea Co. from 1929 to 1942, rising to chief accountant in Chicago. He joined Mutual in January 1943, in sales service in Chicago and later became sales service supervisor.

In 1946 he was made assistant to the Central Div. vice president, became an account executive in the Central Div. in 1947 and business manager of mid-western operations in July 1948. Mr. White appointed him sales manager of the Central Div. last August.



Mr. HULT

PRESTON LEAVES WGN

Dennis Acting Program Dir.

WALTER J. PRESTON, program director of WGN Chicago for the past year and a half, has resigned, and Bruce W. Dennis, assistant to General Manager Frank P. Schreiber, has been named acting program director, Mr. Schreiber announced Thursday. "Mr. Preston resigned to enter the management end of the broadcasting industry," the announcement said.

Mr. Preston was program director of WBBM Chicago from 1941 to 1947 and for some time prior to joining WGN was an independent producer of program. Mr. Dennis joined WGN as director of public relations in 1940.

STONE ELECTED

Heads Tenn. AP Bcstrs.

HARRY STONE, general manager, WSM Nashville, was elected chairman of the Tennessee Associated Press Broadcasters at an organization meeting in Memphis. Elected vice chairmen were Leslie R. Brooks, WTJS Jackson, and Cliff Goodman, WETB Johnson City.

The state radio association agreed upon the following as its primary aim: To work for closer cooperation among AP member radio stations to the end that broader and more complete news coverage be provided in the state. A continuing study committee will be appointed to work out mutual problems with a three-man committee already selected by the state AP newspapers.

McCREERY BUYS

SB&M Controlling Interest

WALTER McCREERY, president of Smith, Bull & McCreery Adv., Hollywood (with other offices in New York and San Francisco), has purchased controlling interest in the agency and has moved to 9344 Wilshire Blvd. in Beverly Hills.

Although no full explanation was given for the fact that Frank Bull and V. R. Smith will continue to operate at their present address of 6642 Sunset Blvd. under the agency name of Smith & Bull, reason given for the move is "the agency's rapid expansion in the national advertising field."

Under the realignment Mr. Bull will remain on the board of directors of SB&M and Mr. Smith hold stock, but it was pointed out that the corporation will announce a name change "to avoid confusion of the similarity in names."

The bulk of the personnel will remain with Mr. McCreery's operations. The San Francisco office, headed by Robert Selby, and the New York Office, headed by Mayfield Kaylor, are both expected to be enlarged "as part of the expansion program."

CBS, RADIO GUILD

Negotiations Are Resumed

CBS and its white collar workers resumed negotiations last week at the point where they were broken off Oct. 14. On that day, the network had called off a scheduled meeting after a large group of the workers, members of the Radio Guild, UOPWA, CIO, proceeded to the office of Joseph H. Ream, CBS executive vice president, and demanded an audience.

By demonstrating, the union said, they were protesting CBS' position that a new NLRB election is necessary to determine whether the guild is still the proper bargaining agent, and whether the bargaining unit should include employes whom CBS considers confidential or supervisory.





THIS happy group lines up during a break in District 5 meeting: Seated, l to r, Reggie Martin, WJHP Jacksonville; Charles Smithgall, WGGA Gainesville, Ga.; Harry Camp and Owen Uridge, both of WQAM Miami; back row, l to r, L. H. Christian, WRFC Athens, Ga.; Ted Anthony and Bill Van der Busch, both WMIE Miami; Pete Kettler, WGBS Miami; Jim Bailey, WAGA Atlanta; C. P. Persons, WAPI Birmingham, Ala.

CARL HAVERLIN (third from right), of BMI, New York, takes time out during District 5 session to tell Ruth Braden of WBSR Pensacola, Fla., that BMI popular music has surpassed ASCAP for the first time in BMI's nine-year history. Others in group are, l to r, James Blackburn, Blackburn & Hamilton, Washington; Robert Feagin, WPDQ Jacksonville; Tom Gilchrist, WTMC Ocala, Fla.; Allen Brown, WLOF Orlando, Fla.

SPECTRUM PROBE

Subcommittee Marks Time

GOVERNMENT agencies, queried on their individual communications needs by a Senate Interstate Commerce subcommittee to study spectrum space, had not replied last Wednesday as the 81st Congress adjourned for 1949.

There were signs, meanwhile, that the communications subcommittee, headed by Sen. Ernest W. McFarland (D-Ariz.), may concentrate on the question of domestic and international records communications before delving specifically into the division of frequencies between private and government users.

This was indicated last week when W. P. Marshall, president of Western Union Telegraph Co., in a letter to Sen. McFarland urged establishment of a single system of domestic and international record communications—under private management and with WU as the nucleus.

Two-Forked Probe

The subcommittee's two-forked inquiry, which would embrace allocation of precious frequencies for commercial broadcast (radio-TV) use as well as government operation of communications systems, has been under Congressional deliberation for some time. Sen. McFarland said the overall probe would be comprehensively undertaken sometime next January. Spokesmen indicated there would be little interim action until all replies have been sifted and weighed for study when Congress reconvenes.

Letters were sent to various government departments: State Dept., Army, Navy Air Force, General Services Administration, and Interdepartmental Radio Advisory Committee [BROADCASTING, Oct. 17]. Text of the queries and replies won't be disclosed until the latter have been thoroughly studied, Sen. McFarland said.

Sen. McFarland told BROADCASTING he felt frequencies could be better utilized than at present, and that there was need for greater "coordination" of facilities than now exists. He hinted that he felt many frequencies at the present were not being fully utilized with respect to government agencies, though he preferred to reserve judgment until the facts are in.

Asked whether he felt FCC should be allotted more frequencies to fulfill its responsibilities to radio-television applicants, the Senator declined comment. Any recommendations will have to await a complete study of needs of the various agencies within the scope of the inquiry, he said, adding that the subcommittee will be guided similarly with respect to necessity for a hearing.

Sen. McFarland had asserted: "Only in the U. S. do we have a free, privately-owned system. . . . In broadcasting, we have freedom of expression and opinion under a public licensing system; in the common carrier operation . . . we have privately owned operating companies. In neither case do we want the government's finger in the pie."

He told BROADCASTING the inquiry did not result from complaints that government services, particularly the military, were pre-empting spectrum space.

"But we have had a feeling that frequencies could be better utilized than they are now and that the whole communications system should be reviewed toward that end. We're going to study this thing overall before we make any specific recommendations," he stated.

Some authorities feel that many of the operations overlap among the military and other agencies where duplication could be avoided through better coordination. Each branch, however, prefers its own communications link and private priority, sometimes between two points covering approximately the same area, they point out.

IRAC, which allocates frequencies as between those for government use and those allotted FCC for private radio purposes, is expected to be a large factor in the inquiry. The committee makes its recommendations directly to President Truman.

The probe is related in part to a three-ply investigation involving matters pertaining to international and domestic telegraph, telephone, and radio communications. It was authorized earlier this year by a Senate Resolution under the leadership of Sens. McFarland and Charles W. Tobey (R-N.H.), which also called for a study of FCC procedural practices. Sen. McFarland last summer conferred with officials of various communications companies (telegraph, etc.) looking toward that end.

Examine Record

Congressional probers indicated they would examine their relation to national security and international treaties and would legislate recommendations on the basis of their findings. Such findings are instrumental in helping legislators determine what policy to follow on overall allocations in view of always pressing demands for more frequencies.

Mr. Marshall stated that WU, subject to FCC's determination of a fair rate, would purchase business of American Telephone and Telegraph Co. and others; that an integrated system of domestic communications would be developed with the national defense establishment; that WU would offer to purchase international telegraph facilities of RCA Communications, American Cable and Radio Corp. and other carriers.

He warned that if WU is compelled to merge with either the government or some competing form of service, "the only possible effective competition in the communications field will be destroyed."

In his reply, Sen. McFarland said no company can successfully compete with the federal government and he felt that a merger of all types of communications would drive out competition in the communications field.

RENO 'GAMBLING CLUB' COPY

Inch Reports FCC Members Took Commercials from Files

INCREASED FCC activity in the investigation of Nevada stations' files is reported, giving further impetus to speculation that the Commission may be launching another probe into gambling beyond the broadcast of horseracing result information [CLOSED CIRCUIT, Oct. 10].

KWRN (AM-FM) Reno told BROADCASTING last week two FCC members, identified as Joseph Brenner, San Francisco regional counsel, and Robert Alford, of Washington, personally went through the continuity files of the four Reno stations. Similar action at the Las Vegas stations has been reported from time to time.

Merrill Inch, general manager of KWRN said, "They took from the files all copy from gambling clubs and declared that it was to be submitted to the Commission for a 'policy decision.' "

Dilemma facing the Commission, if an inquiry is being made into the broadcast of advertising for gambling devices and gambling establishments, is the fact that gambling is legal under Nevada state law. FCC spokesmen in Washington disavow knowledge of any "policy orders" being issued from Washington but say if field reports are under preparation they can not be revealed when received from investigators.

EXPOUNDING adage "that as long as people have ears, there will be a radio audience" is Allen Woodall, WDAK Columbus, Ga., NAB District 5 director. Group includes (front row, l to r): Tom Carr, Georgia Local Station Group; James Woodruff Jr., WRBL Columbus; Red Cross, WMAZ Macon; James LeGate, WIOD Miami; (back row, l to r) Charles Baskerville, WFLA Tampa; Alex Sherwood, Standard Radio, New York; Mr. Woodall; and Dan Schmidt III, George Hollingbery Co., Atlanta.



W. WRIGHT ESCH (seated, second right) of WMFJ Daytona Beach, president Florida Assn. of Bcstrs., tells District 5 group that the next FAB meeting will be held Nov. 4-5 in Sarasota. Hearing the news are (seated, l to r), Lew Avery, Avery-Knodel, New York; Ed Mullinax, WLAG, LaGrange, Ga. (president Ga. Assn. Bcstrs.); Mr. Esch; George Storer Jr., WAGA-TV Atlanta; standing, William Carey, WKXY Sarasota; Addison Amor, RCA Thesaurus; Glenn Marshall, WMBR Jacksonville; Bill Stubblefield, Capitol Records.



LABOR LAW

Radio-TV Win Corrective Legislation

CONGRESS has taken cognizance of the radio industry's special problems in the creative and talent fields and last week passed legislation which in effect reverses regulations covering talent fees for radio and television.

In a measure (HR 5856) amending the Fair Labor Standards Act of 1938, legislators ruled that regular rates of compensation for employes do not include payments of talent fees for "performers, including announcers, on radio and television programs."

Legislation placed the burden of interpretation, however, on the Wage and Hour Administrator, with respect to defining talent fees and their scope. That will have to be worked out as individual situations arise between performers and the broadcasting industry, it was indicated.

The new law modifies present regulations under which overtime is paid on average hourly earnings as computed by lumping together all talent fees with the regular weekly salary. Previously the Administrator had no authorization to draw exclusions, sought by networks, which would eliminate the practice of including such fees for purposes of computing overtime, according to Richard P. Doherty, NAB director of employer-employe relations.

Some announcers, for example, draw a certain base pay, within a union contract, in addition to larger sums as talent fees each week. The industry has contended that such a practice "unfairly penalized and harassed" radio broadcasting. It also claimed that, overall, overtime wage regulations tended to impair negotiations between radio unions and management to reach practicable collective bargaining agreements.

In passing the new standards, which raise the minimum wage from 40¢ to 75¢, Congress also corrected another grievance—one involving child performers in radio and television fields. It added them to the list of exemptions which already had embraced juvenile actors in the motion picture and theatrical branches. Also, exemption for "actors" was extended to "performers" as well.

The broadcasting industry never raised any question on the minimum wage provision, which it felt was "academic," since virtually all industry salaries or wages are above the former minimum level.

Both AFRA (American Federation of Radio Artists) and the networks sought in 1945 to obtain a correction of the application of overtime regulations to talent fees —to limit overtime pay to standard rate of pay exclusive of such fees—it will be recalled. The Administrator informed them, however, he was legally unable to interpret the Act other than around the "standard rate of pay."

Radio unions, such as AFRA, have generally regarded certain types of talent fees as extra compensation rather than regular rate of pay with a view to effecting more practicable collective bargain agreements.

The House and Senate turned down, however, industry's proposal that premium pay be mentioned with premium rates under extra compensation provisions. Mr. Doherty termed it questionable whether the limited specification of "premium rate" would encompass types of premium pay based on employes working the full normal workday or normal workweek. Again collective bargaining agreements were cited as the core of conflict.

Under the new law regular rates exclude in part:

(5) Extra compensation provided by a premium rate paid for certain hours worked by the employe in any day or workweek because such hours are hours worked in excess of eight in a day or 40 in a work week or in excess of the employe's normal working hours or regular working hours, as the case may be;

(6) extra compensation provided by a premium rate paid for work by the employe on Saturdays, Sundays, holidays, or regular days of rest, or on the sixth or seventh day of the workweek, where such premium rate is not less than one and one-half times the rate established in good faith for like work performed in nonovertime hours on other days; or

(7) extra compensation provided by a premium rate paid to the employe, in pursuance of an applicable employment contract or collective-bargaining agreement, for work outside of the hours established in good faith by the contract or agreement as the basic, normal, or regular workday (not exceeding eight hours) or workweek (not exceeding 40 hours), where such premium rate is not less than one and one-half times the rate established in good faith by the contract or agreement for like work performed during such workday or workweek.

FCC Actions

INITIAL decision for one new AM station and grants for seven new AM outlets reported by FCC. Eight AM stations given improved facilities. Six stations granted transfers, including $278,000 sale of KPLT Paris, Tex. One FM and two AM authorizations deleted. Details of these and other FCC actions are given in FCC Roundup starting on page 72.

RADIO WEEK

National Observance Starts Sunday

NAB and Radio Mfrs. Assn. last week completed plans for observance of National Radio & Television Week Oct. 30-Nov. 5.

Robert K. Richards, chairman of NAB's Voice of Democracy Awards Week Committee, met with co-chairmen of the radio week overall committee. Gordon Gray, WIP Philadelphia, and W. B. McGill, Westinghouse Radio Stations Inc. to work out details of the awards ceremony at which four high school students will receive scholarships for best broadcast scripts on "I Speak for Democracy."

Also attending the meeting were representatives of the U. S. Junior Chamber of Commerce and RMA, sharing sponsorship of the voice contest, and the U. S. Office of Education, which endorses it.

Transcriptions have been mailed all NAB member stations for scheduling as model broadcasts at the opening of the local contests during radio week.

★

Radio and TV dealers in some 500 communities will have special displays and advertising during the radio week period. RMA's committee has received requests for 975 full-page newspaper mats from 545 newspapers for joint dealer sponsorship in their areas, Mr. McGill reported, with additional reports coming in every day.

Dealer observance will surpass that of other years, Mr. McGill predicted. Three types of advertisements are provided for dealer sponsorship. One covers radio, a second radio and TV, and a third TV only. All emphasize the fact that audio and video stations and networks are offering "the greatest array of talent ever heard, or seen."

Radio and TV sets are offered as prizes in many of the community Voice of Democracy contests, which last year drew 250,000 entries. Double that number of contestants is expected this year. Contest details have been mailed to 30,000 high school principals by the Office of Education and to 1,800 chapters of the junior chamber.

During the Oct. 30-Nov. 5 period stations will carry the series of five transcribed talks on democracy themes. Recording their talks were James Stewart, actor and one of the contest judges; Dr. Earl J. McGrath, U. S. Commissioner of Education; Justin Miller, NAB president, and two past contest winners.

LOHNES FETED

At FCBA Annual Outing

FEDERAL Communications Bar Assn. held its annual fall outing Oct. 15 at the country home of Horace Lohnes, member of the radio law firm of Dow, Lohnes and Albertson. Approximately 500 association members and guests attended the gathering at "Twin Oaks," near Vienna, Va.

In recognition of Mr. Lohnes' services to the FCBA, of which he was one of the organizers and a past president, a handsome silver pitcher and plaque were presented by Guilford Jameson, association president. During the brief ceremony, Mr. Jameson paid tribute to Mr. Lohnes not only as a distinguished lawyer but as a man possessing real warmth of personality.

Among the guests were Wayne Coy, FCC chairman, and Commrs. Paul Walker, Robert Jones, George Sterling and E. M. Webster. Arrangements were in charge of the following FCBA committee: E. D. Johnston Jr., chairman, Frank U. Fletcher, Thomas W. Wilson, Charles V. Wayland, Edward F. Kenehan, Philip M. Baker and Charles F. Duvall.



Mr. Lohnes (l) and Mr. Jameson during the presentation ceremony.

BAB FOLDERS

To Bombard Advertisers

POTENTIAL radio advertisers will shortly be bombarded by a series of 13 illustrated folders, produced by BAB, and describing radio's advantages as an ad medium.

The multi-colored mailing pieces will be sent by participating stations to selective regional and local prospects, while BAB distributes them nationally. Number of prospects to be covered totals 25,000.

Each of the 13 pieces highlights a specific virtue of broadcast advertising, and is designed to be released at intervals to create a cumulative effect. A total of 325,000 individual folders is being printed, which may increase should more subscribers join the campaign, BAB reported last week.

Stations are defraying costs involved, and folders to be mailed locally will bear individual station's call letters. In some markets, where more than one station is participating, stations involved are cooperating in the printing and distribution of the folders.

Max Hill

FUNERAL services for Max Hill, 45, publicity director of Wade Advertising Agency who died suddenly in Elkhart Ind. Tuesday were held Friday in Denver. Mr. Hill was a war correspondent for NBC from 1943 to 1945 and was on assignment for the network in this country the following two years.



JOCKO THE JOCKEY

There's just one best way to ride a race horse, and professional jockeys call it the "monkey crouch." Jocko shows the correct style in the picture.

There's just one best buy in Baltimore radio, too. It's W·I·T·H, the big independent with the big audience.

Just a *little* bit of money goes a *long* way on W·I·T·H! That's because W·I·T·H delivers more *home* listeners-per-dollar than any other station in town. And *in addition* to this biggest home audience, a recent survey made under the supervision of the Johns Hopkins University showed that *of all radios playing in grocery stores, 42.3% were tuned to W·I·T·H!*

So, if you want low-cost results from radio in Baltimore, call in your Headley-Reed man today and get the whole W·I·T·H story.

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, *President* • ***Represented by* HEADLEY-REED**



c-o-u-n-t t-h-e h-o-u-s-e

The measure of a hit is the length of the line at the box office — not the pre-opening claims of the producer.

Now that the season has started, a count of the house shows NBC with:
top network billings... most sponsored hours

...most nearly sold-out schedule in radio.

The pay-off is always at the box office— and here's why the obvious preference is for NBC: strongest station lineup in radio... largest audience in advertising.

NBC

America's No. 1 Network
a service of Radio Corporation of America

Bank Radio

(Continued from page 27)

mum listening audiences," Mr. Warden said. The chain-break, he explained, permits a small advertiser to "cash-in" on an audience built by a large national advertiser. A good rule to follow is "to watch your adjacencies," he warned.

Bank advertising, often termed "stiff and stilted," can be humanized with the use of radio because is employs "the human voice and is therefore an especially adept medium for presenting a sincere and friendly message to the family. Radio copy lays stress where it should be—on the human equation."

Radio advertising must have "sound planning, astute timebuying and careful thought to copy appeals to be successful," Mr. Warden concluded.

All banks will be challenged by television, and should begin preparation for it now, John J. Barry, vice president of the National Shawmut Bank of Boston, warned at the Friday TV clinic.

Mr. Barry, who moderated an exchange of viewpoints expressed by financiers and bankers, explained that Shawmut Bank now sponsors on TV in Boston each week a feature film, 12 newsreels, 19 weather forecasts, three and one-half hours of Multiscope news and a dozen spots. Shawmut is the city's largest local TV advertiser, he said.

Whether banks will "take to" TV is now "an academic question for some 10,000 U. S. banks, currently out of TV range," Mr. Barry said. "However, if the FCC carries out its intention—and I think it will—every community will be brought into potential range."

His suggestions to bankers: Get your time franchises now, get into commercial production now, investigate techniques and devices which will enable you to bypass expensive commercials, and get into the market for program material now. Mr. Barry advised them to arrange for time when a station applies for or is granted a license. He recommended 20-second spots for example, in the 7:30 to 10:30 p.m. network time slot. "Have programs or spots as near to network time and the hour of maximum circulation as possible—and that's 7:30."

Commercial production should be planned in advance to save money and eliminate mistakes, he said. "While the audience is building, it may be better to lease filmed bank advertising material, to be followed by tailor-made demonstrations."

Answering his own question, "Why all this rush?", Mr. Barry explained that network shows "are now achieving performance standards closely approximating the best on stage and screen. Your programming must meet these standards if you are going to bid for audience attention and consumer preferences. Extended advertising messages must have the same eye appeal, the spots must have the same shock values and impact."

Speaking on "selection of advertising media," Merrill Anderson, president of the Merrill Anderson Co., New York, voted radio "second best." He warned that, "except for carefully chosen spots on strong stations, it's hard to get tangible results at a cost which will compare with that of newspapers. However, on certain types of giveaway, radio may well out-pull newspapers."

Television "seems likely to take over a good part of the banks' advertising dollar," Mr. Anderson predicted. Major drawback seen by him is the current price per thousand, "which is extremely high . . . If rates continue to rise in proportion to audience increase, it will be difficult for banks to fit TV into their limited budgets. National advertisers will probably outbid local advertisers for desirable time, and most banks are local advertisers."

During the three-day session, bankers were concerned with methods of building up public relations and "selling" money and credit, described as "two universally useful and necessary commodities" by William E. Singletary, assistant vice president of the Wachovia Bank and Trust Co., Winston-Salem, N. C. "Within the past year, the economic cycle has come to the place where business must begin to pedal—and peddle. . . . Our future depends on how well we sell," he concluded. Bankers were interested in radio and television as media to attract mass patronage and to foster successful public relations.



HANDING stock certificates to Frank G. Huntress Jr. (l), president, Sunshine Broadcasting Co., is Gene A. Howe (seated), editor and publisher of Amarillo *Globe-News* and former president of the broadcasting firm, at formal proceeding transferring control of KTSA (AM-FM) San Antonio to Express Publishing Co. Standing next to Mr. Huntress (l to r) are Charles D. Lutz, KTSA manager, and O. L. (Ted) Taylor, president of Taylor Radio & TV Co. and former KTSA minority stockholder. Transaction, closed at Merchantile National Bank, Dallas, involved $450,000 [BROADCASTING, **Sept. 26**].



EDUCATIONAL RADIO

SBC Presents Awards

TWO educational broadcasters—Kenneth G. Bartlett of Syracuse U. and Richard B. Hull of Iowa State College—last week were named "Men of the Year" in the first tie vote cast in 10 years by the advisory committee of the School Broadcast Conference. George Jennings, conference director, presented the awards at the Wednesday luncheon of the three-day 13th annual convention in Chicago's Sherman Hotel.

Mr. Jennings commended both men for their use of educational radio and television.

Mr. Bartlett is dean of the University College at Syracuse, chairman of the Television Broadcasters Assn. Educational Committee, and chairman of the committee to set standards for radio teaching in colleges. Mr. Hull, radio director at Iowa State and manager of the school's station, WOI, is president of the National Assn. of Educational Broadcasters.

Annual SBC citations were presented to 11 stations, two colleges and a network. Stations, and programs for which they were cited:

WABE (FM) Atlanta, *Uncle Dan From Froggy Hollow Farm;* KYW Philadelphia, *Once Upon a Time;* KDKA Pittsburgh, *Miss Hickory;* KATL Houston, *Square Dancing;* WQXR New York, *New York Times Youth Forum;* WCTC New Brunswick, N. Y., *Children Have Their Problems;* KCMO Kansas City, Mo., *Report Card From Your Schools;* WLS Chicago, *Let's Go Places,* and KUOM U. of Minnesota, *Look What We Found.* Two stations earned two awards—WEW St. Louis for *Science for You* and *Our Missouri Constitution,* and WBZ Boston for *Children's Corner* and *Listen and Learn.*

Schools commended were Ithaca College Radio Workshop for its *School of the Air* program "Trees," and the U. of Colorado for *Today's Frontiers. Revolt of The Unhappy Clothes* brought an award to the Empire State Rural Network.

A Verdict for KGNC

EXHIBIT "A" in a recent court case at Canyon, Tex., turned out to be radio. A woman state's witness, two hours on the stand, set all important time elements in the case according to what program was on KGNC Amarillo (18 miles away). The exasperated defense attorney trying to break down the time testimony, finally blurted "Don't you ever listen to any station but KGNC?" Composed answer was "No sir, I turn KGNC on early in the morning and I don't turn it off until late at night."

NARBA Reaction

(Continued from page 25)

the broadcast frequency list. The working group comprises one representative from each country.

The 540 kc channel is classified as clear by the juridical technical committee. This has not been cleared by plenipotentiary action agreement but the agreement is declared tantamount to approval. The decision would mean, subject to domestic regulations, that the channel would be available for Class II assignment in the United States with powers ranging from 250 w to 50 kw.

In this country the channel is beset with proposed government restrictions based on the fear that ship automatic alarms would be affected. Furthermore, use of the channel would be restricted by proximity of defense installations.

The action apparently would give Canada's CBK Watrous, Sask., IA status on a permanent basis. The status of XEWA San Louis Potosi, Mexico, is not clear but it probably would be IB or II. KMBC Kansas City has long been an applicant for 50 kw on 540 kc.

Many smaller stations could employ the channel for widespread service and relieve interference were governmental restrictions removed.

The numerous hard-working NARBA subcommittees at Montreal are disposing of minor items, with the critical stage approaching due to the narrowing of the list of items on which agreement can be reached.

At the heart of the conference difficulty is Cuba's insistence on the right to assign stations on any frequency provided it does not cause objectionable interference. This raises the question of what constitutes interference. Already serious interference is reported by many U. S. stations as a result of Cuban assignments made since the NARBA agreement expired last March.

Conference delegates enjoyed a respite from the day-night negotiations and meetings at the weekend as they boarded buses for a trip to Ottawa as guests of Canadian Broadcasting Corp.

Nelson

(Continued from page 23)

of such a campaign will be weighed carefully against a planned advertising campaign to determine future proceedure.

Before we criticise advertising agencies, whether or not they are members of the AAAA—or individual time buyers—or advertisers —or even some stations—let's open our eyes to what is going on. There is per inquiry business; there is rate cutting; there are special package deals—*and there is a little clause on the back of every contract that tells me I am buying for my client at a rate no higher than anyone else for a similar service.* That, then, is the station's obligation to my client and my company—and to me. It is up to me, as a buyer of broadcasting time, and to every other individual and company so involved, to buy at a rate equal to the lowest even if it means a figure lower than published.

I would like to believe one hundred per cent that all the business we place on every station with which we have contracts is at an equally low rate—but I don't. Why can't everyone read the fine print on the back of a broadcasting contract once a week until it automatically becomes a part of operating policy. We can buy only what the stations make available for sale. And when everything is offered at the same price, on the same basis, to all people, we won't have to spend time and effort answering the question "Can someone else get it for you cheaper?"

I don't know the answer to the "per inquiry" question—but to me there are greater evils shaking the national advertiser's confidence in the radio industry. And television is not one I'm thinking of!

Perhaps today's dollar is more important than future stability.

KOTA RECANT

Okays SESAC Contract

KOTA Rapid City, S. D., has dismissed a counterclaim and signed a stipulation covering its license agreement with SESAC, according to David R. Milsten, SESAC western counsel.

SESAC had sued KOTA in South Dakota Circuit Court for $470 allegedly due for nonpayment under a contract. In return KOTA had filed a counterclaim based on purported use of pressure and failure to furnish a list of selections in its library [BROADCASTING, April 25].

A stipulation signed by H. George, secretary-treasurer of Black Hills Broadcasting Co. (KOTA), withdrew statements in the counterclaim, according to Mr. Milsten. The station renewed its SESAC contract, he said.



Protect U. S. Channels

(Continued from page 25)

economic studies of stations conducted by the NAB employe-employer relations and research departments, with provision for funds to conduct further studies; thanked the North Carolina Assn. of Broadcasters for hospitality; endorsed the NAB board's reorganization project and the administration of President Justin Miller; commended the association services of Mr. Arnoux and the two other board members in the district (G. Richard Shafto, WIS Columbia, S. C., for medium stations, and Frank U. Fletcher, WARL Arlington, Va., for FM stations).

Finally, the district took cognizance of a new effort by James C. Petrillo, AFM president, to exact additional funds from broadcasting by charging fees for performance of records and transcriptions. The district opposed any effort to collect such royalty payments on broadcast and TV performances.

Mr. Arnoux presided at his last district meeting after six years service on the board. He announced he was not a candidate for re-election. The new director will be elected in early winter by mail nomination and ballot, with Mr. Arnoux winding up his board service at the NAB convention in Chicago next April.

In raising the NARBA issue, Mr. Arnoux cited several examples of stations already suffering from Cuban and Mexican interference.

"Don't be surprised if you hear a rhumba on every frequency," he said.

Judge Miller had warned in his talk that neither Cuba nor Mexico was respecting the second NARBA that expired last spring. Both nations understand the nuisance technique, he said.

The NARBA resolution noted that Cuba has disregarded its pledge to continue status quo until a new treaty is ratified, and Mexico isn't even taking part in the conference. It reminded that power of many Latin stations has been increased, resulting in chaotic interference which is getting worse every day.

Clear and regional channels are direct targets, the resolution states,

* * *

deploring the breakdown of the good-neighbor policy.

Four types of sanctions are suggested: Stop protecting their stations, rearrange Cuban sugar quotas, set up passport restrictions, withdraw currency support. Use of other similar techniques is advised.

The district asked that President Truman, Secretary of State Dean Acheson, FCC Chairman Wayne Coy and Congressional committees be notified of the resolution.

Serving on the resolutions committee were Ben Strouse, WWDC Washington, chairman; George B. Storer, Fort Industry stations; William E. Rine, WWVA Wheeling; B. T. Whitmire, WFBC Greenville, S. C.; Harold Essex, WSJS Winston-Salem, N. C.

Costs Discussed

Mr. Arnoux presided at the opening of the District 4 meeting Monday morning, introducing Mr. Essex, a member of the NAB Employe-Employer Relations Committee, who took charge of a session on costs, profits and labor. Richard P. Doherty, director of the NAB department, and his assistant, Charles Tower, discussed technical, programming, selling and labor costs and their relation to income.

Data covering operation of southeastern area stations were given members, the figures coming from NAB's extensive study of costs and income by type and size of station as well as affiliation. Mr. Tower answered wage-hour questions and explained in answer to a delegate that many stations allow 15 to 30 minutes for sign-on and sign-off.

Judge Miller was principal speaker at the Monday afternoon meeting. He said every district meeting this year had set an attendance record, with District 4 surpassing all others and setting an alltime district meeting record.

He explained how AFM President Petrillo is whipping up the plan to assess performance fees for records and transcriptions, with proceeds to be used for his welfare fund. As at other district meetings he reviewed the reorganized NAB operation.

Dr. Kenneth H. Baker, RMB acting president, described the second coverage study. He said tabulators are working in several cities 24 hours a day, all week to process the millions of cards.

The study will have little FM data, he said, because BMB found listeners reporting ownership of twice as many FM sets as ever have been manufactured due to confusion from dual AM-FM station breaks and other causes. Where data justify, he said, BMB will supply memorandum reports dealing with size of the FM audience.

Robert J. Burton, BMI vice president, said BMI rated first, second, fourth and seventh on the last *Hit Parade*, pushing "South Pacific" off the list.

Kolin Hager, SESAC, reviewed that society's service and said it is developing greater strength in the popular music field.

Horace Fitzpatrick, WSLS Roanoke, District 4 sales managers chairman, presided at the all-day sales session directed by Mr. Mitchell, who told managers how to get better results from their salesmen and a larger share of the advertising dollar. He showed the BAB slide film and other BAB sales aids.



TRIO at Pinehurst meeting (l to r): William R. McAndrew, manager of NBC Washington stations; Walter J. Brown, WORD Spartanburg, S. C.; Frank M. Russell, NBC Washington vice president.



ORCHIDS for all the ladies featured a visit to an orchid farm during NAB District 4 meeting at Pinehurst, N. C.

Front row (l to r): Miss M. Croley, Mrs. Phil A. Allen, Mrs. John New, Mrs. Campbell Arnoux, Mrs. William R. McAndrew, Mrs. Walter H. Goan, Mrs. C. B. Britt.

Second row, Mrs. J. S. Younts, Mrs. W. B. Page, Mrs. B. W. Huffington, Mrs. C. R. Maillet, Mrs. H. V. Daly, Mrs. R. M. Wallace, Mrs. Charles Turner, Mrs. J. H. Moore, Mrs. Horace Fitzpatrick.

Third row, Mrs. Ford Browning, Mrs. Carla B. Keys, Mrs. Paul C. Buford, Mrs. Phil Hoffman, Mrs. John C. Hanner, Mrs. Ben Strouse, Mrs. Glacus Merrill, Mrs. John Rivers, Mrs. James M. Wade.

Fourth row, Mrs. E. J. Pryor, Mrs. Don S. Elias, Mrs. J. E. Fontaine, Mrs. J. M. Angel, Mrs. J. B. Weathers, Mrs. Pat Flanagan, Mrs. F. Whitley, Mrs. Melvin F. Barnett, Mrs. F. W. Warner.

NBC's RUSSELL *Hits NAB Organization At Carolinas Meet*

NAB has compromised with the principle of functional organization in its streamlining process, Frank M. Russell, NBC Washington vice president, told a joint meeting Oct. 16 of the North Carolina and South Carolina Assns. of Broadcasters at Pinehurst, N. C.

Mr. Russell said a truly functional association would consist of autonomous groups such as clear channel, regional, nonaffiliate, independent, network and similar industry units. Each group would elect two members to the NAB board under this plan. He said he had a lot of confidence in NAB President Justin Miller and NAB's departmental services, but contended the association is not equipped to handle major industry problems.

Judge Miller should be at Montreal where the future of the whole broadcast band is in peril at the NARBA conference, Mr. Russell declared. He suggested Judge Miller should take part in Washington hearings and meetings affecting the industry and present spokesmen for autonomous industry groups. The State Dept. gives away U. S. frequencies whenever it has a problem with foreign nations, he said.

Satellite Stations Forecast

Mr. Russell forecast a system of TV mother stations, augmented by secondary and satellite stations. The TV mother stations would have mobile equipment to send around the satellite stations circling New York and other cities.

The North Carolina group elected Robert H. Wallace, WOHS Shelby, as president to succeed Harold Essex, WSJS Winston-Salem. Other officers elected: Earl J. Gluck, WSOC Charlotte, vice president; Jack Younts, WEEB Southern Pines, secretary-treasurer; Louis Howard, WHIT New Bern, Cecil Hoskins, WWNC Asheville, directors.

The combined state groups also heard David Clark, of Charlotte, trustee of Greater U. of North Carolina, suggest the radio industry develop a radio foundation at the university to train engineers. Mr. Gluck heads a committee which will study the project.

District 4 Registration, Pinehurst, N. C.

Rhea Adams, WPTF; Phil A. Allen, WLVA; J. E. Allgood, WDVA; Ed M. Anderson, WBBO; Mr. & Mrs. James M. Angel, WLOH; Addison Amor, RCA Recorded Program Ser.; Mr. & Mrs. Campbell Arnoux, WTAR; Lewis H. Avery, Avery Knodel Co.; Kenneth Baker, BMB; Mr. & Mrs. Melvin F. Barnett, WLOH; Bryce Beard and Alex Beard, WSTP; Ed E. Bishop, WGH; George C. Blackwell, WDKD; Chas. P. Blackley, WTON; Douglas M. Bradham, WTMA; Harrol A. J. Brauer, WVEC; Mr. & Mrs. Chas. Britt, WLOS; Mrs. Doris Brown, WKBC; Walter J. Brown, WORD; Mr. & Mrs. Ferd Browning, WAJR; Kenneth L. Bryant, WKEY; Mr. & Mrs. Paul C. Buford, WSLS; Bill Bunn, WDSC; Mr. & Mrs. Keith Byerly, WBT; Robert J. Burton, BMI.

C. Wylie Calder, WHAN; Richard Campbell, WDVA; Mr. & Mrs. Joe Carlson, WTAR; O. L. Carpenter, WPTF; Mr. & Mrs. George T. Case, WNAO; Norman Cash, NBC; Thomas P. Chisman, WVEC; James B. Childress, WOXF; David Clark, Clark Publishing Co.; George H. Clinton, WPAR; Charles Coleman, Avery-Knodel Co.; Ward A. Coleman, WENC; Nathan J. Cooper, WMNC; Virginia N. Cooper, WJLS; Douglas L. Craddock, WLOE; M. T. Craig, WGCD; Ted Craver, WNNT; S. C. Crew, WCBT; Joe P. Crockett, WBOB; Grange S. Cuthbert, WTMA; Thomas Daisley, WIS; Bob Devogt, WRAL; Richard Doherty, NAB; W. Ward Dorrell, C. E. Hooper, Inc.; Leo Downs, WIS; A. L. Drew, WCBT; Carl E. Duckett, WBOB.

Ed E. Edgar, WGH; Harold Essex, WSJS; F. J. Evans, WPLH; Grace Fauson, WCYB; M. L. Few, WDKD; Mr. & Mrs. Horace Fitzpatrick, WSLS; Mr. & Mrs. E. J. Fitzsimmons, Weed & Co.; Pat Flanagan, WHIS; James M. Flennihen, Capitol Records; Fred Fletcher, WRAL; Ray A. Furr, WIST; Tom Garten, WSAZ; E. J. Gluck, WSOC; Walter H. Goan, WAYS; Lester L. Gould, WJNC; Mr. & Mrs. Chas. Grisham, Petry & Co.; J. A. Hagan, WWNC; Kolin Hager, SESAC; Allen A. Haid, WWVA; John C. Hanner, WFNS; Ralph Hardy, NAB; John W. Harkrader, WDBJ; W. C. Harris Jr., WPTF; Mr. & Mrs. W. F. Hazen, Blake, Taylor & Hazen; Grayson Headley, WNNT; Walter F. Hester, WHPE; Mr. & Mrs. James W. Hicks, WCOS; Mr. & Mrs. Philip Hirsch, WREL; Mr. & Mrs. Phil Hoffman, WOL; Mr. & Mrs. Cecil B. Hoskins, WWNC; Bert Horswell, C. P. MacGregor; Barron Howard, WRVA; Mr. & Mrs. Louis Howard, WHIT; Mr. & Mrs. Walter Huffington, WSAP; E. M. Hurd, WDVA; Gilbert M. Hutchinson, WBIG.

J. Frank Jarman, WDNC; Robert A. Jolley, WMRC; E. Z. Jones, WBBB; Ray P. Jordan, WDBJ; Robert S. Keller, Robert S. Keller Inc.; Earl M Key, WKEY; Mrs. Carla Keys, WFLO; Wilbur M. Kidd, WAYB; Frank E. Koehler, WROV; Frank S. Lambeth, WMFR; Nick Lawrence, WHPE; Loyd Leonard, WISE; Steve Libby, WIS; Edmund S. Long, WHKY; Bert Lown, Assoc. Program Service; Mr. & Mrs. Chas. R. Maillet, WFLO; J. R. Marlowe, WGWR; C. Wallace Martin, WIS; Joseph Martin, WDSC; I. Mattaway, Radio-TV Publicity; Richard Mason, WPTF; Mr. & Mrs. Glacus Merrill, WHAR; Francis J. Miller, Harrisonburg, Va.; Judge Justin Miller, NAB; John Miller, WAIR; Paul Miller, WWVA; Wm. P. Mitchell, WBIG; Maurice B. Mitchell, BAB; Tom Mitchell, WTIK; S. W. Monroe, WMRA; Miller Montgomery, WIS; Mr. & Mrs. Jas. H. Moore, WSLS; H. T. Morris, WGTN; R. S. Morris, WDSC; Wm. R. Murray, WPUV; Paul F. Myhan, WACA.

Mr. & Mrs. John W. New, WTAR; Mr. & Mrs. Wm. S. Page, WFTC; T. H. Patterson, WRRF; Helen Gill Perner, Jos. H. McGillvra Inc.; John J. Perner, New York; James D. Poag, WMRC; Roland B. Potter, WKBC; E. J. Pryor, WDVA; James T. Quirk, WJLS; William E. Rine, WWVA; Mr. & Mrs. John Rivers, WCSC; George E. Robinson, WDKD; W. R. Robertson, WRRF; Fay Rogers, WCYB; Marshall Rosene, WSAZ; Mr. & Mrs. Frank Russell, WRC; J. Dudley Saumenig, WIS; Milton D. Scarboro, WBCU; Charles E. Seebeck, WTON; P. G. Sewell, WRCS; Roger A. Shaffer, WSPA; Harry Shaw, WSJS;Alice Shein, WBTH; Hugh Shott Jr., WHIS; John W. Shultz, WMVA; Gene Sink, WMRA; Cecil C. Simmons, WGCD; Joe L. Smith, WJLS; John E. Smith, WSAT; R. H. Smith, WCYB; Bert Sonis, WTIP; Ken Sparnon, BMI; Roy Springer, WDVA; George B. Storer, WWVA; Ben Strouse, WWDC; Henry E. Sullivan, WCOG.

Mr. & Mrs. Sol Taishoff, BROADCASTING; Harold S. Taylor, WRXO; W. B. Taylor, Wincharger Corp.; L. H. Thesmar, WDAR; Mr. & Mrs. Harold Thomas, WISE; Leo A. Tremblay, WGCD; Guy Vaughan Jr., WSPA; Mr. & Mrs. George Walker, WAIR; Robert M. Wallace, WOHS; Allen Wannamaker, WGTM; George Walston, WRRF; Fred Warner, Nation-Wide Bus. Adv.; Frank Warten, WRAL; Eddie Whitlock, WRNL; B. T. Whitmire, WFBC; Mr. & Mrs. Marshall L. Wilmer, WREL; William Wilson, United Press; J. F. Womack, WFRC; C. J. Woodhouse, WDNC; Steve Woodson, WFRC; R. W. Youngsteadt, WPTF; J. S. Younts, WEEB; Bob Zealey, WRAL.

Late Registrations

William Ashworth, WDVA; B. George Barber Jr., WFTC; J. Frank Beatty, BROADCASTING; J. W. Blackburn, Blackburn-Hamilton Co.; Bill Britt, INS; John F. Bivins, Bivens & Caldwell; John L. Cole Jr., WHLF; Hartwell Campbell, WGTC; J. C. Cole, WSTS; Harry J. Daly, attorney; Charles B. Davis, WHLF; Peter D. De Boer, WAJR; Ralph Epperson, WPAO; Don Elias, WWNC; W. F. Fleming, WSAT; Frank U. Fletcher, WARL; James Flenniken, Capitol Transcriptions; C. Leslie Galliday, Washington, D. C.; J. A. Gallimore, WSNW; Paul Hansell, Associated Press; O. G. Hilton and G. N. Hilton, WBUY; Sam H. Hutchins, WEAB; Earl Holder, WNNC; Josh Horne, WCEC-WFMA.

Gaines Kelly, WFMY; Johnny Langlois, Lang-Worth; Ralph Lambeth, WGBG; Ellis Landreth, WBRW; William R. McAndrew, NBC; Jack Midlen, attorney; Chet Munson, WSNW; Bob Morrison, World Library; David Newborg, RCA; Dorsey Owings, BMI; W. W. Primm, WWGP; Ray Reeve, WRAL; "Duck" Sweatman, Headley-Reed Co.; Alex Sherwood, Standard Transcriptions; Frank M. Stearns, Associated Press; Fred Shealy, WSNW; Charles H. Tower, NAB; Stephen Tuhy Jr., attorney; Charles Turner, WNNC; Mel J. Warner, WCEC; James M. Wade, Free & Peters; Bill Young, Lang-Worth.

* * *



LUNCHEONEERS at Pinehurst (l to r): Loyd Leonard, WISE Asheville, N. C.; H. H. Thoms, WHHT Durham, N. C.; F. J. Evans, WLPH Huntington, W. Va.

DIXIE NETWORK

Stations To Push FM Sets

COOPERATION of member stations of Dixie FM Network in North and South Carolina was offered radio set manufacturers turning out FM receivers to stimulate sales during the slack January-February-March season. The network group met last Monday at Pinehurst, N. C., where NAB District 4 held its annual session.

Ray A. Furr, WIST (FM) Charlotte, N. C., presided. Two stations were invited to join Dixie—WLOS-FM Asheville and WMFD-FM Wilmington. The group plans to appoint a network salesman and prepare promotion literature.

Program periods were offered U. of North Carolina, for a 15-station pickup of its *University Hour*, and the Wild Life Resources Commission of North Carolina, for a 15-minute live program. Four other programs were approved, including a daily news report with three stations feeding service, daily live organ music, commentary by the High Point *Enterprise* on state affairs, and weekly musical shows by the Harmonettes and Dixie Combinators.

Germans Thank NAB

AMERICAN broadcasters were thanked for their donation of radio receivers to German schools in a letter from Alfons Simon, president of the German Society for Education. Funds for the sets were raised last year in NAB's "Silver Shower" campaign.

Francis Freeman Payne

FRANCIS FREEMAN PAYNE, 60, owner of CKLN Nelson, B. C., and publisher of the *Nelson Daily News*, died Oct. 9 at Halifax, while attending directors meetings of the Canadian Daily Newspaper Assn.

Dist. 4 Resolution

(Continued from page 25)

tors immediately call the deplorable breakdown of the historic "good neighbor" policy between friendly countries of the northern half of our hemisphere to the attention of the President of the United States, the Secretary of State, and the Chairman of the FCC, through their elected representatives in the U. S. Senate and the House of Representatives,

And be it further resolved that each such representative in the Senate and House be requested to demand the return of the status quo by Cuba and Mexico, and failing prompt and favorable action by these two countries, to provide for institution of sanctions against Cuba and Mexico, among which could be:

(1) Elimination of protection by U.S. radio stations to Cuban and Mexican stations

(2) Rearrangement of the Cuban cane sugar quotas

(3) Establishment of passport restrictions against the two countries

(4) Withdrawal of currency support to the countries involved

(5) And such other measures as may be effective

And be it further resolved that a copy of this resolution be furnished the President of the United States, the Secretary of State, the Chairman of the FCC and the members of the U. S. Senate and House Foreign Relations Committees.

WHAT A
CUSHION
(IT WAS NEVER LIKE THIS BEFORE)

$4,567,999,000
BANK DEPOSITS 12/31/48
$ VAL. SAVINGS BONDS 12/31/48
in the
228 WOW COUNTIES (BMB)
IN NEBRASKA, IOWA, SOUTH DAKOTA, MISSOURI, AND NORTH DAKOTA.

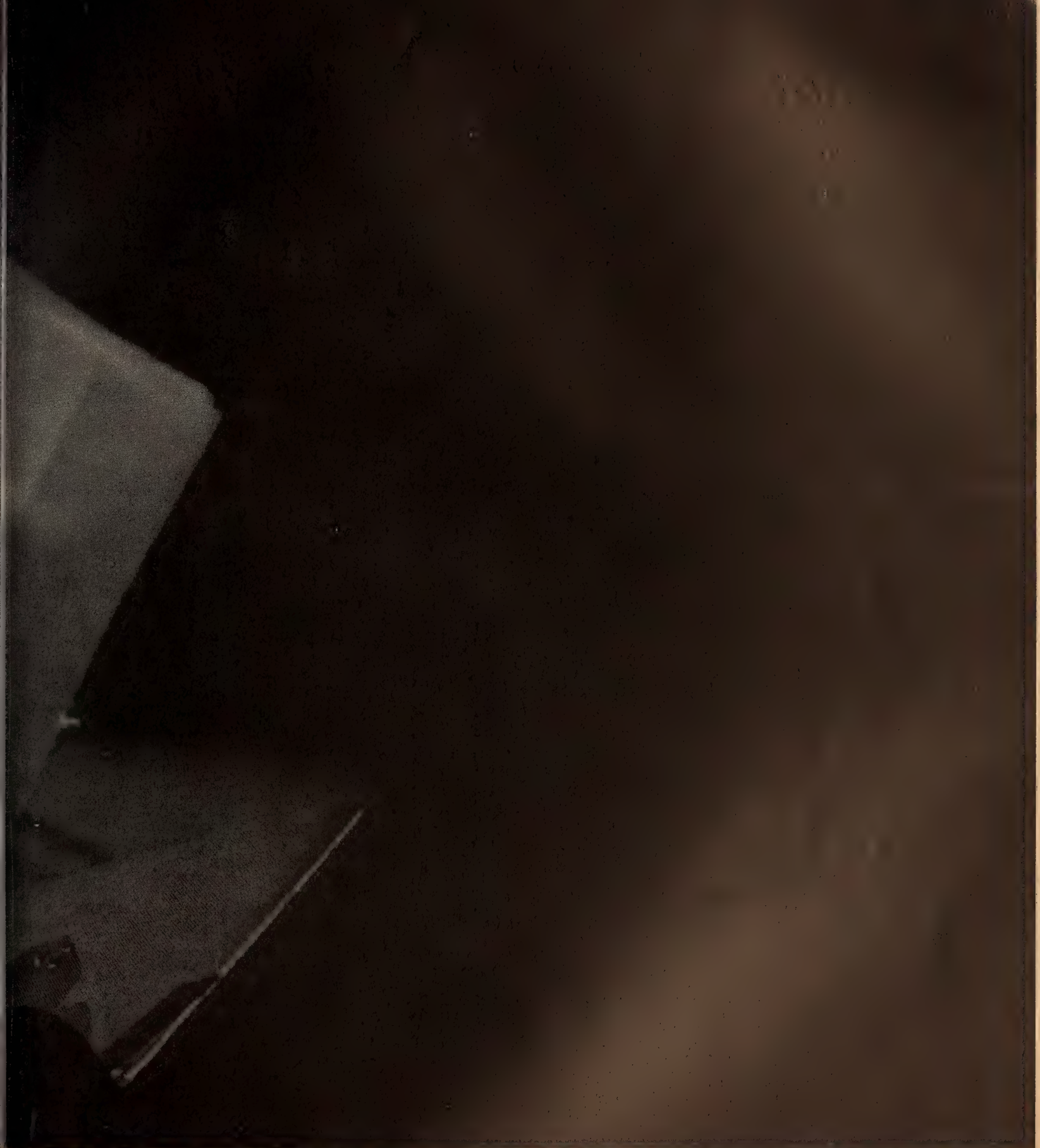
THIS IS.... READY MONEY

...READY TO BE SPENT NOW or in the FUTURE FOR WHATEVER YOU HAVE FOR SALE!
in
WOW-LAND
An Always Rich Farm Market . . .
COVERED *ONLY* BY

RADIO WOW, Inc.
OMAHA
5000 WATTS • 590 KC
JOHN J. GILLIN, JR., PRESIDENT
JOHN BLAIR, REPRESENTATIVE
AND BLAIR-TV, INC



Still the best mousetrap...



In all advertising, there's only <u>one</u> medium where <u>one</u> advertiser reaches over half the population of the country... 21,000,000 families!... with <u>one</u> program in <u>one</u> month. He does it with Network Radio... on CBS.*

The Columbia Broadcasting System

*And forty-nine other CBS advertisers reach their customers ... everywhere in America week in, week out... at an average cost of approximately 85¢ per thousand people: the lowest cost of *actual "advertiser circulation"* in all advertising today.

Editorial

Count of Noses

THE biggest statistical job in history—the 1950 U. S. decennial census—will affect broadcasters in two ways.

First, the nose count of 150 million people and the way they live will show how many of them have radio and television receivers in their homes. Second, broadcasters will play an important role in preparing the public for the census taker's call.

The latter role is an important one. Because of the Census Bureau's desire to provide data of highest possible accuracy, broadcasters will be asked to help brief the public so the army of enumerators can get quick and reliable information.

Vast volumes of data will come out of the census, showing what has happened in this decade and where it has happened. The facts will be of incalculable help to every businessman in the nation, whether he be broadcaster, advertiser, merchant or manufacturer.

Broadcasters, in turn, can be of equal help to the Census Bureau. Already NAB District 4, largest in the association, has pledged full cooperation in the census operation, setting the pace for an industry that stands to benefit perhaps more than any other as Uncle Sam in person counts and tabulates the number and whereabouts of radio homes.

Free To Look and Listen

TODAY, as United Nations celebrates the fourth anniversary of the signing of the UN Charter, all America will attend the birthday party by radio. Networks and local stations alike have scheduled scores of special programs saluting the UN, hailing its efforts toward international understanding and peace. When President Truman lays the cornerstone of the UN's permanent headquarters in New York, the radio coverage will be augmented by a pooled TV report that will enable millions of viewers to see as well as hear this historic ceremony.

Such support of the UN from American broadcasters is nothing new; it is the rule, not the exception. Better than most, American broadcasters can appreciate UN's fight to break down the barriers set up by fearful and jealous nations against the free flow of news and information. Through UN, the democratic ideals of "freedom to listen" and "freedom to look," so firmly established in this land, are gaining worldwide acceptance.

Gen. David Sarnoff, RCA chairman, recently concluded an address before the American Assn. for the United Nations with these words: "The potentialities of radio and television in the effort to create a greater understanding among the people of the world are unlimited. But these potentialities can be translated into positive results only if people everywhere are given the opportunity to exercise their rights to hear and to see what goes on in this world. This, I firmly believe, is the best way for the peoples of all nations to learn the truth and to know the facts that may vitally affect the peace of the world, the welfare of their nations and their individual freedom."

Today, millions of radios will deliver to millions of homes new proof of the devotion of American broadcasters to that ideal and of their wholehearted support of United Nations toward its achievement.

Radio's Atom B(o)MB

RADIO HAS never turned a deaf ear to a fair proposition. Such a proposition is advanced by Melvin Brorby, vice president of Needham, Louis & Brorby Inc., anent BMB, of which he is a director.

Mr. Brorby wants BMB saved, but not necessarily as is. He deplores the lack of station support, what with only 600-odd station subscribers to BMB Study No. 2, slated for release next month (though it's our guess it will be December).

Mr. Brorby wants agencies to attest to the indispensability of a radio measuring service before the NAB board meets Nov. 14 to decide BMB's fate. He inveighs against "blackmail" or "undue pressure" upon stations. He asks simply that the NAB board delay action until after Study No. 2 has been published. Then he urges a committee of agency, advertiser and station people be named.

That's a fair deal. Certainly radio has nothing to lose, if it uses its head.

BMB has been ill-starred from the start. It was mismanaged, manhandled, maligned and mangled. It was turned against radio itself. Small wonder, then, that so many of the broadcasters who helped pay the $1,300,000 freight for Study No. 1, and who were called upon to meet subsequent deficits of unknown or perhaps questionable origin, should be quizzical.

Everyone is agreed that radio needs uniform coverage standards—but not those open to question or which can be used as a means of beating down rates in the most underpriced and undersold of the media.

Radio has paid the BMB bill. But it has had a mere one-third voice in its operation. That is only part of the job since many agencies and advertisers still buy exclusively via program ratings, over which stations haven't a scintilla of voice, either as to method or result.

A decade ago, when radio was faced with loss of a basic raw material—music—Broadcast Music Inc. was created by, of, and for broadcasters. It is today a highly successful wholly-owned radio entity. It owes its allegiance only to radio. Through radio the public, advertiser and agency have benefited.

Could the BMB answer lie in such an entity in coverage research—and program ratings too? It's certainly worth exploring.

It should be remembered that the Audit Bureau of Circulations wasn't born in a day or a decade. Now—after 35 years—ABC is reported in the throes of a bitter battle which could result in stem-to-stern reorganization.

So, we welcome Mr. Brorby's timely suggestion. It behooves radio to weigh carefully all of the facets of this problem, which can spell out the economic future of the radio media. The BMB experience of the last four years and the program rating rantings of the last decade serve as unparalleled guideposts.

Ho Hum, Amigo

IN OUR issue of Oct. 3, we published an editorial titled NARBA Snarl (Mex.) in which we made mention of an advertisement in the same issue bought by XERF, a Mexican border station. We alluded to the fact that this ad claimed comprehensive U. S. coverage for XERF, and we stressed the border station problem as one confronting the NARBA conference in Montreal. The ad was one of a scheduled series. We did not accept the ad as first written because it was slanted per inquiry-wise. The series of ads has been canceled. It is running in other publications *as submitted.* Ho hum!

Our Respects To —



WILTON LOUIS GUNZENDORFER

"THERE are just two things to remember about the advertising business; firstly, when a man dies he may leave an estate, but nowhere among his legacies does he pass on his brand preferences. Secondly, when babies are born they do not have brand preferences. So if you remember that new customers are being born daily and others are dying daily, you hold the key to understanding the function of advertising."

This sage advice came from the late Will Rogers, following a broadcast from the Don Lee studios in Hollywood a number of years ago. The eager young listener to whom the advice was directed was Wilt Gunzendorfer, then a network producer with high hopes of making radio and radio advertising his career. That he remembered the words and used the "key" well is evidenced by Mr. Gunzendorfer's present position as general manager of KROW Oakland, Calif.

Wilton Louis Gunzendorfer was born May 23, 1899, in San Francisco, where he received his early schooling. During his college life at the U. of California (Berkeley), he majored in civil engineering. Decidedly minor were a few advertising courses, taken as electives. Concurrently, music was his meal ticket.

The latter was a heritage. His grandfather had led the first brass band in the state of California and his father played clarinet. Two generations of clarinet could easily lead to a third and it did. But the third generation was equally versatile on the saxophone.

Thanks to his musical ability, Mr. Gunzendorfer was well able to earn his way through school. While in school (1918 through 1922), he made his radio debut in 1921, playing on just about every station in the Bay region.

Most of this time he had his own orchestra. After obtaining his B. A. degree, Young Gunzendorfer set out to sell automobiles and soon got an idea of selling them by radio. So he formed a six man combo which was paid $3 per man to perform two quarter-hours weekly. After a year, they were considered too expensive and were cancelled out.

Between theatre engagements and other band dates, Mr. Gunzendorfer found he really had little time to sell autos. So in early 1925, he left the auto field and took up music full-time. At first he took a band on the road tying in promotionally with a motor car company. Even when the firm decided to discontinue, he carried on with the band. At one point his band was playing in two theatres on concurrent engagements, doubling back and forth between their presentations at each house.

(Continued on page 73)



" No (sob) KJR "

KJR doesn't reach everybody!

But KJR *does* blanket the rich western Washington market, where 1,321,100 radio listeners enjoy one of the world's richest-per-capita incomes.

Best of all, KJR's 5000 watts at 950 kc. cover the *important* area that any 50,000 watts would reach (check your BMB).

And "the beauty of it is"—it costs YOU so much LESS!

Talk with AVERY-KNODEL, Inc., about KJR!

KJR

SEATTLE 5000 WATTS AT 950 kc.

A Marshall Field Station

for Western Washington... An Affiliate of the American Broadcasting Company

A Service of Broadcasting Newsweekly

TELECASTING

OCTOBER 24, 1949

COLOR COMPARISONS

RCA Asks Two-Month Delay

THE PROSPECT of further delay in FCC's color television hearing was raised last week as RCA, sponsor of one of the three systems under consideration, petitioned for a two-month postponement of the compartive demonstrations now slated for Nov. 14.

The petition reported that Color Television Inc., sponsor of another color technique but not included in FCC's plans for the Nov. 14 comparisons, not only expects a comparative showing but has indicated through its attorneys that it plans to have its equipment in Washington "by the end of January" for that purpose. FCC's official agenda had made no provision for comparative tests for CTI or for any sessions after cross-examination in December.

RCA claimed comparative tests should be delayed until all systems, including CTI's, could be included, and also that the additional time is needed for adequate field-testing of the RCA system and apparatus.

At the same time it was disclosed that Allen B. DuMont Labs. and the Philco Corp., which have taken the position that color should not be standardized now, will work with CTI on equipment for its system—particularly on a single direct-view, three-color tube.

These developments came Thursday at the end of the fourth week of the color hearings, after 3½ days devoted to highly technical testimony by CTI witnesses explaining their all-electronic color system, and further Commission questioning of Dr. Peter C. Goldmark, inventor of the CBS system, third color technique under study.

Edward K. Wheeler, counsel for Radio Mfrs. Assn., told the Commission that manufacturers feel each of the rival systems is entitled to "a full showing" with the best apparatus available. Accordingly, he said, since CTI does not now have the direct-view tube which figures so largely in its plans, several RMA tube manufacturer-members volunteered to help.

CTI witnesses have estimated that with a single direct-view three-color tube existing sets could be converted to CTI color for about $65 to $75, but that present proposals are based on the use of projection sets and that CTI does not think the public generally will be disposed to buy converters for any system.

Counsel for CTI and for DuMont reported to the Commission (1) that a CTI tube expert was to begin conferences at the DuMont laboratories last Thursday, and (2) that two Philco engineers will arrive at CTI's San Francisco headquarters today (Monday) to begin work on tubes and circuits. DuMont, it was reported, is undertaking to build 20 tubes from CTI laboratory models.

Comr. Robert F. Jones thought "this cooperative program" made it "all the more compelling" that CTI's demonstration to FCC, slated for San Francisco the week of Nov. 28, be held in the East. But CTI counsel protested it would be "impractical" to undertake now to transport all the CTI equipment from San Francisco, where tests are being conducted via KPIX(TV).

Offers to CTI

It was also brought out that CTI had been offered, and declined, the use of Philco's WPTZ (TV) Philadelphia and DuMont's WTTG (TV) Washington, and that other manufacturers — including Sylvania Electric Products, Crosley, and Bendix—had also offered cooperation.

The week's developments also included:

● A plea by Skiatron Corp., of New York, for rejection of both the RCA and CBS color systems on grounds that "additive" color processes are "obsolete in principle" and inferior to a "subtractive" system to be offered by Skiatron (see story page 50).

● A call by the Commission for receivers from CBS, RCA, and CTI to permit independent testing by the FCC staff.

● Michael L. Kaplan, president of Television Mfrs. Assn., wired the Commission that no "completely compatible system" has been presented and that therefore color should be delayed.

RCA, in its petition for postponement of the comparative showings of the RCA and CBS color operations and DuMont black-and-white, said the additional time is needed to field-test its system, to get its equipment ready for a "fair" comparison, and to enable CTI to participate in the same demonstrations.

The "shake-down" period of field-testing RCA equipment is just now starting and must be followed by refinements and observation in actual performance before a comparative demonstration will be "meaningful and appropriate," RCA declared.

The company estimated that this point would come about "midway in the six-months [field-testing] program which it has indicated would be required before standards should be adopted."

Then there should be about three months of further work "to determine final specifications for standards," RCA declared. It said field-testing thereafter will concentrate on determining production designs based on practical operating conditions and experience.

RCA made clear that it does not intend to follow the CBS suggestion and put its projection receivers up against Columbia's direct-view sets in the comparative demonstration. The petition quoted Columbia's Dr. Goldmark as saying projection sets would not give as good an impression as direct-view sets.

RCA now has only two direct-

(Continued on page 50)

LOCAL & SPOT TV

REC Hears Flanagan

THE TELEVISION broadcaster must derive his real income from spot time and local time sales where he gets the big share of the advertisers dollar, T. F. Flanagan, president of National Assn. of Radio Station Representatives, told members of New York's Radio Executives Club last Thursday.

"Even in AM, it is a mathematical fact shown in the FCC figures that the stations get more income out of $100 million of spot time sales than they do out of $133 million of network time sales," he said at the group's regular luncheon meeting at the Roosevelt Hotel. Outlining network's extraordinary expenses which, added to coaxial cable charges, leave only a fraction of the sponsor's dollar for stations, he pointed out that "the station can, therefore, only hope the networks will give it outstanding shows."

Video advertising's powerful sales impact provides good prospects for stations in both spot and local, Mr. Flanagan said, adding that while time costs are reasonable enough, production and cable costs provide a hitch. "Now if our geniuses who made the films the theaters bought and the public paid to see, can give us the top part of motion picture quality production at a cost substantially below the combined live studio and cable costs, many an advertiser can see low-cost advertising results in spot film program shows," he declared.

Program Types Needed

He stressed the need for interesting, local household economics programs for advertisers of food and household products, and of special-technique programs for multiple manufacturers of many advertised products. He described "an enormous TV market" among regional, seasonal, new product and product-testing advertisers, who are having "large, continuing and growing success in AM."

The problem, said Mr. Flanagan, is not one of quantity, but of good shows at a fair price.

Warning broadcasters against thinking there is enough magic in television to excuse "any old footage" of film, or low quality programs built to a low price, Mr. Flanagan pointed out that the motion picture industry can make films that stations can run "to make people laugh, or to thrill them . . . and come back again to view. They have been doing it for 50 years," he said.

Mentioning the importance of music to TV entertainment, Mr. Flanagan told broadcasters they'd have to wait to hear from Mr. Petrillo before they can get the best new film production. "Until the AFM scale is out and the musicians ready to go to work, and we learn the wage scale and royalty rates," he said, "we are breathing with one lung."

One-minute spot announcements and station breaks will be more important to advertisers and stations in TV than in AM, he told the

(Continued on page 51)

PACIFIC AAAA

TV Order of Business At 3-Day Meet

RADIO was notably conspicuous by its absence, but television came in for a pat on the back at the three-day annual convention of the Pacific Council of American Assn. of Advertising Agencies held last week (Oct. 16-19) at Arrowhead Springs, Calif.

In speaking on television, Barton A. Stebbins, head of Barton A. Stebbins Adv., Los Angeles, said that successful television advertising is available to advertisers with small budgets as well as those with large appropriations.

As proof, Mr. Stebbins cited the tremendous results received from TV spot announcements by several of his own clients—automobile dealers, manufacturers of food products and household utensils—who had "only chicken feed" to spend. In all cases a profit resulted from the spots.

"Practically everything we have done in TV," said Mr. Stebbins, "could be done by any large or small agency in any market where there is any television operation at all."

Mr. Stebbins declared television has "strong advantages" even in a market where there are comparatively few sets; for the percentage of people watching television has been found to be twice as high as those listening to their radios.

"With a reasonable talent budget," he concluded, "you can get television listeners at almost the same rate per thousand as you can on AM."

Main speaker at the convention was Clarence B. Goshorn, president of Benton & Bowles Inc. and chairman of the board of the AAAA. Speaking on "Communication Through Advertising," Mr. Goshorn called advertising the "most powerful of our vehicles of communication" and urged agency men not to "impair it by abuse."

Not only has advertising influenced other media, said Mr. Goshorn, but it also has had a great effect in the educational and cultural spheres.

Advertising men, Mr. Goshorn continued, have learned how to make their messages easier to read and how to make more people read them, through much study. And they have further determined the impacts of these messages on readers, he added.

Quoting from various surveys, Mr. Goshorn stated that, except for a small percent, most people trust advertising. Chief complaints he found were misrepresentation, misleading statements and exaggerations. These, he felt, were not as a result of intentional fraud but of over-enthusiasm for a product.

Calls for Clarity

Warning against being obscure and unintelligible or uncommunicative in advertising, he concluded that "not only do other channels of communication depend on it, for their influence, but it is most vital to the smooth running of our economy."

Over 200 advertising executives attended the three-day convention. C. Burt Oliver, general manager of Foote, Cone & Belding, Hollywood, presided.

Other speakers at the sessions:

Fairfax M. Cone, board chairman, Foote, Cone & Belding who spoke on "The Real Miracle of America"; Earle Ludgin, president and treasurer, Earle Ludgin & Co., "Good Taste in Advertising"; John P. Cunningham, partner, Newell-Emmett Co., "AAAA Booklets on Personnel"; Louis N. Brockway, executive vice president, Young & Rubicam, and Charles Hawkins, Los Angeles manager, Barnes Chase Inc., "AAAA Examinations"; James H. S. Ellis, president, treasurer and general manager, Kudner Agency Inc., "Atmosphere in Which We Work."

At the business meeting held the first day, George Weber, vice president of Mac Wilkins, Cole & Weber, Seattle, was elected president of the AAAA Pacific Council, succeeding C. Burt Oliver.

Other officers elected were L. C. Cole, head, L. C. Cole Co., San Francisco, vice president; Merle Manly, secretary-treasurer, Botsford, Constantine & Gardner, San Francisco, secretary-treasurer. Barton A. Stebbins was elected to board of directors; Herbert O. Nelson, Ruthrauff & Ryan, San Francisco, was re-elected to board.

WMBR-TV's DEBUT

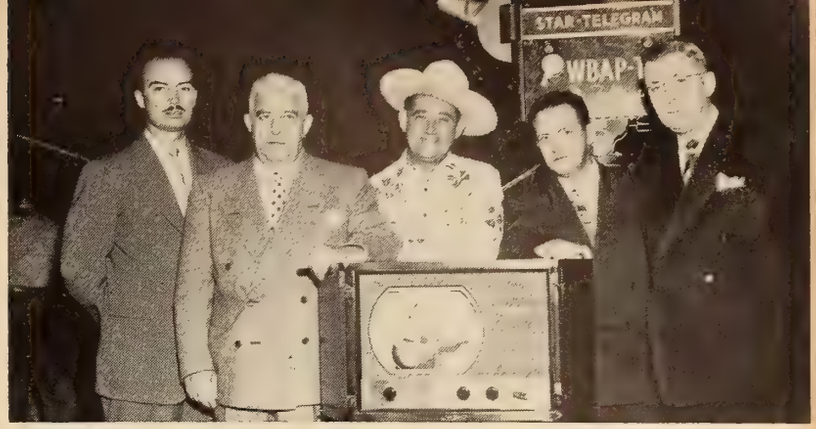
Sweeping Coverage Reported

UNUSUAL terrain and the 475-foot transmitter in operation may account for the unofficial reports of blanket reception covering most of north Florida and south Georgia, WMBR-TV Jacksonville speculated late Thursday after a tabulation of response. Station began regular telecasting Oct. 16.

While cautious on reports of widespread coverage pending official checks by engineers, WMBR-TV said it received hundreds of telegrams and telephone calls from points ordinarily out of reception range. Messages rolled in from video viewers in Tampa, Daytona Beach and Orlando, Fla., and Savannah, Waycross and Albany, Ga. Glen Marshall, secretary-treasurer of Florida Broadcasting Co. operating both WMBR and WMBR-TV, came up with the terrain theory because of Jacksonville's flat countryside.

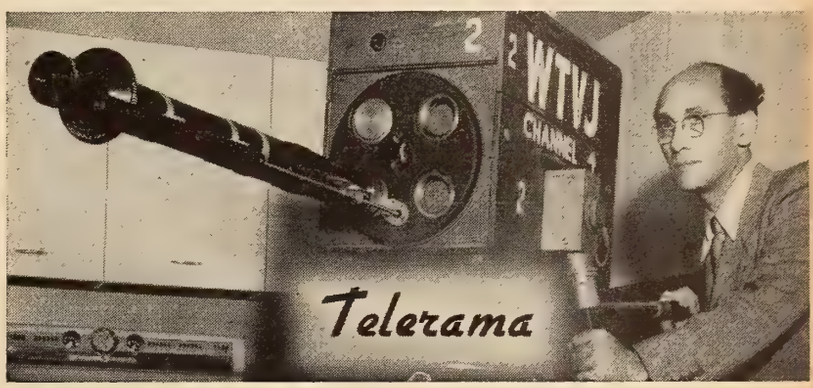
WMBR-TV is on channel four with a regularly scheduled period from six to ten p.m. daily and Sunday which the station expects to expand in the future. Sports events form the bulk of local programming while national shows are headliners from all networks and telecast by kinescope film. Frank King is president of the company.

"Preview" events the nights of Oct. 14-15 preceded the opening with a program originating at a local department store aired first followed the next night by a pickup of a football game. Regular programming already has spurred gains in TV set sales in the area, station reports.



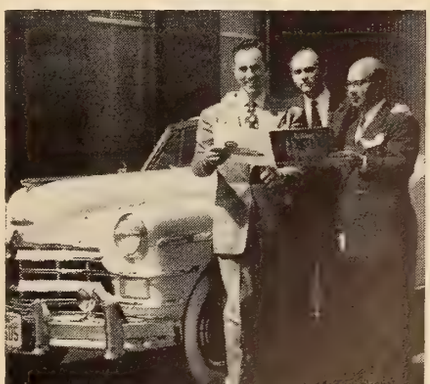
CATCHING the show before Hoffman Television arranges 52-week contract for *Hoffman Hayloft* on WBAP-TV Fort Worth are (l to r): Jack Holmes, WBAP coml. dept.; Les McNeely, Hoffman Television sales mgr.; Ken Houchins, star of show; Ed. Greeney, Hoffman engineering dept.; Jack Frost, Hoffman, dist. rep.

DR. FRANK O. BACK demonstrates his Zoomar lens for officials of WTVJ (TV), Miami's first television station. The inventor demonstrated $7,500 lens Oct. 1-2 in the studio and at a high school football game telecast. Officials are considering the purchase of one of Dr. Back's lenses.



INTERESTED in the sponsor's product are (l to r): Gil Martyn, announcer-producer of KTLA (TV) Los Angeles *Chrysler Newsreel*, sponsored by Chrysler-Plymouth dealers; Lee Cooley, director of TV, McCann-Erickson Inc., New York; L. M. Tuttle, Chrysler sales div. regional mgr.

RCA's new theatre TV projector is inspected at TESMA-TEDA meet in Chicago by Barton Kreuzer (l) of RCA and Si Fabian, Fabian Theatre Corp. pres. Fabian Corp. was pioneer user of converter which brought theatre-size images of recent World Series games to several cities.



PHILIP J. LASKY (l), general manager of KPIX (TV) and KSFO San Francisco, and Les Hoffman, president of the Hoffman Radio Corp., get together at recent party. The occasion marked the unveiling of the new 19-inch screen Hoffman television set for dealers and newsmen.



HUMAN FLY act is staged during installation of WSAZ-TV Huntingington, W. Va., 50-ft. super-turnstile antenna on 310 ft. tower by Merle Cupp's Electrical Tower Service of Peoria, Ill. Antenna slipped in place Oct. 9. Station Manager Lawrence H. Rogers 2d has set Nov. 15 for the start of operation **[story, page 49].**





ASCAP TV MUSIC

Tentative Rates Studied

INDUSTRY and ASCAP negotiators working on a per program formula for TV music will explore tentative rates drawn up last week after a series of joint meetings.

Agreement to submit this proposed formula for study by each group concluded a busy copyright week in which three television networks—ABC, CBS and NBC—signed a five-year pact for blanket use of ASCAP music on TV networks and their owned stations.

DuMont network indicated it planned to sign this blanket contract but wanted time to look it over before taking final action.

Since large numbers of TV stations have indicated they do not intend to sign blanket contracts, interest at the weekend centered on the formula drawn up by the special industry subcommittee handling per program TV negotiations with ASCAP.

A joint statement issued Wednesday by ASCAP and the TV subcommittee said the groups had recessed, expressed satisfaction with progress and indicated they will reconvene in the near future.

Meantime members of the industry subcommittee will have a chance to check the proposed rates against their logs to determine the exact effect and permit comparison with the new blanket contract adopted Monday. Chairman of the industry per program subcommittee is Dwight W. Martin, WLWT (TV) Cincinnati.

ASCAP negotiators will sound out sentiment of the copyright group's membership. They are under pressure to complete action by Dec. 31.

Neither industry nor ASCAP negotiators desire to submit the subject to the Dept. of Justice and both sides emphasize that the negotiations are on a friendly basis. Under the department's ASCAP consent decree, any per program rates adopted must bear a reasonable resemblance to the blanket contract.

Terms Completed

Week began auspiciously with the completion of the terms of the blanket license forms over which attorneys for the TV broadcasters, chiefly the networks, and ASCAP had labored for months. At five o'clock Monday afternoon, Mark Woods, president of ABC; Lawrence W. Lowman, CBS vice president in charge of television, and Charles R. Denny, NBC executive vice president, signed licenses binding their TV networks and the TV stations they own to pay a percentage of their gross incomes to ASCAP for five years in exchange for the right to use the music of ASCAP members on their video programs during that time.

Fred E. Ahlert, president of ASCAP, signed the contracts for ASCAP. Deal is retroactive to Jan. 1, 1949, the former gratis TV licenses issued by the society having expired wih the calendar year 1948. Since then, while negotiations for these new licenses have been in progress, television stations and networks have continued to use ASCAP music without restriction under extensions of the overall licenses granted by ASCAP periodically throughout the year.

The new station blanket commercial license forms call for payment by TV broadcasters of rates approximately 10% higher than those paid by the radio stations and networks. The AM rates are computed by taking gross time sales, deducting rate card discounts and rebates, 15% agency commission and 15% sales commission, and then figuring 2.25% of those net time sales as the sum due ASCAP. For TV, the formula is the same, except that an additional 10% is added to the final figure.

Network blanket commercial license fees are calculated in the same manner, with two exceptions: (1) The cost of interconnecting stations (comparable to the AM wireline deductions allowed in radio contracts) will be allowed up to 25% of net time sales during the first two years of the contract, 20% during the third and fourth years and 15% during the fifth and final year; (2) the network fee is 2.75% instead of the 2.25% paid by individual stations. Contracts provide for clearance at the source on network programs.

Station blanket sustaining fees are related to the net income of the TV stations. If a station nets $150,000 or more a year, its monthly sustaining fee to ASCAP is the amount of its highest half-hour

(Continued on page 54)

October Television Summary

Markets, Stations and Sets Per Market

Based on BROADCASTING Survey

City	Outlets On Air	Number Sets	Source of Estimate
Albuquerque	KOB-TV	700	Station
Atlanta	WAGA-TV, WSB-TV	16,000	RMA
Baltimore	WAAM, WBAL-TV, WMAR-TV	87,676	TV Circ. Comm.
Binghamton	.....	400	Wholesalers
Birmingham	WAFM-TV, WBRC-TV	5,100	Dealers
Boston	WBZ-TV, WNAC-TV	146,392	TV Comm.
Buffalo	WBEN-TV	35,942	Buff. Elec. Co.
Chicago	WBKB, WENR-TV, WGN-TV,WNBQ	200,000	Elec. Assn.
Charlotte	WBTV	7,000	Distributors
Cincinnati	WCPO-TV, WKRC-TV, WLWT	35,000	Distributors
Cleveland	WEWS, WNBK	87,741	West. Res. U.
Columbus	WBNS-TV, WLWC, WTVN	14,000	Distributors
Dallas, Ft. Worth	See Ft. Worth-Dallas listing.		
Davenport*	.....	1,750	Distributors
Dayton	WHIO-TV, WLWD	18,000	Distributors
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	90,000	Station
Erie	WICU	8,200	Dealers
Ft. Worth-Dallas	WBAP-TV, KBTV	16,000	Dist. & Deal.
Grand Rapids	WLAV-TV	6,200	Distributors
Greensboro	WFMY-TV	4,608	Distributors
Houston	KLEE-TV	6,500	Distributors
Huntington	.....	154	Distributors
Indianapolis	WFBM-TV	9,200	Dealers
Jacksonville	WMBR-TV	1,500	Wholesalers
Johnstown	WJAC-TV	5,000	Distributors
Kansas City	WDAF-TV		
Lancaster	WGAL-TV	13,769	Dealers
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV KTTV, KECA-TV	213,273	Rad. & Appl. Assn.
Louisville	WAVE-TV	10,557	Accountants
Memphis	WMCT	8,100	Distributors
Miami	WTVJ	9,700	U. of Miami
Milwaukee	WTMJ-TV	41,147	Distributors
Minn.-St. Paul	KSTP-TV, WTCN-TV	35,200	Stations
New Haven	WNHC-TV	44,100	Station
New Orleans	WDSU-TV	7,500	N. O. Pub. Serv.
New York	WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX	835,000	Stations
Newark	WATV	Incl. in N. Y. estimate	
Oklahoma City	WKY-TV	9,694	Distributors
Omaha	WOW-TV, KMTV	6,757	Distributors
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	227,500	Elec. Assn.
Pittsburgh	WDTV	35,000	Dist. & Deal.
Portland	.....	606	Eng. Est.
Providence	WJAR-TV	16,392	TV Comm.
Richmond	WTVR	15,453	Distributors
Rochester	WHTM	3,139	Elec. Assn.
San Diego	KFMB-TV	11,600	Dealers
San Francisco	KGO-TV, KPIX	15,000	N. Cal. Elec. Assn.
Schenectady	WRGB	28,500	Distributors
St. Louis	KSD-TV	49,500	Union Elec. Co.
Salt Lake City	KDYL-TV, KSL-TV	6,000	Station
Seattle	KING-TV	10,100	Distributors
Syracuse**	WHEN	11,500	Distributors
Toledo	WSPD-TV	22,000	Distrib. Assn.
Tulsa	.....	1,000	Station
Utica-Rome	.....	2,250	Dealers
Washington	WMAL-TV, WNBW, WOIC, WTTG	63,200	TV Circ. Comm.
Wilmington	WDEL-TV	17,886	Dealers

Total Markets 56; Stations 87; Sets 2,574,486

* Also claims coverage in Moline, Rock Island, East Moline.
** Also claims coverage in Utica-Rome area.

Editor's Note: Sources of set estimates are listed for each city. Total sets in all cities surveyed is necessarily approximate since two areas may overlap in some instances. To offset this there are many scattered sets in areas not in the primary area of a television station and not included in the survey.



EXAMINING video equipment at DuMont TV Network studios in New York are (standing, l to r), Don Romulo O'Farrill, president of MEXTV - Novedades, Mexico City, Mex., first video station in Latin America, and Mexico's Minister of Commerce and Public Works, Lic. Agustin Garcia Lopez. Equipment was subsequently purchased for new station through Tri-Continental Trading Co., New York. Seated are two DuMont technicians.

* * *

MEXICO VIDEO

First Outlet Buys DuMont Unit

PURCHASE of DuMont video equipment for Latin America's first television station, MEXTV-Novedades, Mexico City, Mex., was revealed last week by Tri-Continental Trading Co., New York, agent for the transaction.

It was learned that Melvin L. Smith, U. S. director of Tri-Continental, and Ingeniro Luis F. Figueredo of the firm, would soon go to Mexico City to complete installation of the video station on or before Dec. 31, 1949.

President of the new station is Don Romulo O'Farrill, publisher of *Novedades*, Mexico City's leading newspaper. Plans call for establishing studios on the 13th and 14th floors of the National Lottery Bldg. The station will operate on Channel 9, which already has been allocated by the Mexican government.

It also is planned to telecast the New Year's Eve inaugural of MEXTV-Novedades from Mexico's Presidential Palace. Mexico's President Miguel Aleman is expected to open the ceremonies.

Allis-Chalmers TV

ALLIS-CHALMERS Mfg. Co., Milwaukee, will sponsor NBC-TV telecast of the judging and selection of the grand champion steer at the International Livestock Exposition in Chicago Nov. 29 for the second time. Last year the judging was telecast only on the midwest TV hookup. Show, scheduled from 2 to 3 p.m. CST, will originate in the main show ring of the International Amphitheatre. NBC will telecast another half-hour sustaining. Agency is Bert S. Gittings Advertising, Milwaukee.

After careful study of that firm's plan for selling television time, and in view of our gratifying experience in past years' association, we take great pleasure in announcing appointment of

EDWARD PETRY & CO., INC.

as our exclusive national

TELEVISION REPRESENTATIVE

with offices in

NEW YORK • CHICAGO • LOS ANGELES • ST. LOUIS • DALLAS

SAN FRANCISCO • DETROIT • ATLANTA

WOAI-TV

Channel Four

San Antonio, Texas

Telestatus



Analysis of September Advertising

(Report 82)

TELEVISION, having passed through its expected summer slump in business, continued in September an upward trend in the number of advertisers started the month before. The number of advertisers, including network, spot and local, climbed from 1,415 in August to 1,537 for September—an all-time high.

Five new stations in three markets were added between August and September, bringing the total reporting stations for last month to 76. These cover 43 video markets. Increases in the number of advertisers were registered by all but three markets and here losses were small. All four video networks gained during the month.

These figures are based on information supplied to BROADCASTING by the N. C. Rorabaugh Co., publisher of the monthly *Rorabaugh Report on Television Advertising*. Network information is based on a one month period and includes all stations, material being furnished to the Rorabaugh Co. by the networks. Spot and local figures are based on the test week of Sept. 4-10 and exclude two stations which do not report their business activity.

The networks gained 27 advertisers for the month, bringing the total to 59. These advertisers sponsored 71 different programs as compared to 43 in August. Five programs were dropped and 33 returned or were added, making the net increase of 28 shows between August and September. Renewals held a slight edge over new programs in the added video fare. Network business was handled by 45 agency offices.

NBC, which lead in the number of network advertisers, gained 13 from August for 24 in September (Table I). In second place was CBS with 21 advertisers. This is a gain of 10 accounts from August. ABC picked up five new advertisers bringing its September total to 15. Seven different advertisers used the facilities of the DuMont Television Network in September, one more than in August.

Each advertiser is counted only once for each network although he may back more than one show. If an advertiser sponsors different shows on different networks he is counted in the total for each network where business is placed. General Foods, for instance, backed *Mama* and *The Goldbergs* on CBS-TV but is counted only once for that network. The firm also is included in the total for DuMont where it sponsors *Small Fry Club*, and for NBC-TV where it backs *Leave It to the Girls*. Figures in Table I therefore can not be added across by months to get the total number of advertisers.

City with the greatest number of network accounts was New York which recorded 63 advertisers for the month. In a tie for second place, Washington and Philadelphia had 59 network advertisers each. The three outlets in Baltimore carried 58 pieces of network business and Chicago's four stations had 55.

Spot business increased by 36 advertisers, going from 301 in August to 337 in September (Table II). There were 67 newly active accounts, the difference being due to accounts dropped during the month. Most of the additions and deletions were accounts using two or three stations, although Cameo Curtains Inc. d'd start a 15 station schedule. Pepsi-Cola began on nine stations and International Shoe Co. placed business on seven stations in as many markets. The big spot buyers—American Tobacco, Oldsmobile Div. of General Motors, Benrus, Bulova, etc—showed little fluctuation in their schedules. Spot television was placed by 243 agency offices, an increase of 27 from August.

New York also lead in spot busi-

(Continued on page 48)

* * *

TABLE I

59 NETWORK ADVERTISERS DURING SEPTEMBER

Month of	ABC	CBS	DTN	NBC
1948 June	—	4	1	13
July	—	3	2	13
Aug.	—	3	5	13
Sept.	—	4	5	15
Oct.	3	6	5	24
Nov.	3	6	5	29
Dec.	2	9	6	28
1949 Jan.	2	9	4	24
Feb.	3	15	6	29
March	4	20	6	26
April	7	21	7	30
May	15	23	6	25
June	14	21	6	23
July	11	13	5	18
Aug.	10	11	6	11
Sept.	15	21	7	24

Note: When an advertiser sponsors two or more shows on one given network, he is counted once in the totals for that network.

* * *

TABLE II

Report of	Markets	Reporting Stations	NO. OF ADVERTISERS Network	National-Regional Spot	Local-Retail	Total
1948 June	11	20	14	76	144	234
July	16	26	14	113	153	280
Aug.	19	32	18	122	197	337
Sept.	19	32	21	119	236	376
Oct.	21	37	33	181	301	495
Nov.	21	37	37	216	373	626
Dec.	23	41	37	230	413	680
1949 Jan.	27	46	33	225	469	727
Feb.	30	54	46	258	614	918
March	30	55	50	267	711	1028
April	32	59	57	291	877	1225
May	34	59	57	328	958	1343
June	38	65	54	324	1055	1433
July	38	66	42	299	1028	1369
Aug.	40	71	32	301	1082	1415
Sept.	43	76	59	337	1141	1537

NETWORK figures listed above are based upon a period of an entire month. NATIONAL REGIONAL SPOT and LOCAL-RETAIL figures are based upon a sample week out of each month, excepting for sports events which are reported like network, for an entire month.

TABLE III

NO. OF ADVERTISERS BY MARKETS

Markets Covered	No. of Reporting Stations	Net.	Nat.-Reg. Spot	Loc.	Sept. Total	Aug. Total	Gain or (Loss)
Atlanta	2	18	15	35	68	52	16
Baltimore	3	58	34	54	146	132	14
Birmingham	2	8	4	14	26	9	15
Boston	2	54	34	32	120	92	28
Buffalo	1	32	20	45	97	76	21
Charlotte	1	5	5	7	17	14	3
Chicago	4	55	48	53	156	134	22
Cincinnati	3	27	32	36	95	78	17
Cleveland	2	49	26	31	106	83	23
Dayton	2	27	28	26	81	63	18
Detroit	3	53	39	47	139	124	15
Erie	1	29	9	38	76	72	4
Ft. Worth-Dallas	1	10	17	14	41	38	3
Grand Rapids	1	9	—	16	25	13	12
Houston	1	11	12	5	28	23	5
Indianapolis	1	9	12	15	36	29	5
Lancaster	1	26	13	26	65	48	17
Los Angeles	6	25	53	115	193	172	21
Louisville	1	13	10	12	35	28	7
Memphis	1	14	9	19	42	43	(1)
Miami	1	7	5	33	45	48	(3)
Milwaukee	1	38	17	38	93	72	21
Minn.-St. Paul	2	16	16	23	55	46	9
New Haven	1	30	23	10	63	54	9
New Orleans	1	10	14	9	33	31	2
New York	6	63	77	38	178	147	31
Oklahoma City	1	6	6	9	21	18	3
Omaha	2	8	4	6	18	—	18
Philadelphia	3	59	45	59	163	138	25
Pittsburgh	1	35	10	16	61	56	5
Providence	1	20	12	7	39	—	39
Richmond	1	30	7	7	44	30	14
Rochester	1	21	4	11	36	28	8
Salt Lake City	2	9	4	37	50	42	12
San Diego	1	7	8	13	28	24	4
San Francisco	2	15	15	26	56	52	4
Schenectady	1	34	6	16	56	41	15
Seattle	1	13	8	11	32	26	6
St. Louis	1	38	21	10	49	57	(8)
Syracuse	1	8	8	15	31	18	13
Toledo	1	26	16	40	82	57	25
Washington	4	59	22	56	137	117	20
Wilmington	1	23	3	11	37	—	37

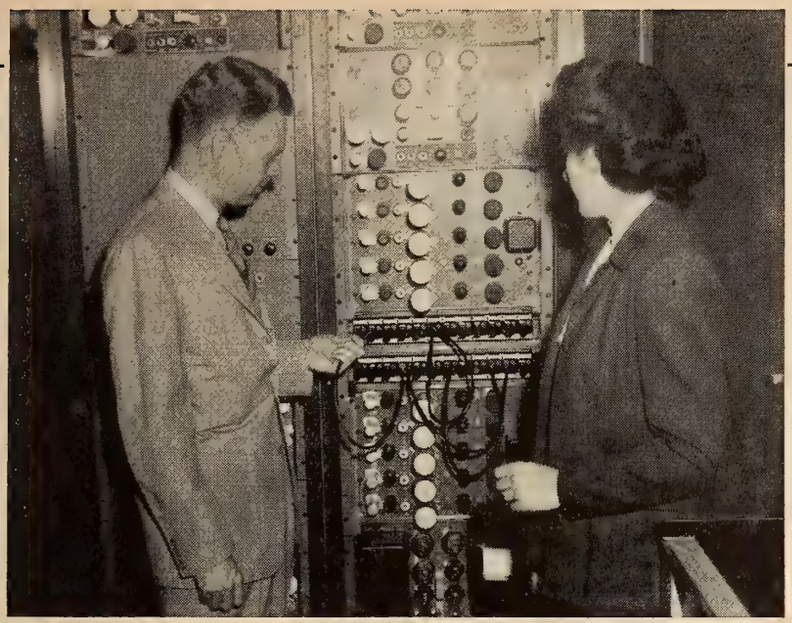
Note: An advertiser who buys both network and spot time is counted TWICE in the "Total" columns. A network advertiser sponsoring more than one show in a given market is counted ONCE in the "Network" column.

* * *

TABLE IV

NUMBER OF ADVERTISERS BY PRODUCT GROUPS

	Network	Spot	Local	Total
1. Agricultural & Farming	—	2	7	9
2. Apparel, Footwear & Access.	2	11	63	76
3. Automotive, Automotive Equipment & Access.	8	13	163	184
4. Beer & Wine	2	89	8	99
5. Building Materials, Equip. & Fixtures	—	—	57	57
6. Confectionary & Soft Drinks	3	25	25	53
7. Consumer Services	—	—	78	78
8. Construction & Contractors	—	—	9	9
9. Drugs & Remedies	1	4	7	12
10. Entertainment & Amusements	—	—	21	21
11. Food & Food Products	8	78	162	248
12. Gasoline, Lubricants & Other Fuels	3	7	11	21
13. Horticulture	—	—	4	4
14. Household Furnishings, Equip. & Supplies	6	24	128	158
15. Industrial Materials	—	1	3	4
16. Insurance, Banking & Real Estate	—	2	46	48
17. Jewelry, Optical Goods & Cameras	—	7	20	27
18. Office Equip., Stationery & Writing Supplies	1	2	5	8
19. Publishing & Media	1	1	22	24
20. Radios, TV Sets, Phonographs, Musical Instruments & Access.	4	11	148	163
21. Retail Stores & Shops	—	—	94	94
22. Smoking Materials	8	14	3	25
23. Soaps, Cleansers & Polishes	1	14	7	22
24. Sporting Goods & Toys	—	—	11	11
25. Toiletries	8	15	7	30
26. Transportation, Travel & Resorts	—	5	9	14
27. Miscellaneous	3	12	23	38
TOTAL	59	337	1,141	1,537



WHIO-TV was Dayton's FIRST TV Station on the Cable

Lois Wurstner, WHIO-TV staffer, watches Ernest Adams, WHIO-TV Chief Engineer, plug in the cord which "hooks-up" the CO-AX CABLE directly connecting WHIO-TV and three great Networks on September 25, 1949.

STILL WHIO-TV is Dayton's FIRST TELEVISION STATION

This fall, Dayton and Miami Valley TV viewers are "seeing them All over WHIO-TV."

With the cable hook-up, Dayton's FIRST TV STATION is broadcasting variety shows, music, drama, sports and news from the three great networks; Columbia Broadcasting System, American Broadcasting System and Dumont Television Company.

In addition, WHIO-TV provides outstanding locally produced programs, local news and sports coverage.

Your best TV buy in Dayton is WHIO-TV. For availabilities, consult your Katz Representative.

Affiliated with
The Dayton Daily News
and Journal-Herald

WHIO TV
DAYTON, OHIO
AM • FM • TV

Represented nationally by
The Katz Agency, Inc.

Telestatus

(Continued from page 46)

ness with 77 accounts on its six stations. Los Angeles was in second place, handling 53 advertisers. Chicago had 48 spot accounts and there were 45 in Philadelphia. The leading single station market in this classification was New Haven, which had 23 different spot accounts.

In the local field, Rorabaugh reported 1,141 accounts active during the September test week. This is an increase of 59 from the month before and sets a record for local advertisers.

By far the strongest market in this classification was Los Angeles which had 115 local accounts on its six stations. (Los Angeles' seventh station, KECA-TV, went on the air Sept. 16, after the test week, and is not included in this report.) Philadelphia, a not too close second, had 59 advertisers placing local business, and the 56 accounts in Washington put that market in third place.

Greatest gain in the total number of new accounts was in New York which added 31 for the month (Table III). The increase in network business was an important factor in this gain, accounting for 19 of the new accounts. Spot and local business had six new advertisers in each field, an average of one each for the six local stations. Providence and Wilmington, which are shown in Table III as having gained 39 and 37 advertisers respectively, are new markets. Omaha, which also was not listed in August, started with 18 accounts.

Boston Increase . .

Second greatest gain in the number of advertisers was recorded by Boston which picked up 28 accounts on its two stations. Memphis, Miami and St. Louis were the only three cities which Rorabaugh reported as losing accounts.

In September, Los Angeles continued its lead in total advertisers, recording a gain of 21 from the month before for 193. The other six-station market, New York, continued in second place with 178 accounts. In third place for both months was Philadelphia, gaining 25 pieces of business for a September total of 163. This is a three-station market.

Other cities with over 100 advertisers were: Chicago (156), four stations; Baltimore (146), three stations; Detroit (139), three stations; Washington (137), four stations; Boston (120), two stations, and Cleveland (106), two stations. The latter two cities were not in the over 100 advertisers list for August.

Food and Food Product advertisers continued to be the largest overall user of television time in September (Table IV). There were 248 such accounts active during the month, including 162 local, 78 spot and eight network. Derby Foods Inc., General Foods Corp., and Phillips Packing Co. were active in both the spot and network field, with spot business confined to two or three stations.

With a total of 184 accounts, Automotive, Automotive Accessories and Equipment advertisers were in second place. Eight sponsors used the networks and there were 13 spot accounts and 163 local. Oldsmobile Div. of General Motors backed three quarter hours a week of *CBS-TV News* on eight stations in addition to spot schedules on 36 stations.

In the classification of Radios, Phonographs, Musical Instruments and Accessories there were 163 advertisers, making this category third in total accounts. Local advertisers were very heavy users of television, in most cases using the medium to promote the sale of TV sets. There were 148 local advertisers, 11 spot and four on the networks. All of the network advertisers also had spot campaigns although they were not very extensive.

On the networks were four classifications which tied for first place in the number of advertisers. Automotive, Automotive Accessories and Equipment; Food and Food Products, Smoking Materials, and Toiletries each had eight accounts. There were six advertisers of Household Furnishings, Equipment and Supplies and the radio classification was third with four different advertisers.

Beer and Wine advertisers lead in the spot field with 89 different firms placing business. Food and Food Products were second with 78 accounts and Confectionary and Soft Drink organizations had 25 representatives.

Locally the Automotive classification lead the field with 163 advertisers. Dispensers of food and food products were second with 162 and radio-TV accounts had 148 backers.

As the amount of building increases it is noted that the number of building material advertisers increased from 33 in August to 57 in September. There also were nine local building contractors who used television advertising in September. The number of gas and oil advertisers also made a marked gain, going from eight in August to 21 in September. Increases were noted in the network, spot and local fields. Local radio-TV advertisers increased from 127 in August to 148 in September.



NEW "Tele-Center," officially opened Oct. 15 by the *Columbus* (Ohio) *Dispatch*, is reportedly the first television station to accommodate studios and transmitter in a structure with standard industrial framing. Designed and built by The Austin Co., the building houses all of the facilities of WBNS-TV and the transmitter for WELD (FM) The large video studio occupies the full height of the building at one end on the extreme left and is flanked on one side by a large two-level property shop and storage area.



WBNS-TV OPENS

'Tele-Center' Dedicated

DEDICATION ceremonies of the *Columbus* (Ohio) *Dispatch* television station, WBNS-TV, were held Oct. 15 at the station's new "Tele-Center" which also houses the WELD (FM) transmitter.

Ceremonies were attended by many network and advertising officials from New York. The station is an affiliate of CBS and several top officials were present to give the network's newest station a sendoff, WBNS-TV reports.

Designed and built by The Austin Co., which has handled the engineering and construction for 15 of the 85 TV stations now on the air, the new "Tele-Center" is described by WBNS-TV officials as the first television station to accommodate studios and transmitter facilities in a structure with standard industrial framing.

The station has been designed and located on a three-acre plot to permit the ultimate addition of AM and FM studios and a general office building in an integrated broadcasting layout.

WBNS-TV transmits on Channel 10 (192-198 mc) with power of 14.4 kw visual, 7.2 kw aural.

J. T. WILNER

Takes Up WBAL-TV Post

JOHN T. WILNER, former engineer in charge of CBS television transmitter development, has joined WBAL-TV Baltimore as engineering director, it was announced last week [BROADCASTING, Sept. 5]. Mr. Wilner's move to the station had been delayed because of the CBS presentation color television to the FCC during current hearings.



Mr. Wilner

Mr. Wilner, one of the country's foremost designers of transmitting apparatus and a pioneer in both color and ultra-high frequency equipment development, joined CBS as a research engineer in 1937. In 1943 he was loaned to Harvard U. for one year to head the transmitter development group at the American-British Laboratory at Malvern, England.

During that time, he supervised development of radar equipment which effectively blanketed Nazi radar-controlled gun positions on the French coast, preventing heavy losses to the Allied invasion fleet.

Mr. Wilner's many contributions in the communications field include the design of the first 100 w color UHF transmitter at 500 mc. His appointment to WBAL-TV precedes an expected expansion of the station's facilities to more than twice its present size.

'TV Cocktail' Debuts

WHEN executives of nine local agencies were guests last week of WOAI-TV, San Antonio's forthcoming video outlet, a highlight of the occasion was introduction of the station's "TV Cocktail." Although the recipe remains a closely-guarded secret, the guests were told that the "T" stands for one of its ingredients, the fiery Mexican tequila, and the "V" for a drink of reputedly equal potency, vodka. The "TV" was concocted after careful experimentation in the station's research laboratory set up in the kitchen of Assistant Manager Jack Keasler who supervised the exhaustive tests.

WOAI-TV PREVIEW

Live Shows Precede Tests

PREVIEW of "live" television shows is being given dealer-televiewers in southern Texas by WOAI-TV San Antonio, which starts test pattern operations next month.

Station is using its mobile unit to stage a series of professional performances featuring WOAI talent in cooperation with dealers and set distributors in the area. Shows are telecast in hotel ballrooms, transmitted to the WOAI-TV mobile unit outside, and wired back to receiving sets for viewing by dealers. Simultaneously the station and San Antonio *Light* are co-sponsoring a Mr. and Mrs. Television contest, with winners to be selected at a three-day TV exhibit beginning Nov. 7. Auditions will be given to each contestant in WOAI-TV studios during the week prior to the exhibit.

Pocket Size Telepulse

FUTURE issues of the New York Telepulse reports will be pocket size, including an alphabetical index of programs in addition to all former data. Reports cover a full week of televiewing from noon to midnight, with quarter-hour ratings of all programs.

WSAZ-TV TESTS

Programming Starts Nov. 15

FIFTY-EIGHT days after start of construction, WSAZ-TV Huntington, W. Va., started test patterns on Friday, Oct. 14. Station Manager Lawrence H. Rogers 2d said first confirmation was received within one minute by a caller who reported fine reception.

Subsequent good reception reports were received from Oak Hill, Charleston, St. Albans and Logan in West Virginia; from Chesapeake, Ironton and Portsmouth in Ohio, and from Ashland, Ky.

Both Mr. Rogers and General Manager Marshall Rosene of WSAZ Inc. said reports on reception were better than expected. Both pointed out that the telephone response was even more gratifying in view of the fact that the test pattern was not publicly announced in advance.

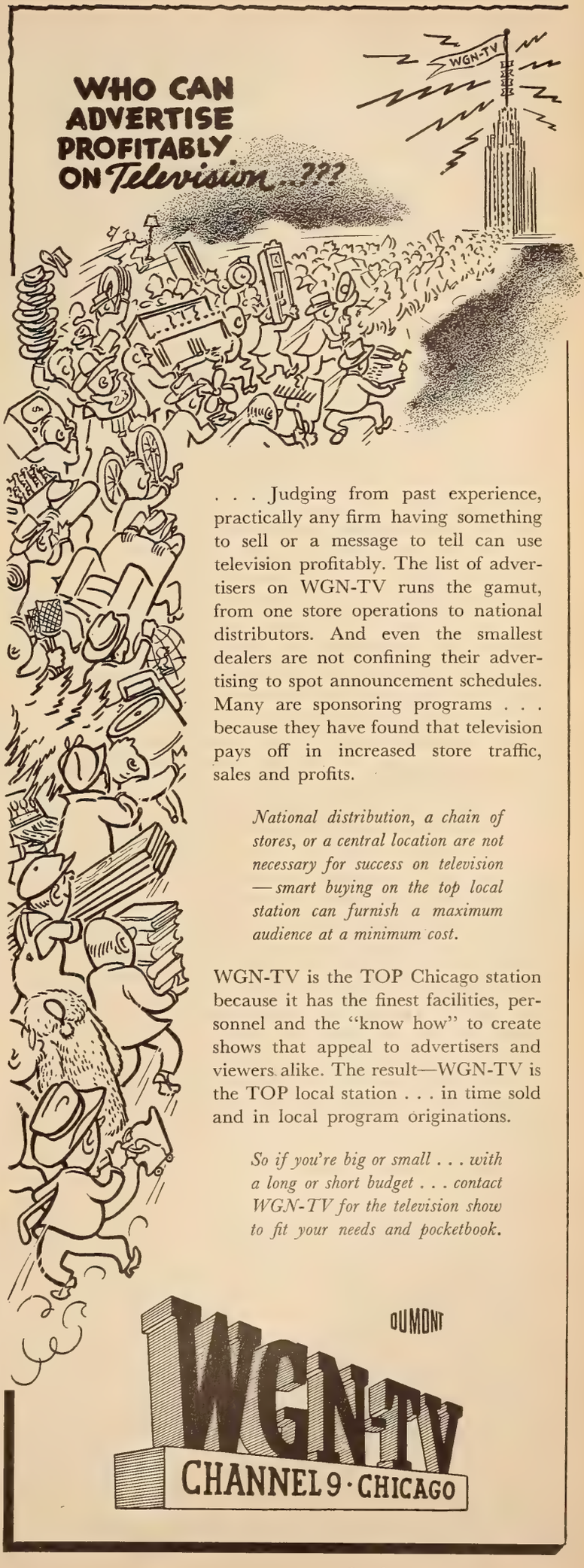
Regular test pattern schedule announcements will be made in the near future and regular programming is scheduled to commence Nov. 15. WSAZ-TV operates on Channel 5 (76-82 mc) with power of 18.2 kw aural, 16.1 kw visual.

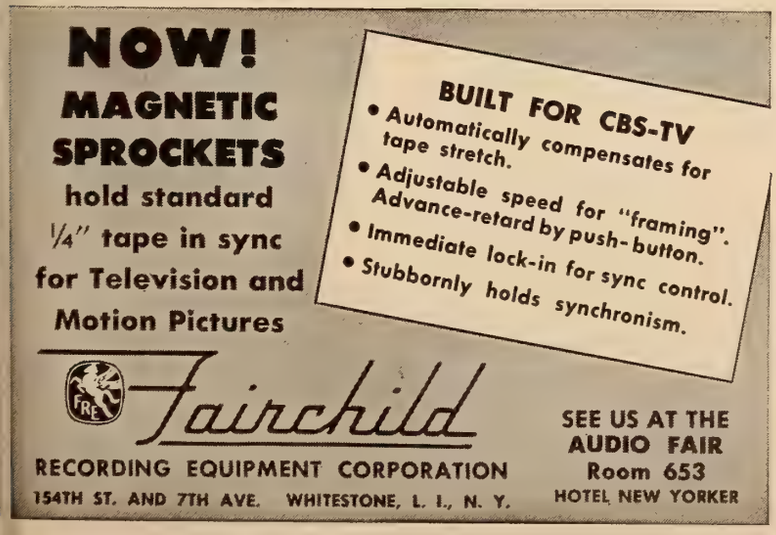
WXEL (TV) PLANS

Test Pattern Next Month

WXEL (TV) Cleveland, Ohio's third television station, will soon erect, atop a 438-ft. tower, a 6-bay high band antenna made by General Electric. Finishing touches on the station's $4 million studio-transmitter building are now being made and station officials have informed GE that the first test pattern will be sent out some time next month.

Owned by Empire Coil Co., WXEL (TV) plans to carry network as well as local programs. Station is managed by Herbert Mayer, president of Empire Coil Co. Chief engineer is Tom Friedman; Franklyn Snyder is commercial manager, and Russel Speirs is program director. WXEL (TV) will operate on Channel 9, (186-192 mc) with 13 kw aural, 21 kw visual.





Color Comparisons

(Continued from page 42)

view sets and these have not been adequately field-tested, the petition pointed out, continuing: "In order to have a fair competitive demonstration, it is necessary that RCA have a reasonable time within which to provide an adequate number of direct-view color television receivers which have been field-tested to the point where they will fairly demonstrate the RCA system."

Further, RCA said, splitting the comparative demonstrations into two parts—one in November and one later—would delay adoption of color standards, while postponement of the November showings would save "valuable time needed for the field-testing of all systems."

RCA reported that its official and subsequent demonstrations of its system—regarded as disappointing at the outset but considered much improved later—were made with equipment which had not yet gone through even the "shake-down" period.

RCA maintained that these demonstrations — after the first of which Dr. Goldmark expressed "grave doubts" that the system would ever get out of the laboratory stage—"showed conclusively":

(1) That the fundamentals of the system are workable, providing high definition and high color fidelity at no sacrifice of any of the characteristics currently established for black-and-white television, and accomplishing all this in a 6-mc channel; (2) that the RCA system is fully compatible, i.e., color signals are received on black-and-white receivers in monochrome with high definition and without change in the black-and-white receiver, and (3) that black-and-white signals transmitted in accordance with present standards can be received on RCA color receivers.

Cost estimates for equipment under the CTI system were outlined as follows by Samuel B. Smith, San Francisco patent attorney and engineer, and George E. Sleeper Jr., CTI vice president and chief engineer:

To convert a studio camera chain, $5,000 or less.

New projection receiver, 5 to 10% more or less than a current black-and-white projection model.

To convert a black-and-white projection set, about $100 (assuming a salvage or re-sale value of $100 for the parts replaced).

When Mr. Sleeper estimated conversion of black-and-white direct-view sets to CTI color might cost $200 unless a direct-view color tube is available for use, Comr. Frieda B. Hennock wanted to know what would happen to the estimated 3,000,000 persons who will own monochrome sets by the end of this year.

Mr. Sleeper thought "they can salvage them" or perhaps give to "friends or relatives." Miss Hennock labeled this a "hopeless picture," and with FCC staff members questioned him sharply on how a market would be found for monochrome sets or replaced monochrome components when color is authorized.

New Sets Preferred

He said CTI did not generally favor conversion, feeling the public would prefer to buy entirely new sets.

FCC Chairman Wayne Coy interrupted Mr. Sleeper at one point to serve notice that the Commission wanted to conduct its own tests on the receivers of all three color system proponents. He asked CBS, RCA and CTI to report today on when they could deliver sets to the FCC laboratories at Laurel, and to furnish explanations if delivery cannot be made by Oct. 27. RCA's two-color set was included in the request.

Mr. Sleeper said that when he left his San Francisco laboratories in late September to attend the hearing, only one set had been built for the CTI system, but that one would be delivered to the Commission "as soon as possible."

Most of the CTI testimony, which extended from Monday through the week's final session Thursday morning and is yet to be completed, consisted of complex engineering explanations of the system. It was presented by Messrs. Smith and Sleeper and Col. Donald K. Lippencott, law partner of Mr. Smith and, like Mr. Smith, a veteran engineer.

The CTI system, a line-sequential technique as compared to Columbia's field-sequential and RCA's dot-sequential methods, employs a single-tube camera with three lenses—red, green, and blue, using filters—side by side. It is "completely compatible," its exponents asserted, permitting monochrome reception of color transmissions on existing sets without modification.

Mr. Sleeper said observers had found color breakup to be non-existent in the CTI system. Flicker problems, he said, are compressed by line-interlace — a technique which brought lengthy questioning from the FCC staff and Comr. Jones.

The CTI engineer also maintained that image registration has been refined in his system, and that brightness and high definition are achieved. All systems, he said, are now above the problem of color fringing. The smoothness in motion achieved by CTI, he continued, is as good as that provided on black-and-white sets.

Mr. Smith told Comr. Hennock, in answer to questions, that the system is "workable" now, that it could be ready for manufacturers in six to eight months after CTI standards were adopted, and to the public within a "reasonable time."

Both he and Mr. Sleeper maintained that CTI color sets will reproduce monochrome transmissions "faithfully," without tints or off colors. This characteristic is of great importance, Mr. Smith said, because black-and-white TV is "here to stay." He predicted color will never replace monochrome, partially because of the extra production costs involved.

Under questioning by Commissioners, Mr. Sleeper said he thought the black-and-white licensing freeze should be lifted immediately, that complete compatibility is essential in a color system, that color is at least "loudly knocking at the door," but that color standards should not be fixed until adequate field tests have been conducted. The CTI system, he maintained, can provide a superior system in both quality and economy.

Mr. Sleeper said his system scans two colors in each line, but that it is a three-color rather than two-color system because of the "storage" effects.

Col. Lippencott said the CTI method eliminates "crawl" but under certain circumstances produces "jitter" or "jiggle" in the picture. Any color system is a "compromise between color and flicker," he asserted, voicing belief that he could set up a picture field which would make any system show flicker.

He said that in the CTI system, if the subject were a pure primary color, only one-third of the normal number of lines would be transmitted, while in the CBS system, for example, the transmission would be one full-line field followed by two blank fields.

Seeks More Data

Comr. Jones pressed CTI for the submission of circuit diagrams and similar material which would be helpful to manufacturers interested in building sets and converters. Carl I. Wheat, CTI counsel, interjected that "you can't get blood out of a turnip," declaring the company has made available what it can and is "doing the best we can" to prepare the additional data.

Dr. Goldmark's appearance Monday was to permit further FCC questioning stemming from his direct testimony the previous week. He is to leave Oct. 27 for England to lecture on and demonstrate the CBS color video system and Columbia's long-playing record, which he also developed, and there had been reports that he would submit to full cross-examination by all color-hearing participants last week. Questioning, however, was limited to FCC and its staff. He is slated to return in time for the regular cross-examination session which begins Dec. 5.

He supported the CBS view that the Commissioners' own opinion of color pictures should be an essential factor in the final decision, and

COLOR PLAN

Skiatron Firm Announces Subtractive System

PLACING an "obsolete in principle" label on both RCA and CBS color TV systems, Arthur Levey, president of Skiatron Corp., New York, urged the FCC last week not to adopt any "additive" color system for TV since a device "based on these systems could only prove a temporary stopgap."

Mr. Levey told the FCC in a letter that both Technicolor and Kodachrome, which he called "subtractive" color systems, have demonstrated superiority in the motion picture and color photography industries throwing "additive" color into discard. He predicted a similar experience in TV.

Mr. Levey said Skiatron owns basic patents for the "only subtractive color TV system," which, he claimed, "can achieve brilliant, natural color TV pictures up to movie theatre screen size by means of a purely electronic scanning method, incorporating the use of 'optical storage' and of an independent light source."

Skiatron's "supersonic TV projections," he declared, "are better suited to color than the cathode ray tube." He told the Commission that the company's inventions only recently emerged under a consent degree from the first TV anti-trust suit in which the government achieved a complete victory in breaking up a group of motion picture firms blocking color patents.

The Skiatron head said the company has opened a laboratory and offices with a program including the "early development of our unique television color processes." A decision in favor of "additive methods" made now, he said, would freeze color standards for years "entailing the investment of vast amounts of money by both the TV industry and the consumer public."

To give evidence of the company's faith, he added, Dr. A. H. Rosenthal, physicist and inventor of the Skiatron tube, was offering to appear at the FCC's current hearings on color TV.

TV BOOMS

IN

CINCINNATI
COLUMBUS
DAYTON

Set ownership in these three cities is expanding with explosive rapidity due to the coming of the cable and the gigantic promotion by WLW-TV. Here are Oct. 1 estimates:

WLW-T Cincinnati	area	37,000
WLW-C Columbus	area	13,900
WLW-D Dayton	area	18,000
Total (less duplication)		62,300

Sell these growing markets simultaneously on the three-station TV network of . . .

Crosley Broadcasting Corporation
CINCINNATI 2, OHIO

that the opinions of lay men who have seen color should also be considered.

Under questioning by Comr. E. M. Webster, he said CBS would work up a "checklist" which might be used in judging whether pictures are "good, bad, or indifferent."

When he reported that substantial improvements have been made in the CBS system since the 1946-47 color hearings, Comr. Hennock wanted to know whether this didn't indicate that more could be done, possibly to the point of achieving complete compatibility.

Dr. Goldmark replied that he wouldn't say this couldn't be done, but that CBS now is offering a system that is "ready." It would be easy, he said, to "dream up" a system that would be "wonderful," but that it would be impossible to say when it could be available or what it would cost.

He maintained that anyone who sees 405-line color will prefer it to 525-line black-and-white.

To other questions, he reiterated that he had not shown the CBS all-electronic projection receiver at the official demonstration because he had been "somewhat ashamed" of it, but added he was less "ashamed" after seeing the RCA demonstration.

The hearing is slated to resume this morning with CTI's Col. Lippencott again on the stand, or, if he is unable to return until later, with testimony by David B. Smith, Philco vice president, and William Bradley, Philco research executive.

Spokesmen for Allen B. DuMont Labs, also remain to be heard, and RCA is expected to put on rebuttal witnesses to answer Dr. Goldmark's criticism of the RCA demonstration.

RCA meanwhile submitted the first of a series of bulletins detailing the technical design of various color receivers under its system. The first dealt with a 15-by-20-inch projection set and was given an "extensive mailing" to the television manufacturing industry, company officials reported. RCA Attorney Glen McDaniel said additional bulletins were expected at the rate of about one a week.



AT the official opening of WTVN (TV) Columbus, Ohio, Sept. 30 [BROADCASTING, **Oct. 3**] **are (l to r) Ohio Gov. Frank J. Lausche; Rev. Gordon Price, assistant rector of the Trinity Episcopal Church, and Edward Lamb, station owner. WTVN is licensed to Picture Waves Inc. and is affiliated with ABC and DuMont**

Local & Sport TV

(Continued from page 42)

broadcasters. "Station break prospects are more numerous than the good program adjacencies," he added. "To take care of the splendid potential volume of one-minute announcements, we need some new creative techniques. The participation program offers the best prospect," he added.

He advised that broadcasters provide program material in video form for masters of ceremonies similar to the AM disk jockeys, 4,000 of whose shows have virtually unexplored commercial possibility, he said. Even in AM, he pointed out, "Advertisers have been slow to capitalize on their popularity."

Summing up, Mr. Flanagan said TV stations, 64 of whom NARSR members represent, need a wedding of art and commerce for the solid growth of television. "In this wedding," he said, "it's nothing old, something new, not much borrowed and nothing blue.

"If you can produce it in quality and price, we can sell it," he said.

Moderator of the meeting was Richard Hubbell, president of Hubbell Television Inc., New York, who spoke about the "Fifth Television Network," a symbolic network of internationally-syndicated program services, with the airlines rather that AT&T's coaxial cable, as its distributor.

Pierre Crenesse, director of the French Broadcasting System of North America, discussed the eagerness of French producers to make films for U. S. telecasters. He explained French video broadcaster's choice of the 819-line screen instead of the 520 type employed here because of their belief it would be the ultimate type used.

Norman Corwin, writer and director of special projects for UN radio, discussed briefly the liaison role between United Nations and broadcasters that U. N. radio played, and possibilities of U.N. participation in the "Fifth Television Network."

John Karol, CBS sales manager and REC president, presented a lifelong club membership to Carl Haverlin, BMI president and former REC prexy.

Olsen and Johnson Plans

OLSEN and Johnson are being released by sponsor, Buick Motor Division, Flint, from NBC-TV commitment effective at the end of the present 13-week period, Oct. 27. Comedians plan a rest, Kudner Agency, New York, said. Agency is conferring on whether to hold or drop Thursday, 9-10 p.m. time and on possible replacement.

NETWORK GROSS

Sept. TV Near a Million

GROSS time sales of the four TV networks in September totaled $991,262, according to Publishers Information Bureau's tabulation based on commercial program data furnished PIB by the individual networks. Total for January through September of the combined networks was $6,461,492.

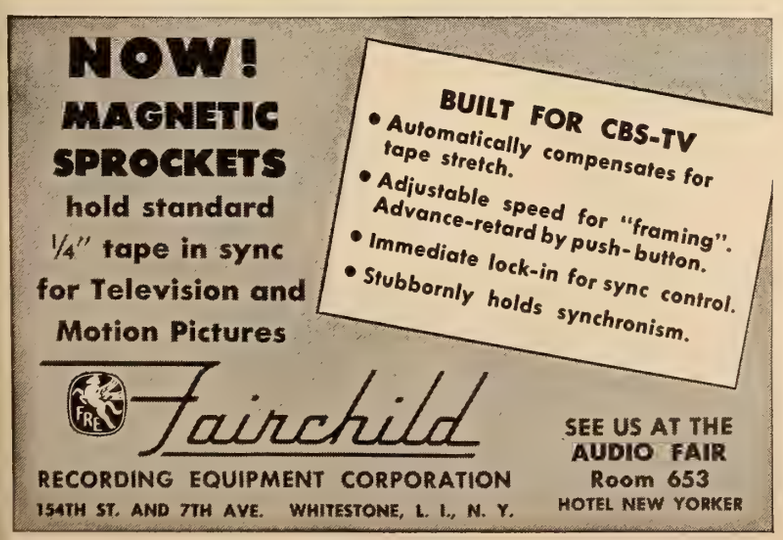
Breakdown by individual networks:

	September	Jan.-Sept.
ABC	$ 155,848	$ 741,163
CBS	271,938	1,573,656
DuMont	91,556	644,197
NBC	471,920	3,502,476
TOTAL	$991,262	$6,461,492

American Oil Sponsors

TELECAST by CBS of the Navy-Notre Dame football classic on Saturday, Oct. 29, will be sponsored by American Oil Co., Baltimore, through the Joseph Katz Co., that city. Red Barber, CBS sports director, will do the play-by-play commentary on the exclusive television airing of the game, which will be played at Babe Ruth Memorial Stadium in Baltimore.





AT&T REPLIES

To Interconnection Report

ALTHOUGH offering modified proposals to allow interconnection with mobile pickups and rebroadcast channels, the American Telephone and Telegraph Co. last week maintained that its proposed tariff policy on television transmission facilities already satisfies objections raised by FCC.

The Commission, in a proposed report issued in September [BROADCASTING, Sept. 12], had branded as "unlawful" AT&T's policy against interconnection of its network TV facilities with those of private broadcasters. AT&T, however, in its formal exceptions, stated that both present and proposed tariff regulations permit interconnection under certain circumstances and pointed out that FCC failed to specify what regulations it would consider "to be just and reasonable."

Western Union meanwhile charged that FCC's report overlooks the important issue—the lawfullness of the Bell System's restriction upon the customer relating to interconnection—which has the effect of eliminating the only competitor to AT&T, Western Union.

Allen B. DuMont Labs., however, while supporting the general principles stated by FCC in its report, contended that the Commission failed to find that the Bell System's long range program for furnishing of intercity TV facilities will be insufficient to meet all but big-city needs.

DuMont further held that AT&T's 2.7 mc coaxial cable facilities are technically inadequate for "transmission in accordance with existing standards of good engineering practice of the Commission; below the available capacities of existing commercial receivers, and would result in the deterioration or complete elimination of the use of experimental or commercial color television intercity network transmission."

Regulations Cited

AT&T pointed out in its brief that its proposed regulations, "as do the existing regulations, permit the interconnection of broadcasters' local channels with telephone company networks, regardless of the availability of telephone company local channels." It was explained that the proposed regulations, filed last January and suspended by FCC from becoming effective until the current proceeding is resolved, "enlarge the scope of the definition of local channels to include all video channels between two stations in separate exchanges where the distance between the exchanges is 25 miles or less."

Since this new regulation may not include all cases where mobile pickup channels may be required, AT&T stated a further provision has been proposed "expressly to allow the connection of such channels without a mileage limitation."

Similarly, the telephone company proposed a further modification "to allow broadcasters to connect broadcast channels outward from telephone company channels so that broadcasts of programs transmitted over telephone company facilities may be picked up off the air and rebroadcast by other television stations." FCC in its report had noted both limitations relieved by these proposed modifications.

Western Union explained that it does not contend FCC can order AT&T to interconnect its facilities with those of Western Union, and held that this was a "phantom issue" injected into the proceeding by the Bell System.

FCC, in its report, stated that ultimately all interconnection would be by common carrier facilities but that during the developmental period it would authorize private facilities on a temporary basis. The Commission indicated it would determine how long such private usage would be allowed, but for sufficient time to permit amortization of equipment involved.

Mason Candy TV Show

MASON, Au & Mangenheimer Conf. Mfg. Co., (Mason Dots Candy), will sponsor *Mr. Magic & Carrots* on a custom-made television network in eight major markets. The show will start live in New York on WPIX on Oct. 21. It will be carried on film in other markets during the week of Oct. 24. The program is produced by Gerald Law and is being released through Film Equities. Moore & Hamm Inc., New York, is the agency.

RCA's SHORTER 16" TV TUBE

New 'Filterglass' Measures 17½"

NEW 16-inch metal TV picture tube, 5½ inches shorter than present kinescopes for 16-inch TV sets, was announced Oct. 20 by the tube department of RCA, Harrison, N. J.

The new kinescope, which will for the first time utilize an RCA "Filterglass" baseplate for greater picture contrast, is expected to make possible more compact chassis and more flexible cabinet design in future TV receivers that will be available next year.

The new picture tube, designated the RCA-16GP4, will be supplied in very limited quantity to makers of TV receivers in December. Appreciable quantities will be available early next year, company officials revealed.

The new tube is 17⅛ inches long, compared to 22½ inches for the present 16-inch tube, and 18 inches for the widely used 10-inch TV picture tube.

The new kinescope utilizes the wider deflection angle, 70 degrees as compared to about 55 degrees for the present tube, to make possible its shorter length. Performance characteristics remain essentially the same.

The new RCA "Filterglass" base plate has a special material incorporated in the glass, which greatly increases picture contrast. Lightening of black areas in the TV picture by reflected room light is greatly reduced. Contrast is further improved by reduction of reflections within the base plate itself.

As with all major developments of RCA, the new 16-inch kinescope is being made available to the entire electronics industry.

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The supply is limited. For immediate delivery act now! Orders will be honored as received.

A very few AC-DC models also available. Were $140. Now $85

Weight 26 lbs. complete. Designed with a permanent sapphire stylus for playing 16" transcription recordings at 33⅓ r.p.m. and phonograph records at 78 r.p.m.

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heavy with cows?

The critters just add, multiply and divide . . . 30,000 of 'em in the KGVO-CBS Missoula area divide a cool $6 million. Now add 55,000 farms and ranches worth $450 million. Consider all Montana's seven major industries (diversification means sales stability) and you find retail sales totalling over $100 million. (1948).

If you want sales in Montana, the Mosby stations SELL

The Art Mosby Stations

CBS KGVO • KANA

5 KW DAY—1 KW NITE MISSOULA

ANACONDA BUTTE 250 KW

Know MONTANA ★

★ NOT ONE, BUT SEVEN MAJOR INDUSTRIES



Drawn for BROADCASTING by Sid Hix

"Tonight we bring you 'Inside John Cunther'."

Film Report

HUGH PRODUCTIONS Inc., Washington, with offices at 809 Union Trust Bldg., is new firm producing film for TV. **R. John Hugh**, 26-year-old producer who got his start in radio as page at CBS working up to directing and producing, and who later became producer for Kenyon & Eckhardt, heads outfit. Initial production now under way is *Penny and Pete*, 39-episode series depicting life of young married couple in small town. **Roger McEwan** of Pasadena Players and **Clare Todd** of Montgomery players have lead roles. **Michael De Martino**, one of East Coast's leading cameramen is doing shooting. Company is utilizing what was once a barn on Wilbur Baugham estate at Wheaton, Md., for studio. Films will be available for national distribution.

Five Star Productions, Hollywood, currently producing spots for **Carling** (Beer & Ale) through **Leo Burnett Co.**, Los Angeles; for **Stromberg Carlson** through **Universal Advertising**, Hollywood, and for **May Co.**, **Milton Weinberg Advertising**, Los Angeles. . . . **Eugene Sharin**, president, Ambassador Films Inc., New York, has returned from filming series of TV shorts in Salzburg and Vienna. Titled **Waltz Magic**, series comprises 13 Johann Strauss waltzes. . . . **New World Productions**, Hollywood, is sending camera crews to South Pacific Islands to photograph feature film with ample footage for 52 half-hours.

Film Associates Inc., Dayton, Ohio, completing several 20-second TV film **Teleskits** using live action as well as artwork for **Midland Advertising Agency**, Cincinnati, on behalf of **Burger Brewing Co.** Teleskits will be turned out for release within next two weeks on number of midwest TV stations. . . . **Story-Ad Films Inc.**, Hollywood, has completed series of 15 one-minute commercials for **Felix Chevrolet Co.** Agency: **Stodel Advertising**, Los Angeles. . . . **Robert Oakley**, independent television producer, joins Mini-Films Inc., Los Angeles, to head production. Coincident with this, **Bennett Ross** and **Maxine Ross** have resigned from company as director-treasurer and secretary-director, respectively. . . . **Mercury International**, Laguna Beach, Calif., currently doing series of 13 one-and two-minute combined animation and live action commercials for television for **Sears, Roebuck Retail Stores**, Los Angeles. Spots to promote several store products will be placed on all Los Angeles TV stations during November and December, with possibility of national distribution later. Agency: **Mayers Co.**, same city.

TV AUTHORITY

Motion On 4A's Calendar

MOTION to set up the Television Authority, one big union for all video performers, will be put to the international board of Associated Actors and Artistes of America Wednesday at a meeting in New York, Paul Dullzell, 4A's president announced last week.

In taking the vote, the question of jurisdiction over television performers in the various branches of the industry will be left in abeyance until outstanding issues can be mediated, it was said.

Mr. Dullzell's announcement thus brought the formation of the TV Authority to the point where is was a month ago when the Screen Actors Guild and Screen Extras Guild walked out of an international board meeting.

At that meeting, the screen guilds failed to agree on the jurisdiction of films. The live actors' unions involved wanted to mediate all outstanding differences but the screen branches wanted to mediate only a "shadowland" area comprising film commercials and inserts.

When the Screen Guilds took their walk, the meeting broke up without a vote on the move to establish the TV Authority. Present plan of the TV Authority proponents apparently is to get the organization into being, setting aside the jurisdictional problem for later settlement.

The TV Authority proposal already has been endorsed by memberships of five of the 4A's most important branches: Actors Equity, Chorus Equity, AGVA, AGMA and AFRA. In the case of AGVA and AFRA, it was endorsed unanimously by national conventions. SAG and SEG, also 4A's branches, are opposed. Voting by the 4A's international board is based on each branch having one vote for every 300 paid up members. The live unions overwhelmingly outnumber the screen players.

It is likely that the Wednesday meeting also will consider a proposal to hold mass meetings of all 4A's members in various cities to discuss the TV jurisdictional controversy.

Mr. Dullzell's announcement of the TV Authority motion was the second important step of the week taken on behalf of the live actors in their jurisdictional war with the screen performers.

The first was on Monday when five presidents of the live actors' branches issued a counterblast to a screen actors' statement published in a three column ad in the *New York Times* Oct. 14. It denied any intent to affiliate with American Federation of Musicians, as had been charged in some reports, but reiterated the stand to willingly mediate only the "shadowland" areas of television jurisdiction.

SAG, AFM Issue

The counterblast expressed gratification that the SAG did not plan to join the AFM but said the screen actors were confused on issues. It was signed by Clarence Derwent, president of both Actors Equity and Chorus Equity; Lawrence Tibbett, AGMA president; Clayton Collyer, AFRA president and Gus Van, AGVA president.

J. T. MURPHY

To Crosley TV Post

JOHN T. MURPHY, who first entered radio as an NBC page boy 18 years ago, is the new director of television operations at Crosley Broadcasting Corp., R. E. Dunville, vice president and general manager, announced Tuesday. Mr. Murphy, 36, has managed WLWD (TV) Dayton since early this year.

H. P. Lasker, formerly sales manager of WLWD (TV), succeeds Mr. Murphy as manager while A. Donovan Faust, station's program director, adds the duties of assistant manager.

In his new capacity, Mr. Murphy will have general supervision of Crosley's stations in Cincinnati, Columbus and Dayton.

RMA ON COLOR

Report Due at Fall Meet

REPORT on developments at the FCC's color television hearing will be presented at the fall conference of Radio Mfrs. Assn. to be held Nov. 14-16 at the Hotel Roosevelt, New York.

RMA President Raymond C. Cosgrove, Avco Corp., will review the TV proceedings and report to the Nov. 16 RMA board meeting. Mr. Cosgrove will attend the Nov. 28-30 color showing to the FCC in San Francisco.

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hold standard ¼" tape in sync for Television and Motion Pictures

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- Adjustable speed for "framing". Advance-retard by push-button.
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ASCAP TV Music

(Continued from page 44)

one-time rate. If the station's annual net is between $50,000 and $150,000, its ASCAP sustaining fee would be its highest quarter-hour one-time rate per month.

Blanket sustaining fees for TV stations with incomes below $50,000 a year, if there are any, are still unsettled. The original blanket sustaining license forms printed by ASCAP set these fees as one-half the highest quarter-hour rate, which was said to be the understanding of the society's negotiators. The broadcasters' committee, however, reportedly thought that the TV fees for such low-income stations would be the same as for radio stations with similar incomes, $1 per month, plus the extra 10% for TV, of course.

Network sustaining fees, payable by the networks to ASCAP are $16.67 a month for each TV affiliate, if it is affiliated with only one network. If the station is affiliated with two networks, the fee is $12.50 per station per month from each network. If the station is affiliated with three or more TV networks, each will pay ASCAP $8.33 a month for each such station. Whether the TV networks will absorb these charges or pass them along to the stations is up to each network individually.

Cooperative video programs are considered in the licenses as networks, avoiding a duplication in TV of what has been a long drawn out controversy over this type of program in radio. Here again, each network must work out with its own affiliates an agreeable division of the fees.



PRESENT as contract is arranged between networks and ASCAP are: (l to r, sitting), Fred Ahlert, president of ASCAP, and Charles R. Denny, NBC executive vice president; (l to r, standing) Mark Woods, president of ABC, and Lawrence Lowman, CBS vice president.

* * *

Contracts signed Monday cover the ABC-TV Network and its owned stations — WJZ-TV New York, WENR-TV Chicago, WXYZ-TV Detroit, KECA-TV Los Angeles and KGO-TV San Francisco; CBS-TV Network and its owned stations —WCBS-TV New York; NBC-TV Network and its owned stations—WNBT (TV) New York, WNBW (TV) Washington, WNBQ (TV) Chicago, WNBK (TV) Cleveland, KNBH (TV) Hollywood.

DuMont TV Network and its owned stations—WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh—were not represented at the signing session on Monday, although DuMont participated in the negotiations with the other TV networks. However, Mortimer W. Loewi, director of the DuMont TV Network, said that this network would probably sign similar licenses within the next few days.

If the blanket commercial licenses are accepted by DuMont, as well as the other TV network, ASCAP should receive about $170,000 in network commercial fees for 1949, it is estimated. Figure is based on an estimated total of gross TV network time sales of $11,000,000 for the year. (Publishers Information Bureau reported gross network TV billings of $4,838,688 for the first seven months of this year and with the increased business this fall as compared to the spring and summer months $11 million seems like a fair estimate.) Deducting an average frequency discount of 5% and agency and sales discounts of 15% each, applying the 2.75% to the net and then deducting the 25% allowable for costs of interconnecting stations by coaxial cable, radio relay or kinescope recordings, and adding 10% will give a combined total fee for all TV networks of approximately $170,000.

Assuming that all stations also accepted the blanket commercial licenses from ASCAP and applying the same formula to their estimated gross for the year of $9 million (except that their percent is 2.25 and that they do not get the interconnection deductions allowed the networks), the station fees to ASCAP should add up to roughly $150,000 for the year. However, this figure has little more than academic significance, since a number of stations plan to reject the blanket licenses in favor of a per program arrangement whereby they will pay only for their programs which use ASCAP music, albeit at a higher rate than that of the blanket licenses.

Subject to Ratification

When negotiations for the per program licenses are complete, both forms of agreement must be ratified by a substantial majority of ASCAP members (80% of the total, figured on a dollar basis from the distribution of the society's receipts among its membership).

The NAB TV Music Committee which has carried on the negotiations with ASCAP over the last nine months is composed of Robert P. Myers, NBC, chairman; Julius F. Brauner, CBS; Robert L. Coe, WPIX (TV) New York; William Fay, WHAM-TV Rochester, N. Y.; Mortimer W. Loewi, DuMont; Clair McCollough, WGAL-TV Lancaster; Joseph A. McDonald, ABC; Theodore C. Streibert, WOR-TV New York; Donn B. Tatum, KHJ Los Angeles.

Getting your pressings when you **want** them?

You have a right to expect speedy handling of your recording jobs and pressings—with *no sacrifice of quality.* Top engineering skill and equipment are your best assurance of the kind of service you want. At RCA Victor you get the benefit of:

- The most modern equipment and facilities in the trade, plus 50 years' accumulated "know-how."
- High-fidelity phonograph records of all kinds. All types of Vinylite transcriptions.
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Management

W. EARL DAUGHERTY, former general manager of WQDI (FM) Quincy, Ill., appointed manager of KXEO Mexico, Mo. He previously was with KHMO Hannibal and WMBH Joplin, Mo.

TOM GAVIN, sales manager of WIRL Peoria, Ill., appointed general manager. He joined WIRL last January after 20 years with WEBC Duluth, Minn. He succeeds **ROBERT B. JONES Jr.**, who resigned to become general manager of KRMG Tulsa, Okla. [BROADCASTING, Sept. 26].



Mr. Gavin

HARRY D. GOODWIN, general manager of WNJR Newark, N. J., will participate in panel discussion at 49th annual convention of New Jersey Congress of Parents and Teachers in Atlantic City, Oct. 26.

E. L. KURTH, vice president of Forest Capital Broadcasting Co., Lufkin, Tex., owner and operator of KTRE that city, elected "South's Most Outstanding Businessman of 1949" by *Dixie Business* magazine.

REGGIE MARTIN appointed general manager of WJHP Jacksonville, Fla. He was with WIZE Springfield, Ohio, WINK Ft. Myers, Fla., and with WJVB Jacksonville Beach, Fla., before joining Mutual's Jacksonville outlet.

LOU PHENNER, president of Bureau of Broadcast Measurement, Toronto, awarded gold medal of Assn. of Canadian Advertisers at 35th annual convention for his outstanding contribution to Canadian advertising.

CHARLES CRUTCHFIELD, vice president and general manager of WBT Charlotte, N. C., is recovering from illness caused by an allergy that followed an anti-tetanus innoculation. He had been treated for facial infection caused by a nail scratch incurred while chopping wood at his home.

SYLVESTER L. (Pat) WEAVER Jr., NBC vice president in charge of television, is the father of a girl, Susan Alexandra, born Oct. 8.



A LITTLE friendly competition among Minneapolis stations is evidenced as (l to r) Joe Cook, KSTP sales promotion manager, chokes the WCCO mike; Cliff Rian, WTCN promotion manager, takes a hammer to the KSTP equipment, and Tony Moe, WCCO promotion manager, tries to hide the WTCN call letters. The three men make up the Radio Promotion Committee of the Minneapolis Chamber of Commerce, as pictured in the new magazine the chamber is putting out titled *Greater Minneapolis*.

CANADA AD MEET

Amm-i-dent Success Told

PHENOMENAL success of Amm-i-dent and the part radio played in its promotion early this year, was told by George J. Abrams, advertising manager of the Block Drug Co., Jersey City, N. J., at the 35th annual meeting of the Assn. of Canadian Advertisers, at Toronto Oct. 20.

After relating how his company came into the ammoniated dentifrice field, Mr. Abrams reported that Block Drug Co. early this year started using a radio spot campaign in major markets in conjunction with newspaper and magazine campaigns.

"We placed between 40 and 50 announcements a week in these markets," Mr. Abrams stated, "purchasing time in such a manner as to give maximum listenership at minimum cost. To accomplish this we personally visited every city in which radio was being used and bought time after studying local listening habits, local radio personalities, and costs and coverage data. Our agency's (Cecil & Presbrey) radio timebuyer, account executive, our president and yours truly, went into those cities to make sure we were making the best possible radio buys," he said.

NEW version of RCA "70-D" studio turntable to accommodate RCA Victor 45-rpm records will be demonstrated by RCA at first annual U. S. Aurio Fair this week.

Well, Well, Mr. Tremble

IT MAY be that one of the shifts in the high command of NBC escaped us. The following name popped up among a handful of candidates named by a Cincinnati paper recently as having the inside track to succeed the late Col. Matt Winn as president of Churchill Downs and the American Turf Assn. (which runs the Kentucky Derby): "The name of Niles *Tremble*, president of the National Broadcasting Co., also is being mentioned for the position."

FLORIDA ASSN.

Sarasota Meet Nov. 3-4

THE next meeting of the Florida Assn. of Broadcasters will be held Nov. 3-4 in Sarasota, according to an announcement by W. Wright Esch, of WMFJ Daytona Beach, Fla., president of the association.

Mr. Esch said the question of political time will be discussed along with adoption of a standardized political contract, and further stated he has what he believes is the first decent contract for stations.

In addition to Mr. Esch, officers of Florida Assn. of Broadcasters are: Maj. Garland Powell, WRUF Gainesville, first vice president; Tom Watson Jr., WSWN Belle Glade, second vice president and Jerry Stone, WNDB Daytona Beach, secretary-treasurer.

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hold standard 1/4" tape in sync for Television and Motion Pictures

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- Automatically compensates for tape stretch.
- Adjustable speed for "framing". Advance-retard by push-button.
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- Stubbornly holds synchronism.

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DAVENPORT, ROCK ISLAND, MOLINE, EAST MOLINE

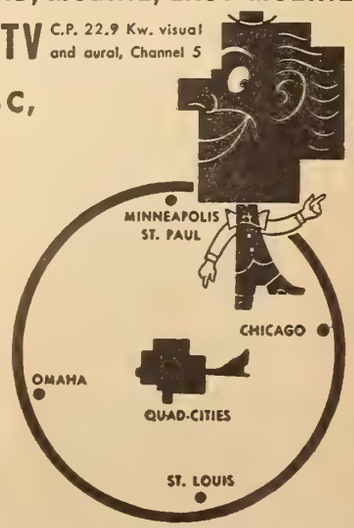
AM 5,000 W 1420 Kc. FM 47 Kw. 103.7 Mc. TV C.P. 22.9 Kw. visual and aural, Channel 5

Basic Affiliate of NBC, the No. 1 Network

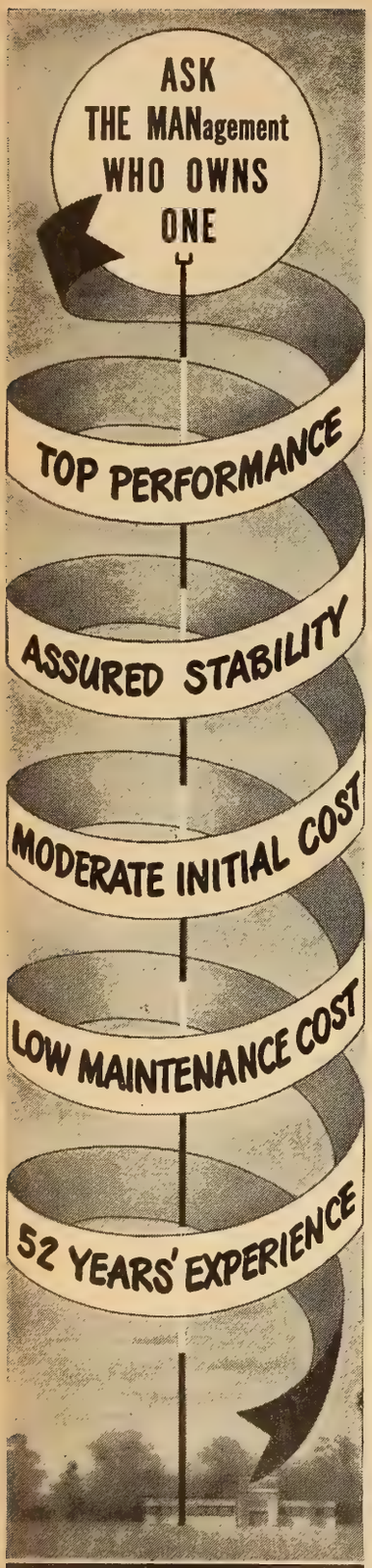
Monday through Sunday . . . morning, afternoon, evening . . . WOC Hooper Ratings average as much as 5.9 points higher than the national averages for the same programs. That's the story told by the last Fall-Winter Quad-City and Comprehensive Hooper Reports. Thus WOC gives NBC Network and spot advertisers bonus audiences in this wealthy industrial area . . . proof of the listener-loyalty that makes WOC the Quad-Cities' FIRST station.

Col. B. J. Palmer, President
Ernest Sanders, Manager

DAVENPORT, IOWA



FREE & PETERS, INC., National Representatives



LINGO

Vertical Tubular Steel

RADIATORS

Write for Factual Data

JOHN E. LINGO & SON
CAMDEN 5, N. J.

KIDO STUDIOS

Move to New Building

KIDO-AM-FM Boise, Idaho, has begun operating out of its new studios and offices in the recently remodeled Chamber of Commerce Bldg. Operation from the new studios commenced late last month with an open house held for advertisers and the public.

Walter E. Wagstaff, vice president and general manager of KIDO Inc., said in addition to greatly increased office space and newsroom and music library facilities, KIDO has three studios and two control rooms of up-to-date acoustical design and equipped with the latest in technical equipment.

For the past 12 years, KIDO has had its studios in the Hotel Boise. Station has an application pending before the FCC for an increase of power to 5 kw. The NBC outlet now operates on 1380 kc with 2.5 kw day, 1 kw night. KIDO-FM operates on Channel 291 (106.1 mc), 2.5 kw.



KIDO's new home.

WIS NEW STUDIO

Gala Opening Nov. 19-20

TOP dignitaries and personalities in the radio field will be present at the official opening of the new studio and office building of WIS (AM-FM) Columbia, S. C., Nov. 19-20, General Manager G. Richard Shafto has announced. Wayne Coy, FCC Chairman, and Niles Trammell, NBC board chairman, are among the industry leaders slated to appear. NBC personalities include Jay Jostyn *(Mr. District Attorney)* and Mrs. Jostyn; Harry W. Junkin and Mrs. Junkin; George Hicks and Jan Miner.

Mr. Junkin, author-producer-director of NBC's *Radio City Playhouse,* will round off a week-stay in Columbia with a broadcast origination of his show from the new WIS studios. Setting for the drama, written especially for the occasion, is South Carolina. Jan Miner, NBC show headliner, will star. Program will be broadcast Sunday, Nov. 20, and during the same evening, George Hicks will present *Theatre Guild on the Air* announcements for U. S. Steel from the studios, saluting the new building and basing his regular message on the state's industrial growth.

Joins NAB Legal Staff

VINCENT T. WASILEWSKI has joined the NAB Legal Dept. as attorney, serving with Attorney Richard W. Jencks under General Counsel Don Petty. Mr. Wasilewski was awarded the degree Doctor of Jurisprudence last August by U. of Illinois. He entered U. of Illinois in 1940, with his school career interrupted several years by service in the Army Air Force. He was decorated with Distinguished Flying Cross and Air Medal, both with oak leaf cluster.

FLOYD FLETCHER

Heads Tobacco Network

FLOYD FLETCHER, manager of WTIK Durham, N. C., was elected president of the Tobacco Network at the annual meeting of the board of directors last week. He succeeds Louis Howard, of WHIT New Bern, N. C., who becomes vice president. Also newly elected is Hartwell Campbell, WGTC Greenville, N. C., manager, as secretary-treasurer, succeeding Fred Fletcher, WRAL Raleigh manager.

The Tobacco Network is made up of eight stations in eastern North Carolina. They are: WTIK Durham; WFNC Fayetteville; WGTC Greenville; WJNC Jacksonville; WHIT New Bern; WRAL Raleigh; WCEC Rocky Mount and WGNI Wilmington. Network sales are handled by R. K. Scott, Raleigh.

INCREASE of 200% in use of classroom radio broadcasts originating at WNYE (FM) New York Board of Education station, has been revealed by Supt. of Schools William Jansen.

'SELL' RADIO

L. A. Group Plans Drive

AIMING at a January start, the Southern California Broadcasters Assn. is projecting plans for a Los Angeles area committee to "sell" radio, according to William Beaton, SCBA president and general manager of KWKW Pasadena.

Chairman of the sales promotion committee is Kevin Sweeney, KFI-AM-TV Los Angeles sales manager. Others named to serve with Mr. Sweeney are: Robert Laws, ABC Western Div. sales manager; William Shaw, CBS Western Div. assistant sales manager; Stanley Spero, account executive of KFAC Los Angeles, and Maury Gresham, sales manager of KLAC Los Angeles.

This group is working out plans for a presentation which will tell radio's story without reference to a particular facility or entering into the question of network versus independent stations. Exact nature of the presentation has not been decided but the plan calls for two-man teams to make the appearance before various groups.

As a generality, each team is expected to consist of a large station representative and a small station representative. In all such meetings the aim will be to tell radio's story to non-radio advertisers and later leave the question of station selection up to the agency or client, if advertising is bought direct.

AVC Elects Klaus

BAY AREA veterans active in radio, advertising, magazine and newspaper work have organized the San Francisco Press-Advertising-Radio Chapter of the American Veterans Committee. Erwin H. Klaus, marketing director of Buchanan & Co., was elected chairman at its organization meeting Oct. 12 at the San Francisco Press Club. Other officers: Phil Van Slyck, Van Slyck Advertising, vice chairman; Gerald F. Nowell, Bob Wettstein Publishers Representatives, secretary-treasurer; and Jack Fiske, *Alameda Times-Star,* delegate to Nov. 24-27 AVC National Convention in Chicago.

Detroit's Most Effective Selling Team!



REPRESENTED NATIONALLY BY
THE FRIEDENBERG AGENCY, INC.

WEXL
1340 KC 250 Watts

WEXL-FM
104.3 MC. 18,000 Watts

Royal Oak, Michigan

PRIMARY COVERAGE

900,860 Radio Homes—
More than half the total Radio Homes in Michigan, with a retail buying power (1948) of over $3½ billion.

OPERATING 24 HOURS DAILY

Member N.A.B.—M.A.B.

WWDC's Parrot Success

THE hundreds of characters in American cartoons soon will have to make room for another. This time it's a parrot and furthermore, he's a radio star. When Frank Beck, creator of the cartoon "Bo," went to Washington recently to participate in the cartoonist show sponsored by the Treasury Dept.'s Savings Bond Div., he was interviewed on the *Milton Q. Ford Show* over WWDC. Co-star with Mr. Ford on the show is the five-year-old parrot Richard. Although Richard broke up the interview with a few well-placed remarks, songs and shrill whistles, Mr. Beck forgave his impertinence and asked Mr. Ford's permission to have Richard team up in the cartoon with "Bo, The Talking Dog." Richard should break into print soon.



WPBC ON AIR

Highlights Local Talent

THE Twin Cities' newest AM station, WPBC Minneapolis, which launched daytime operations a fortnight ago, will cover the market area "with locally produced programs tailored to the liking of the people in this area," its president and general manager, William V. Stewart, announced. Formal opening of the station is planned midway in November with testimonials from local and state dignitaries.

Housed in its modern designed studio-transmitter building at 1133 Stinson Blvd., WPBC is on 980 kc with power of 500 w. It is owned and operated by the People's Broadcasting Co. Mr. Stewart, formerly with WOWO Fort Wayne and WCCO Minneapolis, heads the staff, which includes: John W. Ware, sales manager, former Minneapolis business man; Thomas K. McCrum, production manager, formerly of WKJG Fort Wayne and WASK Lafayette, Ind.; Art Jacobson, formerly of KDEC Decorah, Iowa; and Jerry Bleisch of New York, continuity; Gary Healy formerly of KBUN Bemidji, Minn., Lloyd Nelson and Max Sievert, both of Minneapolis, emcees. Women's programs will be designed and produced by Becky Ann Stewart, previously woman's program director at WOWO Fort Wayne.

Sales and service department of WPBC is staffed by Mary Selvig; Bill Garin, formerly WFHR Wisconsin Rapids; Joe Kane and Don Hanson of St. Paul, and Bill Witherow and Lloyd Sherman of Minneapolis.

Heading the locally produced programs which will be aired throughout the broadcasting day are Don Dodge, St. Paul piano stylist; Max Sievert, male vocalist; Lorrayne Garin and Mrs. Mabel Baker, vocalists.

Programs

SHORT show with long memory span is feature of WOV New York. Ten-minute nightly feature, called *Then and Now*, is emceed by Joe Given who plays two recordings of same tune. One recording is modern, and the other was made between 20 and 25 years ago. Many old records are collectors items and museum pieces, and each is accompanied by "historical" comment incorporating as much information as is obtainable about it. Tunes such as "Whispering," "Making Whoopee," and "Shiek of Araby" will be used during the show's estimated one-month run. In some cases, both recordings are by same artist.

Breakfast Guests

PLACING microphones in breakfast nook of Mr. Philip Klein, owner of Philip Klein Agency, Philadelphia, enables WPEN (same city) listeners to lend an ear to informal discussions of Klein household and noted guests at breakfast. Topics of local, national and international interest are casually talked about Monday through Friday from 9 to 10 a.m., station reports. Letters indicate that listeners enjoy informal discussions as well as educational values of shows, titled *Mr. & Mrs. at Breakfast.*

Unknown Sport Fans

FROM films taken at sports events in area, one minute film is run daily on *Gunther's TV Sports Special* on WAAM (TV) Baltimore and fed to WTTG (TV) Washington. Every fourth face in film is circled, and person must be identified by Baltimore or Washington viewer who calls while program is on the air. Winner contacts his friend and brings him to TV studios the following day for an interview. Three new identification films are used each week. Stations are currently on 25th film, with only two un-named fans to date. Valuable prizes are awarded to both identifier and identified.

World Events

ACTING in conjunction with Foreign Policy Assn. of Detroit, WWJ Detroit has inaugurated new series of programs known as *World Forum.* Because United Nations Week coincided, first program was on that subject, featuring recordings of prominent UN figures. Future programs will feature Michigan personalities who are experts on world problems to be discussed. All but first show will be presented to studio audience, made up largely of Foreign Policy Assn. Shields Dierkes produces show.

Negro Woman's Program

WELL-known choral director and actress, Mrs. A. C. Bilbrew, directs only Negro woman's program in Philadelphia over WHAT that city. Show, called *The Bronze Hour*, is aired every Wednesday evening from 9:30 to 10. Outstanding Negro Philadelphians, music, announcements of coming events, society news and other items of interest are featured on programs.

Repeat Performance

INNOVATION in radio programming was put into effect by Canadian Broadcasting Corp., Toronto, when following 2½ hour performance of British opera *Peter Grimes* on Oct. 12 on Trans-Canada network, it was decided to repeat performance with live cast on following Wednesday evening, Oct. 19. The cast consisted of CBC Opera Co. and orchestra, and it is understood that decision was made during performance as result of telephone and telegraph response from listeners to program. Announcement of repeat performance was made towards end of program. Show was carried Oct. 19 live on WNYC-FM and delayed on WNYC New York.

Courtroom Sessions

FICTIONAL crime is basis of new show on WCAU-TV Philadelphia, sponsored by Pennsylvania Co. for Banking and Trusts, same city. True courtroom procedure is used, with prominent judges, attorneys, court attaches and others donating their services to any charity which judge of week designates. Attorneys have no advance knowledge of what witnesses or other attorneys will say, and jury, composed of citizens of area, decide on verdict by majority vote, because of limitations of time. Professional actors play parts of witnesses when *Court Is In Session.*





WARWICK CASE

FTC Dismisses Charges

COMPLAINT charging Warwick Mfg. Corp., Chicago, with misrepresentations in the sale of radio and television equipment has been dismissed without prejudice by Federal Trade Commission. Alleged misrepresentations concerned tube capacity and prices of TV equipment and radio sets.

The firm had filed motions and affidavits showing that the practices had been discontinued and giving assurance they would not be resumed, FTC said in dismissing the complaint. "In the circumstances the public interest does not require a continuation of this proceeding," it added. All Commissioners present concurred in the decision.

Blackstone Adds

FOUR new stations have signed to carry *Blackstone, Magic Detective,* transcribed series under sponsorship of local Blackstone Washer dealers, according to Charles Michelson Inc., New York transcription firm which produces the show and is handling co-op campaign for Blackstone factory. Stations are KOWB Laramie, Wyo.; WATN Watertown, N. Y.; WFPG Atlantic City, N. J., and WNDR Syracuse, N. Y.

Commercial



JAMES GATES, formerly of WCAX Burlington, Vt., and KRDO Colorado Springs, Col., becomes sales manager of WIDE Biddeford, Me. **ALFRED G. SYLVESTRI** joins station's sales staff.

JOSEPH HERSHEY McGILLVRA Inc., New York, appointed national representative for WBSM-AM-FM New Bedford, Mass., and WTVB Coldwater, Mich.

PAUL W. COLLIN, former commercial manager of WBNB Beloit, Wis., appointed commercial manager of WILA (FM) Woodstock, Ill. He previously was traffic manager at ABC's Central Div. and assistant to sales manager of World Broadcasting System Inc., Chicago.

BLAIR TV Inc., Chicago, named national representative for WBRC-TV Birmingham, Ala. Station has been on air since July 1.

WALTER O. MILES, formerly with Paul H. Raymer Co., New York (radio representative), joins W. S. Grant Co., San Francisco (radio representative), as Los Angeles manager. He replaces **FRANK G. MORELAND,** who left to join John Blair & Co., Los Angeles.

EARL FRANK CADY, formerly of sales staffs of WHKK Akron, Ohio, and KROS Clinton, Iowa, joins sales staff of WKRC Cincinnati, Ohio, replacing **JIM BLACK,** resigned.

RALPH GOSHEN, former local sales manager of WIRE Indianapolis, Ind., joins local sales staff of WBBM Chicago.

AUSTIN KING, former head of advertising firm under his name, joins sales staff of KITO San Bernardino, Calif.

KTSA San Antonio, Tex., appoints **Free & Peters Inc.,** New York, as national representative.

GEORGE P. MURRAY and **JAMES W. BIGGERS** join sales staff of WRBL Columbus, Ga.

WTVB Coldwater, Mich., issues new rate card, effective Oct. 15.

NONA KIRBY, regional sales manager for WLAW Lawrence, Mass., is convalescing at Mt. Auburn Hospital, Cambridge, following surgery.

OREN MATTISON, KMPC Hollywood auditor, named head of insurance committee for Southern California Broadcasters' Assn. Other committee members include **DONN DAVIS.** KFWB Holywood auditor; **J. FRED DUNN,** KFAC Los Angeles auditor.

JAMES E. CRISMOND, account executive for WGAY Silver Spring, Md., and Helen Theresa Brodie have announced their marriage.

JAMES E. LOWELL, account executive at WSSV Petersburg, Va., is the father of a girl, Margaret Athena.

'Forum' Option Dropped

EASTERN RAILROADS Assn. through its agency, Kenyon & Eckhardt, New York, has dropped its option on the Ted Granik *American Forum of the Air* [CLOSED CIRCUIT, Oct. 3] on NBC. The Association, an official of the company explained, is not ready to sponsor it immediately, but the show itself is still under consideration.

EVERETT SMITH

To Head AMA Jan. 1

ELECTION of Everett D. Smith, research director of Macfadden Publications, New York, to the presidency of the American Marketing Assn. was announced last Wednesday. Mr. Smith takes office Jan. 1 to serve for one year. He succeeds Prof. Harvey W. Huegy of the U. of Illinois.

Other officers elected to the national marketing association were:

Robert F. Elrick, manager of product development, Pepsodent Div. of Lever Bros., Chicago, and Dr. Wilford White, Office of Small Business Div., Dept. of Commerce, Washington, vice presidents; Prof. George H. Brown of U. of Chicago, secretary; and Donald E. West, Director of Research, McCall's Corp., New York, treasurer. Chosen to serve as directors for two-year terms, beginning in 1950, were: Harold P. Alspaugh, director of market research, H. J. Heinz Co., Pittsburgh; Delbert J. Duncan, marketing professor of Cornell U.; William W. Heusner, director of market research, Pabst Sales Co., Chicago; Hugh H. MacMillan, director of research, "The Detroit Free Press."

YOUNG REDUCES

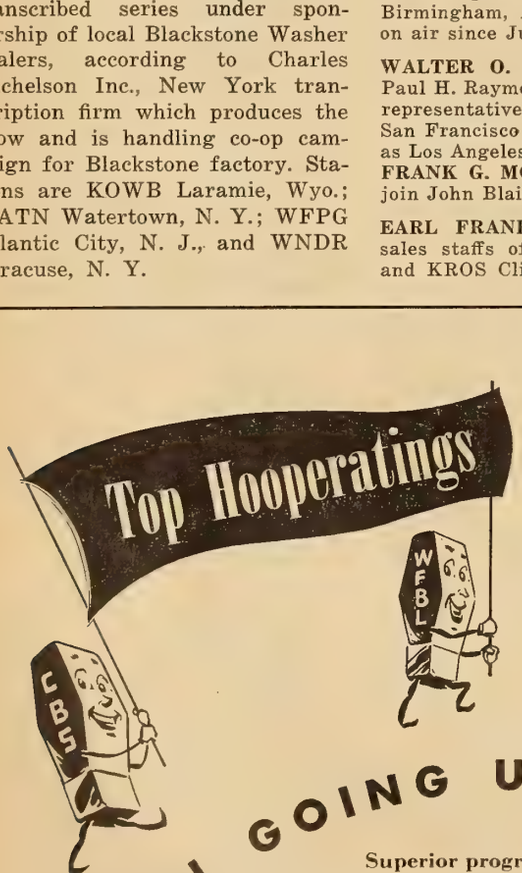
To Stress 20 U.S. Stations

ADAM J. YOUNG Jr., president of the station representative firm bearing his name, last week, advised a specially-called board meeting that the firm has reduced the list of its stations in the United States to 20. The number of Canadian stations represented by the company has not been diminished.

Mr. Young pointed out that fewer stations means that more time can now be devoted to each station's problems, and to selling programs as well as spot announcements.

Advising the board that the reduction means accepting an immediate loss of revenue, Mr. Young added that "the loss is only temporary and that the end result would definitely yield a greater volume of billings and subsequent income than ever before to both station and representative."

CERTIFICATE of appreciation for its interest and support of Girl Scouting awarded to WLSI Pikeville, Ky., by Sandy Valley Girl Scout Council Inc.



• MORNING
• AFTERNOON
• EVENING

STILL GOING UP!!!

Superior programming, both network and local, is AGAIN increasing the lead WFBL has held season after season in Syracuse Hooperatings and Share-of-Audience.

Place your schedule in this winning line-up!

WFBL
SYRACUSE
NEW YORK

Represented by
FREE & PETERS, INC.



THEATRE PARTY

Sponsors Fete WHGB Star

WITH plenty of fan-fare and gusto, eight sponsors turned true "angels" early this month and spent their own time and money to fete radio star Red McCarthy, whose speciality is playing top recordings to fans over WHGB Harrisburg, Pa. The station reports that the date of the party, Oct. 8, has become a "Red Letter Day" in the life of Mr. McCarthy and also in the history of WHGB.

The sponsors, who honored the star of the *Red McCarthy Show* at a "Sponsor's Theatre Party," thought up the whole idea. Realizing the high degree of enthusiasm prevailing among the McCarthy fans, his sponsors decided to buy out one of the local theatres for the party. Tickets were given free of charge on a first come, first served basis.



WHGB's Red McCarthy and loving cup.

* * *

There were free movies for all, free popcorn and balloons, and one of the "angels" went so far as to pass out more than 2,000 samples of his ice cream. The event was climaxed with the introduction of Red McCarthy to his fans and the presentation to him of a silver loving cup, appropriately inscribed.

RCA VICTOR, Camden, N. J., has developed small low-priced automatic Victrola radio-phonograph, table model combination featuring 45-rpm music reproduction system, standard band radio, and console-like performance. Radio has built-in antenna, four tubes and one rectifier. Model, 9-Y-51, bears suggested Eastern retail price of $59.95.

Production



TED NABORS, with KTRH Houston, Tex., for 15 years, joins KTHT Houston as program director.

BILL MEYERS, former newscaster and assistant producer with Armed Forces Radio Service, London, joins WPTR Albany, N. Y., as staff announcer.

GORDON EATON, formerly of WGST Atlanta, Ga., and WCCO Minneapolis, rejoins WCCO announcing staff effective Nov. 1.

NORMAN SLOANE, formerly ABC Hollywood program transmission coordinator, transfers to KECA-TV same city as assistant to **CAROL HOWARD,** television program operations manager.

WILFRED J. WALKER, Negro professor at Sterling High School, Greenville, S. C., appointed to handle all Negro high school play-by-play football game descriptions for WESC Greenville.

JOHNNY PEARSON, formerly of KXXX Colby, Kan., joins announcing staff of KWWL Waterloo, Iowa.

HOWARD GREBE, formerly with WHAI Greenfield, Mass., joins KMBY Monterey, Calif., as disc jockey.

WILLIAM MARTIN, formerly with KGO-TV San Francisco and faculty member of Art League of California, joins KRON-TV San Francisco as head of Art Dept.

GRAFTON MASON added to ABC Central Div. research staff, replacing **VIRGINIA ASHWORTH,** resigned. Mr. Mason worked previously for A. C. Nielsen Co., Chicago market research firm.

JAMES C. JORDAN Jr., formerly with WNBT (TV) New York, transfers to production department of KNBH (TV) Holywood as assistant director.

BOB TREBOR, former chief staff announcer of WVET Rochester, N. Y., joins anouncing staff of WDSU New Orleans.

WILLIAM C. DRISCOLL, former city editor and sports editor of now defunct *Philadelphia Record,* named director of WFIL-TV Philadelphia *Television Newsreel* and manager of film productions. He also collaborated in writing of book, *How To Enjoy Sports on Television,* and for last three years, he has done research in movie animation as medium of TV advertising.

BOB RIERSON of WBT and **OWEN SPANN** of WGIV, both Charlotte, N. C. stations, jointly preparing "Question Market," series of questions and answers for use on local quiz shows on AM stations throughout country.

OSCAR (Papa) CELESTINE, one of original New Orleans Dixeland jazz musicians, signed to do weekly disc jockey program on WDSU New Orleans.

FORD WARNER, formerly with KDON, then Monterey, now Palm Beach, Calif., joins KMBY Monterey as program director and news editor.

ISABEL WALSH, member of copy department of WBRK Pittsfield, Mass., and Al Parker have announced their marriage.

LYMAN BRYSON, CBS counselor on public affairs, will address Founders Day ceremonies at Sweetwater College, Va., Oct. 28. Oct. 31, Dr. Bryson will lecture at Dartmouth College on "Freedom of Information."

ED SCOTT, announcer at WBBM Chicago, is father of a boy, Christopher Alan.

MARY HARTLINE, band leader on ABC-TV's *Super Circus* and *Junior Junction* from WENR-TV Chicago, elected "The Sweetest Television Star of the Year" in Chicago by National Sweetest Day Citizens Committee.

JOHN GALBRAITH, assistant program manager of KGO San Francisco, is the father of a girl.

RUSS MAYBERRY, assistant director of *Kukla, Fran & Ollie* (NBC-TV) in Chicago, and Helen Graver have announced their marriage.

JAY STEWART, m.c. of ABC's *Surprise Package* and *Fun Fair,* is the father of a girl, Julie.

PHIL IRWIN, announcer for KGW Portland, Ore., is the father of a boy, Mark Benjamin.

CAROL ADAMS, women's director at WHBC Canton, Ohio, will appear in Nov. 17 production of Canton Player's Guild.

MEL VENTER, program manager of KFRC San Francisco, is the father of a girl.

BLUE RIDGE MOUNTAIN BOYS of WLAQ Rome, Ga., were winners of Southeastern Fair Hillbilly Parade contest.

MAL BELLAIRS, announcer at WCFL Chicago, is the father of a girl.

FOR COVERAGE

—Over a million people in 79 counties of Georgia, South Carolina and Florida.

—3½ times more people than any other station in this market.

—A $557,206,000 retail sales area.

It's 630 in Savannah WSAV 630 kc. 5,000 watts Full Time

Represented by Hollingbery



KFYR

550 KC 5000 WATTS
NBC AFFILIATE
BISMARCK, N. DAK.

Then you need KFYR, whose signal comes in loud and clear in a larger area than any other station in the U. S. A. And that isn't all! KFYR enjoys a choice frequency of 550 kilocycles, is located in the center of an area noted for excellent ground conductivity. 24 years of listener loyalty, too. Ask any John Blair man to prove it.

There's a New Bold Look in Northeastern Ohio

IT'S A NEW LOOK because . . .
It sparkles with greater sales results from today's more conservative ad expenditures.

IT'S A BOLD LOOK because . . .
The pattern no longer conforms to old-fashioned and outmoded traditions in time-buying.

THREE THINGS HAVE HAPPENED DURING THE PAST TWO YEARS TO PRODUCE THIS NEW BOLD LOOK IN NORTHEASTERN OHIO

1. A station 58 miles from us increased its power and therefore a station 24 miles from us lost more than half its audience in the Canton Market.
2. Another station 58 miles from us lost some of its best features and therefore lost several percentage points in its Canton Market audience ratings.
3. WHBC increased its power to 5,000 watts . . . became an affiliate of ABC . . . and therefore another station 24 miles from us lost practically all its Canton Market audience.

RESULT:

WHBC in Canton is now the station that completes your coverage picture in NORTHEASTERN OHIO because WHBC has gained audience while listening to all other stations has split seven ways.

Check Taylor Borroff About . . .
. . . Brand New Hooperatings
. . . More listeners at less cost
. . . Retail sales that still hold firm
. . . Local promotion that sells
. . . A 5-county "BRIGHT SPOT" market

ASK WHBC CANTON
about the NEW BOLD LOOK in NORTHEASTERN OHIO

Promotion



LARGE ear of corn wrapped in cellophane from which dangles blue ribbon, is latest promotion of WRFD Worthington, Ohio. Printed on ribbon in gold letters is message, "First Prize — Buy WRFD — Ohio's Rural Radio Station." Accompanying corn is reprint of full-page spread in the BROADCASTING 1949 MARKETBOOK, giving details of station's coverage.

WOAI Scores Hit

SCORES of Saturday football games during current season are relayed from newsroom of WOAI San Antonio, Tex., to American Airlines for benefit of passengers on incoming and outgoing flights. Scores are read to passengers in flight and service has been received by air travelers with great enthusiasm, station reports.

Blotter Mike

BLOTTER cut in shape of microphone and stamped with call letters and dial position of WASH (FM) Washington has been sent to trade and local sponsors by station.

Anniversary Party

WITH funnypapers in hand, over 2,500 children watched third anniversary party of KLZ-*Denver Post Funny Paper Show*. Party, which was held in downtown hotel, was promoted by news stories in *Post* and transcribed announcements over station with characters from program urging kids to come down for comic books, ice cream bars, doughnuts, masks and animal crackers, provided by KLZ sponsors. Show was aired for audience, with an estimated 2,000 children turned away because of lack of space.

Cover Mailing

DRAWING of bird with four-leaf clover in beak on leaves of which are names of programs on KCBS San Francisco is a feature of latest mailing by station to trade. Drawing is on cover of Oct. 17 issue of BROADCASTING. Note attached to cover reprint says, in part, "From new telephone number to new transmitter equipment . . . in production, promotion and expanded personnel . . . the *new* KCBS reflects a brand-new spirit in San Francisco radio."

Kleenex Announces

SHEET of kleenex announces construction of tremendous sign, one of largest on Times Square, to be lighted Oct. 20. Sign is expected to be filmed and used on opening board of company's television show, *Fun for the Money* on ABC-TV Friday, 9:30-10 p.m., originating in Chicago.

Dog-gone Good Promotion

SAD LOOKING bulldog ("Client who just discovered his advertising agency passed up the best time signal package in Northern Calfornia") occupies front cover of direct mail promotion folder sent out by KGO San Francisco. Folder plugs John Harvey's *Home Digest*, 6:30-7 a.m. Mon.-Fri. Back cover carries cartoon of long-bearded mailman and legend: "The mailman staggered into KGO with 15,705 letters for *Home Digest* during its first year, August 1948—August 1949."

Postcard Mailing

POSTCARD headed, "Are You Listening," mailed by Family Service Assn. of Seattle and Community Chest, calls attention to *Family Closeup* on ABC. Show is presented jointly by ABC and Family Service Assn. of America. Message on card reads, in part, "These broadcasts . . . are based on actual professional experience of family service agencies throughout the country. They give an honest, searching portrayal of tensions and conflicts in family life, and of the help given by family service agencies. We hope you are listening. . . ."

Effective Spots

"TV RESULTS" is title of new direct mail promotion piece sent out by KPIX (TV) San Francisco, announcing results of six one-minute premium announcements by station for Lewis Food Co. (Dr. Ross Dog Food). More than one response per TV set in use was received by station from viewers in 86 cities in 19 counties, station reports. Result for station, literature explains, was quick contract renewal by sponsor and congratulatory letter "for sales response and effective service."

Personnel

CLAUDE ROST, formerly member of public relations department of WKRC Cincinnati, Ohio, appointed publicity director of station, succeeding **CHARLTON WALLACE.**

NORMAN KNIGHT resigns as eastern stations relations manager of MBS.

KAY MULVIHILL, formerly assistant promotion manager for KSFO and KPIX (TV) San Francisco, named promotion manager of stations. She succeeds **ELLEN STERN**, resigned.

ROSEMARY McLAUGHLIN joins KXOK St. Louis in publicity-promotion department.

BORIS MUCCIA joins ABC Hollywood sales proomtion department as artist. He replaces **ALAN ELROD** who left to join Searle & Parks, Hollywood (packager).

TONY MOE, promotion manager at WCCO Minneapolis, has left for Hollywood. During trip he will inspect West Coast CBS promotional set-up.

CAROLYN FRENCH, formerly with KCBS San Francisco, joins KGO same city, as publicity assistant to **MAURY BAKER**, promotion and advertising manager. She succeeds **MARILYN MAYNE**, resigned.

ALL-time-high of 800 public service programs per month representing 151 hours of air time being broadcast regularly this fall over WHLI-AM-FM Hempstead, L. I.

Sensational!
COLUMBIA MICROGROOVE TRANSCRIPTIONS

TO COLUMBIA TRANSCRIPTIONS, N. Y. 10/5/49
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MORE FOR YOUR DOLLAR WITH
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WDYX—FM 12,000 WATTS DUPLICATION
—WORD— OF SPARTANBURG
ABC SERVING THE HEART OF THE PIEDMONT CAROLINAS

AWARDS

Top Wash. Press Club Honors Won by KJR Seattle

WITH four first-place awards, KJR Seattle captured more honors in the Second Annual Radio Awards of the Washington State Press Club than any other station in the state. Second was KVOS Bellingham, with two firsts and an honorable mention.

The awards were presented Friday night (Oct. 21) during the Annual Radio Awards Night at the Press Club in Seattle. Twelve first awards were granted, and nine "honorable mentions."

Maury Rider, KIRO Seattle announcer and commentator, was chairman of the Radio Awards Committee. Serving with him on the committee were Maitland Jordan, national sales manager, and Paul Moore, account executive, both of KJR Seattle; Lincoln Miller, executive vice president of KXA Seattle, and Richard E. Green, manager of national sales and sales service, KOMO Seattle.

Judges were Bob Hillis, radio publicity director for the Seattle-King County Community Chest; Trevor Evans, radio-television director of Pacific National Advertising Agency; Pete Lyman, account executive for Frederick E. Baker & Assoc., and William Ladd, then assistant director of radio at the U. of Washington and now associate professor of speech at Washington State College.

First-place awards, by categories:

Farm News—Hal Reeves, KVOS Bellingham; Local News Commentary—Alan Miller, KVOS; Sports Announcing—Rod Belcher, KMO Tacoma.

Public Service — Robert Hayward, KVI Seattle, and Sgt. George Amans, Washington State Patrol, for *Could This Be You?;* Western Personality Program—Buck Ritchey, KVI, for *Harmony Hoedown;* Musical Spot Announcement—Tom Jones Parry, Western Agency, for "Pale, Pale, It's Extra Pale" (Rainier Beer).

Excellence in Production—Jack R. Tregallis, KJR Seattle, for *Top Seven;* Excellence in Engineering—Otto Renninger, KJR, for *Top Seven;* Excellence in Writing—Bill Ward, KJR, for *Drive in for Laughs.*

Special Events Reporting—Bob Ferris, KJR, for *This Is It;* Excellence in Announcing—Reg Miller, KJR, for *Fisherman's Festival.*

Honorable mentions included:

High School Activities, reporting—Julie Yearsley, KBRC Mount Vernon; High School Activities, variety program—Staff of KVAN Vancouver, for *Assembly;* Commercial Fishing News—"Doc" Heil, KIRO Seattle, for *The Old Boat Puller;* Western Personality Program—Warren Johnson, KRKO Everett, for *Gopher Hole Gus.*

Writing—Jean Kruzer, KPUG Bellingham, for *Dreamhouse;* Production—Jack Fearey, KPUG, for *Dreamhouse;* Public Service—Staff of KVOS, for *It's a Crime;* Musical Variety Production—Bob Hurd, KOMO Seattle, for *Studio Party;* Performance in Musical Variety—Dale Smith, KOMO, for *Studio Party.*

Twenty-three stations in the state submitted entries for the awards.

AIR MARATHON

WTTM's Kovacs Talks On

IF Milton Berle could set a record for 18 continuous hours of non-stop telecasting, Ernie Kovacs, announcer at WTTM Trenton, N. J., felt he could set a mark of 173 hours for broadcasting—or go down voiceless in the effort. Still awake, he surrendered the microphone at 1:20 p.m. Oct. 2, after topping his goal by 17½ minutes.

During the marathon, held at the New Jersey State Fair beginning 11 a.m. Sept. 25, WTTM, NBC affiliate stayed on the air 24 hours a day. Mr. Kovacs ran a nine hour disc jockey program from 12 midnight to 9 a.m., announced all local programs and delivered station identifications and announcements between NBC programs. According to the station, the quality of Mr. Kovacs' work held up well, the only evidence of fatigue being a slight huskiness in his voice and a somewhat deteriorated reaction time. He confessed that Monday morning (Sept. 26) he fell asleep during a news broadcast for about ten seconds.

Four days later, he read a time signal this way: "The time now is . . . windy, fair and continued cool . . . temperature in the middle . . ." and lapsed inaudibly for several seconds. Carl Mark, WTTM manager, rewarded Mr. Kovacs with numerous gifts including a two week vacation. Station reported that about 100,000 people visited WTTM's outdoor studio to watch the announcer in action—or inaction.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Encore

ENVY

On Records: Fran Warren—Vic. 20-3551; Roy Cordell—Miltone 5265; Buddy Clark—Col. 38599; Russ Case—MGM—10554.

On Transcriptions: Vic Damone—Associated; Larry Fotine—World; Fran Warren—Thesaurus.

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BMI



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Street

City Zone State

I enclose _____ Please Bill Me ☐

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Allied Arts

EDWIN R. PETERSON named special representative of Keystone Broadcasting System, Chicago. He was formerly MBS Detroit division manager and ABC Chicago account executive.

LOUIS M. STUMER, former CBS program sales coordinator, joins Mark Goodson - Bill Todman Productions (radio and television package producer) as director of sales, effective immediately. Prior to joining CBS, he was assistant operations manager for DuMont TV network.

JOAN ROWLAND, formerly with National Foundation for Infantile Paralysis, USO and other non-profit organizations in public relations capacity, named radio consultant for Japan International Christian U. Foundation. Newly-organized group will campaign for $10 million to build university in Tokyo.

RALPH B. HUNTER, recently with government in supervision and organization of Japanese radio broadcasting in Tokyo; **HAROLD W. GRAS Jr.,** formerly information specialist for Armed Forces Radio Service, El Paso, Tex., and **FRED D. SHAVOR,** veteran of announcing and acting experience in radio and TV in New York state, appointed graduate teaching assistants at Syracuse (N.Y.) U. Radio Dept.

JACK BOYLE named director of *Television Research Reports*, issued monthly by Daniel Starch & Staff.

NATIONAL COMMITTEE FOR LABOR ISRAEL producing *Builders of a Nation*, transcribed 15-minute series, for public service broadcast by local stations throughout country.

GUY DeVRY, writer of NBC series *We Came This Way* in 1945, awarded first prize in Victor Frenkil television playwriting contest offered nationally by Johns Hopkins U., Baltimore.

ANDREW W. BENNETT moves law offices to 1319 F St. N.W., Washington 4. Telephone remains Republic 3607.

PENN McLEOD & Assoc., Canadian market research firm with offices in Toronto and Vancouver, opens new office at 3322 White Bldg., Seattle, with **JOHN BOLAN** as manager. Phone: MUtual 1262. Company, which conducts public opinion polls, market surveys and radio research, also will open office in Los Angeles.

Equipment

LAUREN K. HAGAMAN, formerly manager of advertising and promotion for Mengel Co., Louisville, appointed director of advertising and public relations of Magnavox Co., Ft. Wayne, Ind.

ROWLAND GUILDFORD, New York regional sales manager, named to head DuMont's New York regional sales office, newly-formed company-owned distributor for New York area. He was formerly assistant national sales manager.

RAYTHEON MFG. Co. transfers merchandising of its mobile radiophones from its Belmont Radio Div., Chicago, to Raytheon's main plant at Waltham, Mass. **RAY C. ELLIS,** vice president in charge of equipment sales division, will head entire mobile radiophone operation. Until equipment is in full production at Waltham, production and service will continue at Chicago plant.

TWO GO ABROAD

Representing U. S. Radio

TWO industry representatives left last week for Europe to represent U. S. interests at international conferences.

G. Richard Shafto, WIS Columbia, S. C., NAB director-at-large for medium stations, left Friday by plane for Paris where he will be NAB's member on the U. S. Commission for UNESCO. Hugh Terry, KLZ Denver, and Michael R. Hanna, WHCU Ithaca, represented NAB at past commission meetings. Mr. Shafto is due back in this country in time to attend the NAB board's mid-November meeting.

Richard P. Doherty, NAB employe-employer relations director, left Friday for Geneva to attend sessions of the International Labor Organization, which studies world labor problems for the United Nations.

Mr. Doherty was appointed by President Truman as one of the two delegates representing American industry. ILO will take up a number of labor problems affecting broadcast, TV and sound operations.

NEW imported record brush for all types of recordings is being manufactured by Philadelphia Badge Co., Philadelphia.

NATIONAL GUARD

Radio Helps Recruiting Drive

APPROXIMATELY 550 stations currently are using a series of 13 quarter-hour dramatic shows produced by C. P. MacGregor Inc., Hollywood firm, on behalf of the National Guard's fall recruiting campaign. The Guard has apportioned from $45,000 to $50,000 to radio during its campaign which began Sept. 19 and runs through Nov. 19 [BROADCASTING, Sept. 12].

The National Guard, through Gardner Advertising Co., Washington, is using an average of one paid spot per week per station in a promotion involving over 1,700 outlets. In addition, Frank Heppler, NG account executive, revealed that "a most encouraging number of stations are airing courtesy announcements" because of the Guard's limited budget.

Station cooperation during the first week of the campaign was termed "splendid," with stations "going out of their way" to broadcast free spots. Mr. Heppler said NG had met its first week quota, and was confident of garnering its full quota of 45,000 new recruits during the nine-week campaign with a large share of the credit due the radio industry.

RACINE GRANT

FCC Gives Initial Ruling

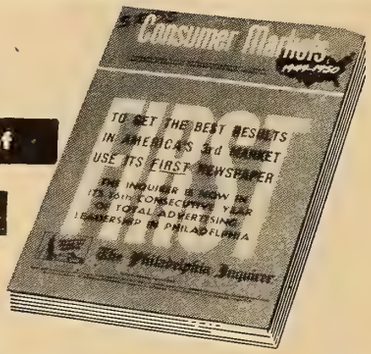
INITIAL decision has been reported by FCC for grant of Belle City Broadcasting Co.'s application for a new standard station at Racine, Wis., on 1460 kc with 500 w daytime. Belle City is associated in ownership with WMIL Milwaukee.

Hearing Examiner Leo Resnick found that slight overlap would result between the new Racine outlet and WMIL but concluded that the overlap would be insufficient to preclude a grant within meaning of Sec. 3.35 of FCC's rules, the duopoly ban. The initial ruling would become effective in 40 days unless contested.

Belle City Broadcasting is owned equally by Gene Posner, 50% owner of WMIL, and Jerome Sill, manager and 34% owner of WMIL.

Examiner Resnick also concluded the new Racine outlet would cause no objectionable interference to any existing or proposed station excepting that proposed by Metropolitan Broadcasting Co. at Milwaukee on 1470 kc, 500 w daytime. The examiner found that Metropolitan failed to appear at the hearing and hence no consideration of that matter was necessary.

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Many Uses: CONSUMER MARKETS is in the hands of SRDS Subscribers, and others, many of whom already have told how they are putting it to work. "We are laying out new sales quotas and advertising plans from it," wrote a national advertising manager. "Selecting markets for a test campaign on a new product," says an account executive.

Users Like It: "Contains more information than I have ever seen in a single market data book," reports another agency man. A time buyer wrote, "Your book has figures on farm radio homes and farm buying power that I have been looking for for years."

CONSUMER MARKETS was designed as a companion-piece for use with regular monthly sections of SRDS to make all jobs of media-market selection easier, faster, more accurate.

Extra copies of CONSUMER MARKETS are available to subscribers, or to non-subscribers at $5.00 each.

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WQUA FULL-TIME MUTUAL
RADIO CENTER, MOLINE, ILL

WBAL means business in Baltimore

A. C. NIELSEN

Rates Lux Theatre First

PROGRAM receiving top Nielsen ratings for the weeks Sept. 4-10 and 11-17 was *Lux Radio Theatre* which compiled ratings of of 18.5 and 22.7, respectively, A. C. Nielsen Co. reported last week. Runnerup in the first week was *Mr. Keen* with 18.5 and in the second week, *Arthur Godfrey's Talent Scouts* was second with 19.1.

The Nielsen Radio Index report, at the same time, pointed out that total radio usage (3.74 hours per home per day) during the week of Sept. 4-10 was equal to the listening recorded for the first week of the same month last year. In 1947 the average was 3.49. During the daytime hours, more homes listened to radio programs than during the similar 1948 broadcast period while a slight decrease was noted for nighttime hours, Nielsen said.

Nielsen also pointed to an 18.5% for *Fibber McGee & Molly* in its 9:30-10:00 p.m. slot and 15th anniversary of broadcasting. The program ranked third for the week of Sept. 11-17. Third place for the week of Sept. 4-10 went to *FBI In Peace and War* which rated 16.9.

For the month of August top Pacific area rating of 15.6 was recorded for *The Whistler*, second, *Let George Do It*, 14.6 and third, *Adventures of Sam Spade*, 14.0. Weekday top program nationally during Sept. 4-10 was *Right To Happiness* (8.4) followed by *Pepper Young's Family* (8.3) and *Backstage Wife* (7.9). Listings for August weekday shows in the Pacific area showed *Backstage Wife* (8.1) first.

HOGAN & HARTSON

Adds Three New Members

WASHINGTON radio law firm of Hogan & Hartson has announced that Seymour S. Mintz, George E. Monk and John J. Sirica have become members of the firm.

Mr. Mintz has been associated with Hogan & Hartson since May 1946 and formerly had been with the Bureau of Internal Revenue for nine years. During the war he served in the Coast Guard. He received his LLB from George Washington U. there. Mr. Monk, also a George Washington U. graduate, has been with the firm since 1934. Prior to that he engaged in private practice of law. Mr. Sirica, new to the firm, formerly was in private practice of radio law in Washington and at one time had been general counsel for the House Select Committee to investigate the FCC. He is a graduate of Georgetown U. law school, Washington.

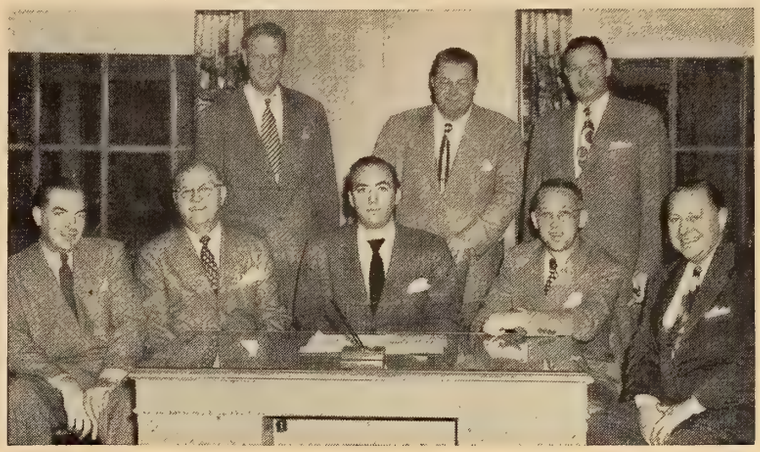
Small Space — *Big* Story

- MORE people
- MORE times
- LESS money

WGRD Grand Rapids Michigan

PILSENER CAMPAIGN

Plans Cleveland Hockey On AM-FM-TV



PILSENER Brewing Co., TV, radio and advertising agency executives arranging P. O. C. contract (l to r): Seated—Mr. Hartley; Walter Franz, president and general manager, Pilsener Co.; Mr. Rand; Bernard C. Hoag, Pilsener general sales manager, and Bromley House, Gregory & House Adv. Agency; standing—Messrs. Blumer, Hendy and McKelvey.

* * *

IN spite of a 15% below normal market in the sale of malt beverages in Ohio at this time of the year, a Cleveland brewing company has thrown all advertising, sales and promotion tradition to the winds by completing arrangements for an all-out promotional campaign.

The firm is the Pilsener Brewing Co., maker of P. O. C. Pilsener Beer, and its campaign includes formation of a brand new radio network, new arrangements for better and more intimate means of broadcasting, the employment of one of Canada's top-notch hockey broadcasters and the innovation of TV.

Heart of the campaign is the broadcasting of the Cleveland Barons hockey games. Each of the regularly scheduled contests, both at home and away, will be brought to hockey fans by way of radio—AM and FM. Broadcasts will be made from ringside at the Cleveland Arena and all other places where hockey is played throughout the league.

Key station of the AM-FM network is WJW Cleveland, with WICA Ashtabula, WHBC Canton, WLEC Sandusky, WBBW Youngstown, and WEOL Elyria, participating. In addition, 19 Saturday night games and one Sunday contest will be telecast over WEWS (TV) Cleveland.

Key figures in the campaign include James C. (Jim) Hendy, general manager of the Cleveland Arena; Bun Cook, Barons' coach; LeRoy Ward, Arena superintendent; Eddie Coen, publicity director; Sheldon Fullerton of the publicity department; Ron Cook, hockey broadcaster; station officials—Frank Blumer and G. C. McKelvey of WJW; Walter Walrath of WICA; Robert C. Fehlman, WHBC; Al Heiser, WLEC; Gene Trace, WBBW; H. A. Seville, WEOL; J. Harrison Hartley, WEWS (TV), and Cleveland Hockey Club President Bernard E. (Bunny) Rand.

Commenting on the campaign, Mr. Rand said: "We're taking the Arena out of the gymnasium class and putting it into the ranks of leading theatres, where it belongs. Grotesque signs are coming down. Decorations will be appealing. The comfort of our guests comes first. And, with radio and television bringing the Barons' games to all Northern Ohio, we believe we'll bring a new hockey spirit to this entire area."

Patricia Weiss Hart

ENGAGEMENT of Patricia Weiss Hart, daughter of Mr. and Mrs. Lewis Allen Weiss, Bel Air, Calif., to John Austin Armitage, Third Secretary of the U. S. Embassy at Prague, was announced last week. Mr. Weiss is chairman of the board of the Don Lee network, and member of MBS board of directors. The prospective bride is a member of the U. S. Information Service Staff at Prague. The couple plan to be married in January at the Weiss home.

45.0

"HOOPER"*

*(average 5 periods, Winter, 1948)

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DANVILLE, VA.

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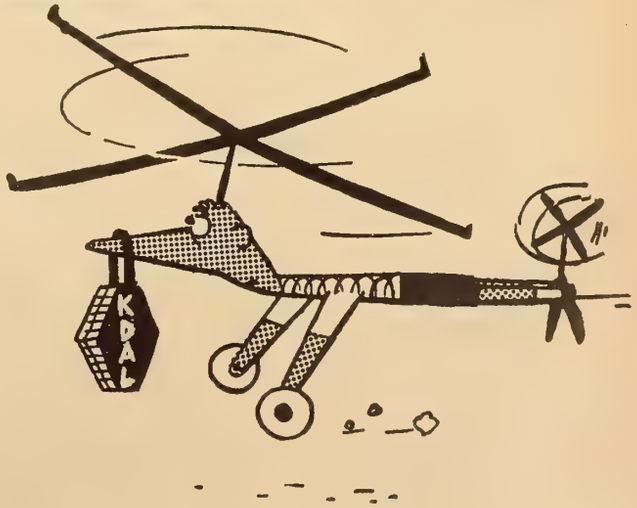
WBTM

5kw (d) ABC 1kw (n)

Rep: HOLLINGBERY

HIGH FLYER

DULUTH, MINN.—"Whoops! I'm higher than a kite, Hooper-wise," shouts Otto Mattick to the world from his hovering cranicopter. "And I'm *never* coming down!" He won't, either, as long as KDAL maintains its continuing promotion program. And maintain it, KDAL will. KDAL's effective listener promotion, plus its own station and CBS personalities has built audience dominance in the Duluth-Superior Market. Analysis will convince you this is a profitable area to include in your next campaign. Doing the selling job here is easy via the market's outstanding medium—KDAL.



There's more to the KDAL story. Get chapter and verse from Avery-Knodel before you complete the list for your campaign.

ACTIONS OF THE FCC

OCTOBER 14 to OCTOBER 21

CP-construction permit | ant.-antenna | cond.-conditional
DA-directional antenna | D-day | LS-local sunset
ERP-effective radiated power | N-night | mod.-modification
STL-studio-transmitter link | aur.-aural | trans.-transmitter
synch. amp.-synchronous amplifier | vis.-visual | unl.-unlimited hours
STA-special temporary authorization | CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

October 14 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

KXLJ Helena, Mont.—Designated for hearing application for license renewal on issues regarding program service; present license extended to 3-1-50.

CP Revoked

KCRO Englewood, Col.—Revoked CP for new station authorized 8-1-48 because of apparent misrepresentations of R. L. Cunningham, one of partners, regarding his financial position. Revocation effective 15 days after receipt of order, within which time KCRO may request hearing; order would be suspended pending decision.

October 14 Applications . . .

ACCEPTED FOR FILING

License for CP

KNBY Newport, Ark.—License to cover CP new AM station.

KTUR Turlock, Calif.—Same.

KRAM Las Vegas, Nev.—License to cover CP increase power etc.

License Renewal

WSJS-FM Winston-Salem, N. C.—License renewal FM station.

Modification of CP

WBMS-FM Boston—Mod. CP new FM station for extension of completion date.

TENDERED FOR FILING

CP to Replace CP

WJWL Georgetown, Del.—Application to replace CP which expired, for 900 kc 1 kw D DA.

October 17 Decisions . . .

BY COMMISSION EN BANC

Modification of CP

KOME Tulsa, Okla.—Granted mod. CP make changes in DA.

KYES Butte, Mont.—Denied mod. CP for extension of completion date for new station because of lack of diligence; hearing may be requested within 20 days.

WINS New York—Denied extension of completion date on mod. CP for boost from 10 kw to 50 kw N on 1010 kc; hearing may be requested within 20 days.

CP to Replace CP

The Saratoga Bcstg. Co., Saratoga Springs, N. Y.—Denied application requesting CP to replace expired CP for new station 900 kc 250 w D without prejudice to filing new application for Saratoga Springs. Retired application to closed files.

Hearing Designated

WTOB Winston-Salem and WPAQ Mount Airy, N. C.—Designated for consolidated hearing applications to change to 550 kc 1 kw unl. DA; made WKRC Cincinnati party to proceeding.

WKBO Harrisburg; Capital Bcstg. Corp., Harrisburg; WCMB Lemoyne and WHGB Harrisburg, Pa.—Designated for consolidated hearing application of WKBO change to 1460 kc 1 kw-N 5 kw-D unl. DA; of Capital Bcstg. for new station 1460 kc 1 kw-N 5 kw-D unl. DA-N; of WCMB for 1460 kc 5 kw unl. DA-N; and of WHGB for 1460 kc 5 kw unl. DA-N; made KSO Des Moines, WBNS Columbus, Ohio, and WHEC Rochester, N. Y., parties to proceeding.

John Townsend, North Platte, and Nebraska Rural Radio Assn., Lexington, Neb. — Designated for consolidated hearing applications for new stations 1010 kc 1 kw D.

Tilden M. Adcock and Starlon S. Adcock, Goldsboro, N. C.—Designated for hearing application for new station 570 kc 1 kw D and made WGTM Wilson, N. C., party to proceeding.

Authority to Remain Silent

WDXB Chattanooga, Tenn.—Granted authority to remain silent until Oct. 31 because engineers are on strike.

WTNB Birmingham, Ala.—Granted authority to remain silent for additional 30 days until Nov. 4.

Petition Denied

WRIB Providence, R. I.—Denied petition for immediate grant of application and proceeding is scheduled for hearing on issues previously designated to be held Nov. 9 in Washington.

KEYY Pocatello, Ida.—Designated for hearing Nov. 21 at Pocatello license renewal application.

Oral Argument Set

WMUS Muskegon, and Grand Haven Bcstg. Co., Grand Haven, Mich.—Ordered that oral argument be held Nov. 7 before Commission en banc and that parties are afforded opportunity to address themselves not only to exceptions filed but also to petition filed by WMUS to set aside proposed decision and opposition thereto and issues raised therein.

The Mount Vernon Bcstg. Co., Mount Vernon, Ohio, et al—Scheduled oral argument in consolidated proceeding Nov. 4 before Commission en banc and ordered that parties are afforded opportunity to address themselves not only to exception but also to petition filed by Mount Vernon Bcstg. and opposition thereto and issues raised therein.

Home News Pub. Co., New Brunswick, N. J.—Scheduled oral argument Nov. 4 before Commission en banc on proposed decision.

WILS Lansing, Mich., et al—Scheduled oral argument Nov. 4 before Commission en banc on proposed decision in consolidated proceeding.

October 18 Decisions . . .

BY THE SECRETARY

WRR-FM Dallas, Tex.—Granted license new FM station 101.1 mc (Ch. 266), 68 kw, 500 ft.

WFMW (FM) Madisonville, Ky.—Granted license new FM station 103.1 mc (Ch. 276), 1 kw, 130 ft.

Rockford Bcstrs. Inc.—Granted CP and license to cover making changes in existing remote pickup KSA-663 to change location from mobile to 3800 Abbotsford Rd., Rockford, and for operation with WROK-FM and well as WROK.

WPAT Paterson, N. J.—Granted mod. CP for extension of completion date to 11-16-49.

WFLN (FM) Philadelphia—Granted license new FM station 95.7 mc (Ch. 239). 20 kw, 490 ft.

KRIC Beaumont, Tex.—Granted CP install new vertical ant. with FM ant. mounted on top, and change trans. and studio locations.

WOSH Oshkosk, Wis.—Granted mod. license change studio location.

WQXI Buckhead, Ga.—Granted mod. CP change type trans.

KING-TV Seattle, Wash.—Granted license to cover CP to designate transmitter location, ERP vis. 19 kw, aur. 10 kw in lieu of 18.95 kw, 9.79 kw; ant. height 410 ft.

WDGY Minneapolis—Granted license increase power etc.

WMRC Greenville, S. C.—Granted license to cover CP change to 1440 kc 5 kw, install new trans. and DA-DN and change trans. location.

Associated Bcstrs. Inc., Mobile, Areas of Bethlehem, Easton and Allentown, Pa.—Granted license for new exp. TV station KGZXAZ and ASB-6 type trans.

WWCA Lake Bcstg. Co. Inc., Gary Ind.—Granted mod. CP change type trans.

WDYK Richard Aubrey Raese, Cumberland, Md.—Granted mod. CP change type trans.

KGWA Public Bcstg. Service, Inc. Enid, Okla.—Granted mod. CP change type trans. and for approval of DA and trans. location; cond.

National Bcstg. Co. Inc., Stratford, Conn.—Granted mod. CP for approval of trans. location of exp. TV station KC2XAK.

Following were granted extension of completion dates as indicated: WAMS-FM Wilmington, Del., to 5-1-50; WTTV Bloomington, Ind., to 4-15-50; KSUB Cedar City, Utah, to 2-10-50; KCIJ Shreveport, La., to 4-7-50; KOA-FM Denver, to 1-13-50; WBCC-FM Bethesda, Md., to 1-6-50; W6XNO Don Lee Bcstg. System, Hollywood, to 5-4-50; KM2XBD Don Lee Bcstg. System, Hollywood, to 5-1-50; WMBR-TV Jacksonville, Fla., to 4-17-50.

KCRA-FM Sacramento, Calif.—Granted license new FM station Ch. 241 (96.1 mc), 11 kw, 380 ft.

WRNY-FM Rochester, N. Y.—Same—97.9 mc, 7.7 kw, 460 ft.

WENR-TV Chicago—Granted license new TV station and change ant. height to 660 ft.

WKRS Waukegan, Ill.—Granted license new AM station 1220 kc 1 kw D DA.

WYVE Wytheville, Va.—Same—1280 kc 1 kw D.

WINA Charlottesville, Va.—Same.

KTFY Brownfield, Tex.—Same—1050 kc 250 w D.

WTSP St. Petersburg, Fla.—Granted license to cover CP install old main trans. for aux.

KGFF Shawnee, Okla.—Granted license install new trans.

Grady-Mitchell Bcstg. Co., Cairo, Ga.—Granted mod. CP for approval of ant. trans. and studio locations.

ACTIONS ON MOTIONS
(By Comr. Sterling)

WHOM Jersey City, N. J.—Denied petition for leave to intervene in proceeding upon application of New Rochelle Bcstg. Service, Inc., New Rochelle, N. Y.

Glenwood Springs Bcstg. Co., Glenwood Springs, Col.—Granted petition for leave to amend application to change requested frequency from 1340 kc to 1240 kc etc.; accepted amendments and removed application from hearing docket; dismissed its petition requesting cond. grant of said application; on Commission's own motion, removed from hearing docket application of Western Slope Bcstg. Co., Glenwood Springs.

KICK Springfield, Mo.—Granted petition for extension of time to reply to petition for reconsideration filed by KTTS; time extended to Oct. 24.

WMEX Boston—Granted petition for extension of time to file reply to exceptions of FCC General Counsel; time extended to Oct. 24.

FCC General Counsel—Granted petition for extension of time to file exceptions to initial decision re WSAP Portsmouth, Va.

(Continued on page 71)

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

Commercial Radio Monitoring Co.
successor of
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Consulting Radio Engineer
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CONSULTING RADIO ENGINEERS
Executive offices: 40 East Ave.
Laboratory: 114 Northgate Rd.
Riverside, Ill. — Riverside 6652
(A Chicago suburb)

Ben Adler
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White Plains 8-3796
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*Member AFCCE**

Mr. Tucker Scott
Compton Advertising, Inc.
New York City, N. Y.

Dear Tuck:

One o' th' mostest importantest thin's fer a station ter do is ter keep itself afore th' public. Weel, ole WCHS sartinly does thet in a big way! Folks 'round Charleston here don't never have no chanct ter fergit thet this is THEE station in West Virginny's number one city. Why, Tuck, ever place yuh goes yuh sees er hears sumpthin 'bout WCHS! All th' leadin' resterants has WCHS newsflashes on th' tables. Sevrul times a month some feller er other from WCHS is a makin' a speech ter a club, an' durned near ALL th' time some big promotion is agoin' on! Yessir, folks really knows 'bout WCHS, and hit shore pays off ter use the' station folks thinks 'bout mostest!



Yrs.
Algy

WCHS
Charleston, W. Va.

FIRST... WHERE THERE'S MOST!

WJDX
NBC AFFILIATE IN Jackson MISSISSIPPI

Retail sales in Hinds County, Mississippi, center of the rich WJDX primary market, in 1948 showed an increase over 1940 of 333%. Since the population growth for this same period was approximately 66%, it's easy to see that WJDX listeners are growing in quality as well as quantity.

5000 - DAY
1000 - NIGHT

19 YEARS' LEADERSHIP

Represented Nationally by the George P. Hollingbery Co.

News

GENE OSBORN, formerly assistant sports director at WQUA Moline, Ill., joins KWWL Waterloo, Iowa, as sports director.

ED GRAHAM, new to radio, appointed news editor of WPTR Albany, N. Y.

JOHN McDONALD, WSM Nashville, Tenn., farm director, awarded Honorary American Farmer degree by Future Farmers of America at 22d national convention.

NELSON PRINGLE, KNX Hollywood newcaster, elected to board of directors of Greater Los Angeles Press Club.

JERRY DEANE, news and special events staff member at KXEL Waterloo, Iowa, is the father of a girl, Sara Ann.

WILLIAM RAY, news and special events manager at NBC's Central Div., appointed to board of directors of Chicago Press Club.

IRE SESSION

Set for Kansas City

SPEAKERS prominent in radio engineering are sheduled to address the Kansas City Section Technical Conference on Antennas, Institute of Radio Engineers, Oct. 28-29 in the Hotel President, Kansas City, Mo.

Friday discussion will be divided into three parts. In the morning, the microwave antenna session is to be addressed by F. M. Deerhake, project engineer in charge of microwave relay development, Electronics Dept., General Electric Co.; J. A. Albano, senior project engineer in the Antenna Research Branch, Wright - Patterson Air Force Base, Dayton, O., and Dr. Charles B. Barker, assistant branch head of Antenna Research Branch, Naval Research Laboratory, Washington. Luncheon speaker will be Dr. W. L. Everett, dean of U. of Illinois School of Engineering.

The afternoon speakers are:

Peter Caporale, technical advisor to the director, office of Federal Airways, Civil Aeronautics Authority, Washington; J. P. Shanklin, senior associate engineer, Collins Radio Co. Research Division, Cedar Rapids, Iowa; R. E. McCormick, CAA Experimental Station engineer, Indianapolis.

Also, D. A. Peterson, senior engineer with A. Earl Cullum Jr., consulting engineer, Dallas, Tex., and J. S. Brown, chief engineer with Andrew Corp., Chicago.

The TV-FM antenna session will be held Saturday with the following as speakers:

A. W. Walters, engineer with Communication Branch of Naval Research Laboratory; R. W. Masters, research associate at Ohio State U. Research Foundation, Columbus, Ohio, and George P. Kearse, senior engineer with the American Phenolic Corp., Development Division, Chicago.

CFCH-FM North Bay, Ont., and CJCA-FM Edmonton, Alta., are now on air. according to announcement of Dept. of Transport, Ottawa. CFCH-FM is on 106.3 mc with 250 w, and CJCA-FM is on 99.5 mc with 414 w.

KCBS REMODELING

Plans New Audio Equipment

LATEST step in remodeling of KCBS San Francisco is an ambitious audio equipment construction project announced last week by Arthur Hull Hayes, CBS vice president and KCBS general manager.

The station's existing studio and engineering equipment will be completely replaced with the most modern audio equipment available, Mr. Hayes said. The new construction project will be under direction of Alan Cormack, KCBS director of engineering. In recent weeks the station's office and studio space has been remodeled with new entrance through the Palace Hotel lobby.

NBS Handbook

NATIONAL Bureau of Standards has announced a new handbook of interest to design engineers. It is titled, *Installation and Maintenance of Electric Supply and Communication Lines — Safety Rules and Discussion,* (Handbook H43). NBS says the 386-page book with 29 tables and 20 figures, combines in a single volume for the convenience of design engineers, code rules, discussion, and related engineering data. Three appendices present technical data useful in making computations of the strengths of supporting structures and in determining crossing clearances. Available only from Supt. of Documents, U. S. Govt. Printing Office, Washington 25, D. C., the booklet is priced at $1.50 a copy.

L. A. News Club Elects

AL GORDON, KFWB Hollywood news editor, has been elected president of the Los Angeles Radio News Club to replace Jim McNamara, retiring head. Remainder of the incoming slate consists of David Anderson, NBC Hollywood, vice president; Carroll S. Ugar, ABC Hollywood, secretary-treasurer; Betty Penny, KFWB, assistant secretary. Board of directors: Bob Garred, CBS Hollywood; Clete Roberts, KFWB; Jim McNamara, KLAC Los Angeles; Jack Beck, CBS Hollywood.



CITATION for "outstanding leadership and service in soil conservation" is received by Herb Plambeck (r) WHO Des Moines farm service director. Iowa Secretary of Agriculture Harry Linn (l) smiles approval as Chris Jensen, chairman, Iowa Soil Conservation Committee, presents plaque to Mr. Plambeck, veteran director of soil conservation field days and plowing matches.

LICENSE FEES

Boost in Canada Unlikely

CHANCES of an increase in listener license fees from $2.50 to $5 a year, as requested by the Canadian Broadcasting Corp. at Ottawa recently, are considered fairly slim in Canada. Added to public opinion against the increase is understood to be feeling of most members of the Liberal Party, which forms the government. Opinion of the party members was expressed at a caucus held early this month at Ottawa, at which members vetoed the suggestion—felt it would be wiser for the government to pay the deficits of the CBC in the same way that the government now pays the deficits of the government-owned Canadian National Railways and Trans-Canada Airlines.

The matter of increase is now up for recommendation by the Royal Commission on Arts, Letters and Sciences, before which the CBC made the request. The Royal Commission is expected to file its recommendations sometime next spring or summer after completing its hearings across Canada. Amendments to the Canadian Broadcasting Act are contemplated at this session of Parliament.

FARM STATION?

Yes! For almost a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

First 15 Program Hooperatings—Oct. 15 Report

Program	No. of Stations	Sponsor & Agency	Hooper	Year Ago: Hooper	+or—	Pos.
Radio Theatre	172	Lever Bros. (JWT)	19.9	17.9	+2.0	5
Jack Benny (Original Broadcast 17.3) (Added by 2d Broadcast 2.3*)	179	American Tobacco (BBDO)	19.6	19.0	+0.6	3
Bob Hope	151	Lever Bros. (BBDO)	18.4	19.0	—0.6	4
Godfrey's Talent Scouts	154	Thomas J. Lipton Co. Div.—Lever Bros. (Y&R)	18.0	15.5	+2.5	9
Fibber McGee & Molly	165	S. C. Johnson & Son (NL&B)	16.7	20.1	—3.4	2
Walter Winchell (Original Broadcast 14.2) (Added by 2d Broadcasts 1.4*)	284	Kaiser-Frazer (Weintraub)	15.6	21.4	—5.8	1
My Friend Irma	150	Pepsodent Div.—Lever Bros. (FC&B)	15.5	15.1	+0.4	11
Inner Sanctum	156	Emerson Drug (BBDO)	14.8	—	—	—
Red Skelton	159	Procter & Gamble (B&B)	14.1	11.4	+2.7	28
Mr. Keen	149	Whitehall Pharmacal (Murray)	13.7	13.0	+0.7	17
Charlie McCarthy (Original Broadcast 11.4) (Added by 2d Broadcast 1.6*)	171	Coca-Cola Co. (D'Arcy)	13.0	14.9	—1.9	12
People Are Funny	164	B. & W. Tobacco (Seeds)	12.9	13.7	—0.8	16
Crime Photographer	148	Philip Morris (Biow)	12.9	14.1	—1.2	15
Amos 'n' Andy	149	Lever Bros. (R&R)	12.7	—	—	—
Suspense	169	Electric Auto Lite (N-E)	12.7	16.2	—3.5	7

* Second broadcast on same day in some cities provides more than one opportunity to hear program.

On All Accounts

(Continued from page 10)

nc., advertising firm in that city.

Nat and his St. Louis recruit—Martha Cunliff, industrial publications editor and public relations person in her own right—were married in Savannah immediately after he received his second lieutenant's bars. They have two children, Michael, now three, who was born in the south end of the main runway at Bolling Field, in Washington, and redheaded Susan, a dignified young lady of 18 months.

The golf that was Nat's hobby during his bachelor days has given way to reading *Winnie-the-Pooh* and Mother Goose to an insatiable audience, and to combing the town for a house large enough to hold Michael's collection of stuffed animals in addition to four Brandons together with their assorted books, typewriters, steam rollers, dump trucks, dolls and tricycles.

Back of all this is the dream of a larder full of vegetables and Tennessee hickory-smoked hams from his home farm in Stewart County, Tennessee, some 75 miles northwest of Nashville, and a deep-freeze packed with fish from Kentucky Lake and game shot over his own acres.

GA. INSTITUTE

Mullinax Names Committee

EDWIN MULLINAX, general manager of WLAG LaGrange, Ga., and president of the Georgia Assn. of Broadcasters, has named the committee of the Fifth Radio Institute to be held at the U. of Georgia in conjunction with sessions of Henry Grady School of Journalism in the spring of 1950.

The committee includes: R. Lewis Doster, WGAU Athens; W. R. Ringson, WRDW Augusta; Carter C. Peterson, WCCP Savannah; James Bailey, WAGA Atlanta; Virgil Craig, WLET Toccoa; Wilton Cobb, WMAZ Macon; Marcus Barlett, WSB Atlanta, and Dwight J. Bruce, WTOC Savannah.

The next GAB meeting will be held in Macon in January.

Leich Recovering

CLARENCE LEICH, secretary-treasurer and general manager of Curtis Radiocasting Corp., owner of WGBF and WMLL(FM) Evansville, Ind., and WBOW-AM-FM East St. Louis, Ill., is recuperating from an emergency operation at the Johns Hopkins Hospital in Baltimore.

KGW

KGW-FM

PORTLAND, OREGON

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Lazarsfeld

(Continued from page 15)

of time? This obviously cannot be done. But if a new campaign has to be devised, what have we really learned from the old study? We don't know what accounted for the previous success and we don't know what new elements to build into the new campaign.

On the other hand, we can study the different phases which go into the whole process of inference. What happens at the time the message is received? What happens during the period of deliberation? What clinches the final purchase? This is a much longer process and of course studies of actual buying are an indispensable part of the process. But for general strategy all phases have to be investigated.

The considerations are somewhat similar to those which led to the Lazarsfeld-Stanton Program Analyzer. It is generally accepted by now that we should study what goes on in people's minds while they listen to a program. This is obviously quite different from studying ratings, that is, the number of people who actually do listen to the program. It is fairly generally accepted in the radio industry that program analyzer work is of considerable practical use in program building, but it should not supersede but rather be complemented by the collection of program ratings.

* * *

THE full impact of an impact study lies in its details and in a careful weighing of all the elements which have been reported. Numerous quotations from interviews are needed to give the reader a true picture of this type of finding. A summary of a few hundred words cannot possibly give a picture of a hundred-page report of this kind. It is, therefore, fortunate that the American Newspaper Advertising Network is making the study available through the Bureau of Advertising, American Newspaper Publishers Assn., 370 Lexington Ave., New York.

This agency is distributing two documents. One is an extract authorized by the Bureau of Applied Social Research which summarizes the findings especially useful for arguments. The other is the full original report. Readers interested in the research aspect of the problem will, of course, have to get and study the original analysis. This analysis is intended as a contribution to research methods as well as to the ever baffling problem of the relation between research, argumentation and action.

Bartlett Injured

PAUL BARTLETT, manager of KFRE Fresno, Calif., is recovering following injuries sustained in a headon auto collision near Tulare Oct. 12. Mr. Bartlett suffered cuts and bruises and possible rib fractures.

The Texas Rangers

"AMERICA'S FINEST WESTERN ACT"!



The Texas Rangers, stars of stage, screen, radio and television, early this summer made a personal appearance tour in the Midwest. They are pictured here in Oklahoma City, when they were commissioned honorary Colonels of the State of Oklahoma by Governor Roy J. Turner.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations — ask about our new sales plan!

Wire, write or phone

ARTHUR B. CHURCH *Productions*
KANSAS CITY 6, MISSOURI

Home Town Makes Red Mayor — and other WLS Doings

Last Thursday, Pittsville, Wisconsin chose a new Mayor—Donald "Red" Blanchard, once a Pittsville farm lad, now comedy star of the WLS National Barn Dance and the ABC-TV Barn Dance. The whole county and section turned out to honor "Red" and his family in as gala a day as mid-Wisconsin has had.

Tiny Stokes of the Buccaneers, he of the tenor voice, and 240 pounds, has moved from his trailer to a house near Palos Park. Bill Bailey, emcee of the Phillips 66 Barn Dance, is a new resident of the Elmhurst vicinity. Both boys are enjoying the problems of new home owners.

The WLS staff is throwing a welcome-home luncheon for Josephine Wetzler, just back from Europe full of fresh ideas for her educational and service programs on WLS.

And the sales department still has a few resultful minutes to sell to advertisers who like an active, busy station with a loyal, affectionate audience, like—

WLS
Chicago 7

Represented by John Blair & Company

Adv.

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Sales manager for midwestern regional ABC station in steady conservative market. Salary and commission should total $6,000 to $12,000 per year depending upon individual. Write stating education, sales experience, references and photo. Box 847c, BROADCASTING.

250 w Mutual affiliate in growing southern town needs versatile experienced manager. Must be sober. Will sell ⅓ interest to right man. Give full information and references. Box 958c, BROADCASTING.

Experienced, competent manager for 1 kilowatt midwest daytime station. Real opportunity for man of proven record in programming, management and sales. Give complete record, references and tell all in first letter. Box 975c, BROADCASTING.

Salesmen

Salesman for independent in large midwestern city. Must have proven sales record on independent station. Unlimited opportunity. Box 816c, BROADCASTING.

Local salesman for first station in city of 125,000. Network affiliate, fulltime, well established. Salary and commission. Opportunity for advancement to administrative position. Owner has multiple radio interests in Great Lakes area. In answering give sales experience, references, education and photo. Box 848c, BROADCASTING.

Regional north central network affiliate needs aggressive, experienced salesman with proven record. Good billing of on-air accounts plus excellent prospect list. Must be available for personal interview. Job open immediately. Box 936c, BROADCASTING.

Progressive and industrious sales manager and salesman. Excellent opportunity in Virginia area with large potential. 1000 watt daytime station. Send the facts to Box 993c, BROADCASTING.

Salesman-announcer or man and wife team experienced selling, writing, producing. Commissions with guarantee for coverage rural small town areas. WIBU-WWCF, Poynette, Wisc.

Announcers

Announcer, ability to handle disc shows for Slovac and/or Hungarian programs. Send background data, photo and disc if available. Box 861c, BROADCASTING.

Sportscaster, emphasis on basketball but must know other sports and do some newscasting. Box 964c, BROADCASTING.

Technical

Wanted—Engineer-announcer, 50 hour week, good living conditions. Send full particulars in first letter. Opportunity for right man. Box 948c, BROADCASTING.

Have immediate vacancy for combination chief engineer-announcer. Salary and conditions excellent. Station KHUB, Watsonville, Calif.

Production-Programming, others

Radio director: Experienced male producer of educational programs wanted by eastern university. Producer over 30 years who can also announce and write shows desirable. State salary. Box 824c, BROADCASTING.

Experienced, young woman capable handling traffic, continuity, etc. Will find interesting job at this small, southwestern network affiliate. Box 951c, BROADCASTING.

Help Wanted (Cont'd)

Program director with complete background in announcing and production needed by progressive station in the east. Send complete background, martial status, age, salary requirements and references to Box 991c, BROADCASTING.

Program director with knowledge of sports and at least five years experience. Complete details to Box 992c, BROADCASTING.

Situations Wanted

Managerial

Manager, 13 years experience 250 w, 50 kw. As announcer, program director, salesman, manager, part owner, put station in black in competitive 12 station market. Can get along with people, sober, married, sound business judgement, interested in station planning or in television. Want personal interview only. Box 906c, BROADCASTING.

Mgr. for TV or AM, 16 years in metropolitan area. Peanut whistles to 50 kw, clear channel, to national ad agency to TV. Program director, idea man, married, three children. Want permanent position in community of 200,000 or less. Salary must be in keeping with the "dignity of labor." It's not the money, it's the principle of the thing. Two weeks notice. West of the Mississippi preferred. Address Box 963c, BROADCASTING.

Salesmen

Looking for future in TV or livewire AM station in the east. One year sales with 5 kw independent. Three years advertising and promotion. College graduate. Young, progressive, good sales record. Must make change. Wasting time and talents in present job. Box 945c, BROADCASTING.

University graduate, some experience, desires position in radio sales. Proven sales ability, drive, ambition and personality. Thrives on competition. East. Box 962c, BROADCASTING.

Experienced salesman with radio background desires position with progressive station. Good references. Box 967c, BROADCASTING.

Salesmen, experienced sales, sales promotion and merchandising. University degree — b u s i n e s s administration. Young, aggressive and capable. Excellent references. Two years radio experience. Available sales staff or assistant to general manager. Box 978c, BROADCASTING.

N.Y.U. grad. Radio broadcasting major, vet. Seeking position in sales, promotion. Production or publicity. Will start at rock bottom and travel. Box 979c, BROADCASTING.

Announcers

Eight years, sports, discs, events, news, college graduate, married, employed. Box 789c, BROADCASTING.

Eight years commercial, disc, news. Eighty-five guarantee after ninety days. TV experience. Married. Employed. Box 815c, BROADCASTING.

Two and a half years of this business makes or breaks an announcer and I'm not in debt yet. I've built two very saleable disc sessions at two eastern indies and I offer you a high rated, friendly jockey show plus experience in all kinds of staff announcing. In return I'd like minimized staff duties, prestige and a little "education," besides security and "just money." If I had more time between "fee" shows, I'd write to you personally. So if you're a progressive eastern station, let's hear from you. I'm a courteous fellow and I'll answer all your questions promptly. Box 846c, BROADCASTING.

A moment's hesitation will reward your meditation. Just scan this ad and you'll be glad to find a man that's not half bad. Two years announcing experience, pleasant voice. Can write good copy, single, 25. Box 859c, BROADCASTING.

Situations Wanted (Cont'd)

Disc jockey, AM or PM. Married. Experienced staff man. Operate controls. Box 860c, BROADCASTING.

Newswriter-competent reporter, experienced broadcaster. Ex-staffer, correspondent, loves local metropolitan beat. Special events, sales, sports tie-in possible with progressive station providing permanent position. Box 867c, BROADCASTING.

Staff announcer with first class ticket. Reliable, sober, excellent references. Box 908c, BROADCASTING.

5 years experience. All phases AM & FM operation. Agency and free lance background. Chief announcer two stations. Resume on request. Box 925c, BROADCASTING.

Basketball play-by-play free lance announcer available for and experienced in AM and TV. Regional network or individual station acceptable. Man with many years of experience in topflight basketball announcing would like connection for this season. Will travel anywhere. Box 927c, BROADCASTING.

Staff announcer, three years experience. Married, vet. College grad. Also two years play-by-play basketball, baseball and football. Would like to settle in good market. Box 938c, BROADCASTING.

Good disc, news, sports. College background. Some experience small Chicago station. Good references. Box 939c, BROADCASTING.

Announcer—University radio graduate. 15 months announcing with emphasis on news and sports. Sincere commercials. Newspaper experience. 23, married. available immediately. Box 940c, BROADCASTING.

Sportscaster experienced 4 years play-by-play all sports. Also diversified announcing. Good voice and personality. High Hooper, married, prefer northeast. Box 944c, BROADCASTING.

Play-by-play sports and news announcer. 7 years experience in double A baseball, high school and jr. college football and basketball, professional wrestling. Network staff experience. At present employed by 5000 watt station but desire to move for family health. Prefer west coast. Disc and photo on request. Box 949c, BROADCASTING.

Announcer, 26, single, also thoroughly experienced as program director. Want permanent position. Prefer midwest. Box 950c, BROADCASTING.

Washington, D. C. area. Disc jockey with warm voice and commercial power, showmanship, too. Two years experience, 24, family man. Box 953c, BROADCASTING.

Two for the price of one (almost!) Yes, two mike men working as team seek progressive west-southwest station. Audience appeal with personality shows. Pop, western, classic. Competent commercial copy plus special events and programming. Four years experience. College. Box 957c, BROADCASTING.

Straight newsman. Presently employed in 5 kw operation. Ten years in radio news. Want affiliation with livewire newsroom in large western or midwestern city. Hoopers and disc available upon request. Journalism BA. Box 959c, BROADCASTING.

Versatile staff announcer. 3 years experience, presently employed. Single, sports desired. Experienced basketball play-by-play. $50 plus game talent. Box 961c, BROADCASTING.

Announcer-continuity writer. Experienced, ad-lib ability. Newsman, operate console. References. Box 966c, BROADCASTING.

Announcer. Graduate of oldest school of broadcasting in country, plus two years college taught by CBS instructors in all phases of broadcasting. Producer, emcee of amateur shows in Chicago night spots. Staff announcer on 5000 watt NBC affiliate. Photo, disc. Box 969c, BROADCASTING.

Experienced personality disc jockey and staff announcer. Complete details upon request. Box 970c, BROADCASTING.

Announcer, well experienced in indie, affiliate operation. Good voice, solid delivery on news, commercials, ad-lib interviews. Presently employed in small midwest affiliate. Single, 22, disc, photo, best references available. Box 972c, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, excellent voice, versatile, Columbia grad. drama major, 25, single, vet. Box 980c, BROADCASTING.

Combination man, independent station experience. News, commercials, disc jockey, disc on request. Box 983c, BROADCASTING.

Combination announcer-engineer. Independent experience, also extensive technical experience on AM-FM-TV. Graduate announcing school in Radio City. Will travel, disc. Box 984c, BROADCASTING.

Announcer, experienced, two years MBS affiliate. Sports, disc shows, good ad-lib. Family man. Desires midwest location. Box 994c, BROADCASTING.

Announcer, experienced disc jockey, ad-lib, commercials, newscasts, good voice, control board, conscientious, will travel. Box 995c, BROADCASTING.

Announcer, general, disc jockey, experienced, control board, no floater, ambitious, reliable, good voice, single, travel. Box 996c, BROADCASTING.

No chicken, but, if experience counts I'm your man. Nineteen years before mike with AM, FM, TV experience. Produced and announced many top network shows. Sober, no drifter. Best references. Good selling voice. Hard worker. Looking for midwest or coast metropolitan position. Picture and transcription upon request. Box 997c, BROADCASTING.

Lewis Lloyd Richman—single, capable versatile, effectible, compellable, magnetizable, appliable, believeable comprehensible, achievable and available 1395 State St., Bridgeport, Conn.

Announcer-newscaster, experienced al phases, events and sports; have terrific mail pull disc jockey show. Go anywhere. Earl Bingham, 5030 Hall Road Santa Rosa, Calif.

Thoroughly experienced all phases operation from 50 kw to 250 w. Available one week notice. Disc and details from Rex Cromwell, 6918 Tokalon Dr. Dallas, Texas.

Announcer, young, married, capable ambitious. Strong on news and commercials, pop or symphonic discs. Wil travel, prefer south. Dell Funk, 754 S. Hoyne, Chicago 20, Ill.

Announcer: Age 30, single, 3 years experience all phases. Accent on news Information on request. Bernie Shedlock, Box 370, Connellsville, Pa.

Veteran graduate of leading broadcas school wants on-the-job training Newscaster, disc jockey, commercia man. Some copywriting. Disc, informa tion at Box 2234, Kansas City, Mo.

Announcer—Top talent, experienced news, DJ, commercial, live shows Disc, photo on request. Dick Weiss 606½ N. Y. Ave., Creston, Ia.

Technical

Engineer, 1st phone. Graduate AM-FM TV, leading technical school, excel lent references, have car, will wor anywhere. Box 742c, BROADCASTING

Experienced engineer, studios, trans mitters, any offers please? Box 894c BROADCASTING.

Engineer, 50 kw, NYC experience remotes all sports, studio shows, dis and tape recording. Seeking TV future Available two weeks. Box 897c BROADCASTING.

Looking for location closer to Nev York. Conscientious. Vet with firs class phone license who knows hi radio, FM and TV. Presently employe as engineer. Box 924c, BROADCAST ING.

Chief, kilowatt, desires change to pro gressive station in same capacity Experienced AM-FM. Married. Bo 929c, BROADCASTING.

Engineer-announcer, 1½ years exper ience including MBS. NYC. 1st phon Staff announcing, disc jockey, baseba Excellent references. Box 935 BROADCASTING.

Ambitious young man capable, wil ing, has pleasant personality. Hol first phone license. Wants engineerin only. Box 954c, BROADCASTING.

Situations Wanted (Cont'd)

Engineer, first class license with six months experience in remotes, control room, recordings and transmitter, wishes position in midwest but will consider elsewhere. Married veteran, 23 years of age. Box 965c, BROADCASTING.

Control room operator, experienced. Salary and location secondary to permanency and opportunity for advancement. Also handle remotes and record. References. Box 968c, BROADCASTING.

Engineer, 1st class license experienced, single, have car. Would like position in home state, New York. Can be available in 2 weeks. Box 974c, BROADCASTING.

Technician immediately available, 1st class FCC license. 1 and ½ years experience transmitter operation and maintenance (military) 2 and ½ years schooling in radio, television and communications. Box 981c, BROADCASTING.

Att: N.Y.C. and New Jersey. Transmitter operator, six months broadcast experience, with car, available immediately. Box 985c, BROADCASTING.

Engineer-announcer wishes position. Employed at present. Married, will consider any location. Box 988c, BROADCASTING.

Engineer—Licensed. Some experience transmitter, studio console, remotes, maintenance. RCA training. Travel. Box 989c, BROADCASTING.

Immediately available, five years engineer. First class, without car. Forty five minimum. Apartment Four, 214 Seymour St., Syracuse 4, N. Y.

Engineer, first phone, inexperienced, vet, 21, graduate of AM-FM-TV, communication leading technical schools, will travel, prefer northeast. Salvatore Angelillo, 834 E. 147 St., Bronx 55, N.Y.

Holder of first class license. Willing to travel. Young vet, married. Anthony De Sola, 205 Second Ave., New York, N. Y.

Experienced transmitter engineer, 1st phone, 6 years in radio and electro geophysics 1½ years in broadcast construction, operating Raytheon 5 kw 4 antenna DA station, wants permanent position with progressing station. Have car, go anywhere. Prefer southwestern, northwestern, midwestern U.S. Also experienced in various UHF-FM equipment installations, remotes. Can supervise construction. Climb all towers. Hardworking, dependable, single, 24, clean cut. Top references. Graduate of high school, two leading radio schools plus one electrical. Can write, but not announce. Know professional technique of fiction writing. Pay secondary. All replies answered. Available at once—phone, wire Vernon Kahanek, OL-2389, Houston, Texas, 4517 Willow Brook St.

Want to do outstanding job for progressive station. Qualified as chief. Eight years experience all phases. Good combination, know music, programming. Top references. W. Kretchmer, 140 Division, National City, Calif.

Engineer—Chief experience AM-FM. Reliable, efficient. Family man, will travel. Best references. C. Morgan, 3510 Fourth Ave., Beaver Falls, Penna.

Production-Programming, others

Available immediately for Washington, D. C. area—trained college graduate, experienced in traffic and copy. Excellent voice. Box 795B, BROADCASTING.

Young woman, nine years experience general routine all departments. 250 network station. Capable handling office, sales, accounts, correspondence, bookkeeping, payroll, traffic, script. Box 771c, BROADCASTING.

Young lady fully experienced in traffic, continuity and air work. Box 926c, BROADCASTING.

Combination program director and traffic manager. Now announcing on large metropolitan station. 24, married. Box 937c, BROADCASTING.

Continuity writer, news editor, programming. Some announcing. 2 years experience. Young, honor grad. Missouri, hard worker. Will relocate. Box 941c, BROADCASTING.

Got my sleeves rolled up and am all ready to produce results for a radio or radio-TV station that's looking for an aggressive merchandising and promotion man. Over 10 years experience in newspaper and radio fields, but young enough to have an open mind. Write Box 947c, BROADCASTING.

Situations Wanted (Cont'd)

Sportscaster. Fully experienced all phases. Vivid, accurate play-by-play College graduate. Available now for basketball-ice hockey season.. Box 952c, BROADCASTING.

Bachelor of Science Degree in radio broadcasting with one year experience. Single, age 26. Box 956c, BROADCASTING.

Young woman, 27, desires position as news editor with progressive, independent station in the east. Former news editor for a basic CBS outlet, also experienced in local news and historical research writing. University and dramatic school graduate. Pleasant voice, knowledge shorthand and typing. Box 960c, BROADCASTING.

Experienced script-commercial continuity writer. Resume and samples upon request. Box 971c, BROADCASTING.

Available to you—Experience, know-how and ability. Now employed. Fourteen years on two stations. Five years dramatic acting, directing, producing —nine years announcing and P.D. work. I do news and all types of programs except sports. I'm 34, married, one child. You'd find me steady, reliable, capable and willing. Desire awake, progressive station with $100.00 per week base and prefer southwest but will consider any good proposition. Interested? Write Box 976c, BROADCASTING.

College grad. 22. Can write, direct, do sound effects. Announce if necessary. Some radio experience. Good appearance, background. Extremely anxious to get started in either radio or television. Box 977c, BROADCASTING.

Program director. No armchair executive but a man who knows programming. 12 years solid experience as program director, top announcer, newscaster, news editor. Know all phases of station operation. Here is a man who has a good administrative record, yet is not proud. He can roll up his sleeves and go to work when special attention and push is needed. Stable, excellent references. Box 982c BROADING.

Prize package—Expert secretary-assistant. Major agency experience traffic, production, time buying. College. $60. Box 986c, BROADCASTING.

News broadcaster currently doing major newscast on top network station planning change. Newspaper, radio background. Distinctive, authoritative presentation. Writer, public speaker. If interested, can be heard on air or transcription furnished. Box 990c, BROADCASTING.

News editor, edits and presents top newscasts, six years experience. Presently employed as news chief. Age 29, married. Write Bob Edell, 308 Meadows Ave., Bloomington, Ill.

Television

Production-Programming, others

University graduate, 28, 5 years radio production and writing. College dramatics and little theater. Desires TV connection. Work anywhere. Starting salary no object. Finest references. Box 973c, BROADCASTING.

Technical director for progressive station or agency. Currently employed in metropolitan TV operation. Experienced with camera, shading, switching, film and remote TV. Experienced with major league baseball, football, hockey, arena contests, etc. Box 987c, BROADCASTING.

For Sale

Equipment

FM station equipment for sale. One GE 3 kw transmitter with console, audio rack complete with monitors. Just like new. Save $5000. Write Box 542c, BROADCASTING.

For sale—One Robinson turntable chassis and cabinet. New, unused. $295. Subject to prior sale. Box 943c, BROADCASTING.

For sale, two Para-flux reproducer assemblies complete with arms, interchangeable vertical heads and equalizers. Brand new, unused, still in original cartons—$300. Box 955c, BROADCASTING.

For sale—10 kw three phase 220v, gasoline engine power plant, used. Excellent running condition. $450. F.O.B., Station KIRO, Seattle, Washington.

For Sale (Cont'd)

RCA 250k transmitter $1650, IDECO 399 ft. guyed tower complete with lighting equipment $3800, W. E. 54-A FM antenna $1500, RCA 76-B console $500, RCA modulation monitor $235, miscellaneous microphones, speakers and amplifiers. WABB, Mobile, Ala.

For sale—250 foot extra-heavy IDECO self supporting tower with top hat. Contact A. James Ebel, Station WMBD, Peoria, Illinois.

For sale—One Raytheon limiting amplifier, model RL-10 complete with tubes. Good as new. Price $200. Contact WNVA, Norton, Va.

For sale: One Presto model Y4 recorder, new condition. One Ampex model 200 30" per second tape recorder, practically new. Two 9-A Western Electric reproducers complete with filters. Make offer. W. D'Orr Cozzens, Chief Engineer, Intermountain Network, Salt Lake City, Utah.

Two 6N Presto recorders with spiralling feeds. Two, 4A floor cabinets. Two, cases. Two, 1C heads. One, 85A Presto recording amplifier. One 40A Presto preamplifier. Two, 160A Presto automatic equalizers. Two, 112 lines in-out screws. Two, 96 linesout-in screws. Perfect working condition. All for $750.00. F.O.B. Detroit. Two, 551-A Fairchild recording heads newly packed $75.00 each. United Sound Systems, 5840 Second Blvd., Detroit.

Wanted to Buy

Stations

Would buy Southern California station if priced right. What have you? Details in confidence. Box 998c, BROADCASTING.

Help Wanted

Production-Programming, others

WANTED

Program Director for progressive one kw daytimer.

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NBS BUILDING

House Group Okays Bill

LEGISLATION (S 433) by Sen. Edwin C. Johnson (D-Col.), authorizing the National Bureau of Standards to construct and build a new $4,475,000 radio laboratory, has been passed by Congress and sent to the President.

Laboratory is needed primarily for studios of the characteristics of radio-wave propagation and allied radio matters of interest to the military services. Site for the building has not been determined. Included in the figure is $360,000 for special equipment. The committee pointed out that demand on the Standards Bureau for critical radio studies has increased during and since the war, and that the studies were scattered through numerous buildings. Work in the new building would permit expanded study of the effect of atmospheric conditions on radio reception and transmission throughout the country.

KMNS San Luis Obispo, Calif., joins Southern Calif. Broadcasters' Assn. as 42d member. Station is owned by Pacific Broadcasting Co.

For Sale

Equipment

1-D 1000 watt RCA transmitter in good working order. Very reasonable. Write or call

Walter Koessler,
WROK, Rockford, Ill.

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TRANSIT RADIO

D. C. PUC Hearing Oct. 27

OFFICIALS of Transit Radio and other enthusiasts of "music as you ride" FM were marshalling their forces last week in further preparation for hearings this Thursday, Oct. 27, before the Public Utilities Commission, District of Columbia.

Thomas Dowd, attorney at Pierson & Ball, Washington law firm, who represents WWDC WWDC-FM, TR franchise-holder in the Nation's Capital, revealed that Hulbert Taft Jr., chairman of the board of Transit Radio and managing director of WKRC and WCTS (FM) Cincinnati, will appear at the hearings to testify on behalf of the organization, which he founded. Mr. Taft will present the national picture of transit FM.

Meanwhile TR is completing its second public opinion poll on riders' reaction for presentation before PUC. Total of 2,000 listeners—as compared to 4,500 in the survey taken early this year—will be sampled on their preferences. The larger number originally polled was not deemed necessary because first survey results, which found over 90% favoring transit FM and up to 98% unopposed, were considered representative, Mr. Dowd said.

Also being undertaken, by Capital Transit, is a poll of bus and street car operators on the safety element of music-soothed rides. PUC has said the purpose of the hearing is to determine whether the system conforms to the public safety, convenience and comfort. The transit company will introduce the survey as evidence that public safety is not endangered.

Meanwhile the Accident Investigating section of the Washington Police Dept. last week authorized its force to seek out information in all accidents as to whether vehicles were equipped with radios. The probe will extend alike to bus operators with transit FM and automobile drivers with radios. That information will be presented also to PU Commission at the hearing.

Another factor in current controversy over music-soothed rides is a reported division of opinion held by new owners of Capital Transit —nine Florida businessmen. Three favor, three oppose and three others "have no opinion." E. Cleveland Giddings, vice president in charge of public relations for CTC, told a luncheon meeting the company expects to make a minimum of $6 per vehicle per month through the radio installations. Over 200 vehicles are now radio-equipped.

Reactions Expected

Transit Radio officials, girding for the test case before PUC, feel the hearing will draw citizens mostly unfavorable to the system, and those who like it are apt to stay away in great numbers.

One of the interesting communications filed with the commission is one by Paul Segal, Washington attorney, who told PUC it should hold hearings to the accompaniment of the music to assure the proper test. Hearing will be held at 10 a.m. in room 500 of the old District Bldg. in Washington.



EXPLAINING how the football experts select winners, Don Wattrick (seated center), WXYZ Detroit sportscaster, points out his weekly "picks" for his board of directors. L to r are Tom Adams, Campbell-Ewald Adv.; Mr. Wattrick; James G. Riddle, WXYZ manager; and Howard Stock, Chevrolet Detroit Dealers head. Dealers have signed Mr. Wattrick for a five-day week, 15-minute sports review.

WEOK OPENS

With 112 Local Accounts

WEOK Poughkeepsie, N. Y., began operations Sunday, Oct. 16, with favorable listener response and books "in the black," H. W. Cassill, general manager reported last week. Before the station went on the air, 112 local advertisers signed contracts and six were added during the first day, he said.

Listeners in the 40-mile-radius area responded to the first day's broadcasting with 1,864 calls, letters, telegrams and floral bouquets in a 24-hour period, Mr. Cassill said.

Reports of reception came from as far as New York City, above Albany and throughout the Mid-Hudson valley region. WEOK is operated by Mid-Hudson Broadcasters Inc. with 1 kw on 1390 kc. New RCA equipment used was praised by Mr. Cassill.

Mr. Cassill said "it may not be a record but we were on the air three weeks and five days after our construction permit became final." He also pointed out that before going on the air, the station had several department stores sold and signed—"one of them for a half-hour daily, including Sundays."

RWG Deadlock

DEADLOCK was reached last week between ABC, CBS and NBC and Radio Writers Guild in negotiations for staff news and continuity writers. Next step is expected to be intervention of U. S. Mediation and Conciliation Service. Deadlock developed when networks offered RWG the old contract and RWG turned down that proposal. Mediator expected to be assigned is J. R. Mandelbaum who has served in numerous radio matters.

GENERAL BRADLEY

Will Address NARND Meet

GEN. OMAR N. BRADLEY, first permanent chairman of the U. S. Joint Chiefs of Staff, will be among the outstanding speakers scheduled to address the National Assn. of Radio News Directors at its 1949 convention in New York next month. He will speak at a banquet during the three-day sessions, which begin Nov. 11, at the Commodore Hotel.

Gen. Bradley will address radio newsmen, and then will answer questions in a news conference which may be recorded and rebroadcast by at least one network, according to Jack Shelley, WHO Des Moines, convention program chairman.

NARND's sessions will be devoted partly to the effect of television on jobs of radio newsmen, with a morning session to be devoted to a TV panel. All TV networks and newsreel firms will be represented, and tours of New York stations are being planned. Two other panels will deal with "profitability" of maintaining a progessional news department, and Standard Operating Procedure for news coverage.

Extra-curricular activities preceding the formal sessions will include tours, receptions and other events. The banquet will be held Saturday, Nov. 12. Registration begins Nov. 11 and sessions will run through 12:30 p.m. Sunday. Partial list of speakers who will participate in sessions:

Edward R. Murrow, CBS commentator (who also will address the banquet) NAB President Justin Miller (federa regulations of radio); Elmer Davis ABC news analyst, and Charles Hul Wolfe, radio-TV copy chief of McCann-Erickson (TV's effect on AM news coverage); Erwin Canham, *Christian Science Monitor* editor; James Howe WCTC New Brunswick, N. J.; Bil Krueger, KDAL Duluth, Minn.; Orrir Melton, KSOO Sioux Falls, S. D.; Ker Peterson, KVFD Fort Dodge, Iowa Bill Warrick, WJOB Hammond, Ind. Morgan Beatty, NBC commentator.

Gardella Suit Settled

THE GARDELLA suit against organized baseball was settled Oct. 7 thereby obviating for the time being a ruling as to whether broadcasts and telecasts of games for fees have brought the game into interstate commerce. On the theory that airings of the games do bring baseball into interstate commerce and therefore subject to jurisdiction of federal anti-trust laws Danny Gardella, former Giant's player, started his $300,000 damage suit, when he was banned from baseball because he had played in the Mexican League.

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News Editor. Take full charge of News Dept. Must be able to deliver good newscast, write, gather and rewrite local news. Also have opening for versatile announcer for staff work. Contact Walter M. Windsor, Mgr., WGBA, Columbus, Ga. Ph. 3-3603.

FCC Actions

(Continued from page 64)

Decisions Cont.:

New Orleans Bcstg. Co. Inc., New Orleans—Granted petition requesting dismissal of application without prejudice to right of reinstatement.

Concord Bcstg. Corp., Niagara Falls, N. Y.—Granted petition to dismiss without prejudice its application.

FCC General Counsel—Granted petition for extension of time to file exceptions to initial decision re WILK Wilkes-Barre, Pa.; time extended to Oct. 19.

FCC General Counsel—Granted petition for extension of time to file exceptions to initial decision re Metropolitan Bcstg. Co. et al; time extended to Oct. 19.

The Administrator of Civil Aeronautics, The Air Transport Assn. of America, The National Assn. of Broadcasters and The Television Broadcasters Assn.—Granted petitions for leave to intervene in proceedings on applications of WOR New York.

By Examiner Resnick

WTMV Belleville, Ill.—Denied petition for continuance of further hearing on application and that of Belleville News-Democrat, Belleville, Ill.; granted petition for leave to take depositions.

By Examiner Hutchinson

WGLN Glens Falls, N. Y.—Granted petition for continuance of hearing on its application and that of WEIM Fitchburg, Mass.; hearing continued to Nov. 16.

By Examiner Blume

Radio St. Clair Inc., Marine City, Mich.—Granted petition for continuance of hearing on application; hearing continued to Dec. 12.

By Examiner Johnson

WAPA San Juan, P. R., and WPTF Raleigh, N. C.—Granted motion for continuance of hearing; hearing continued to Dec. 22.

By Examiner Litvin

KWIK - AM - FM Burbank, Calif.—Granted petition for continuance of hearing; hearing continued to Nov. 16 in Burbank, Calif.

Lakewood Bcstg. Co., Dallas, Tex.—Granted petition for leave to amend application to show change in partnership, etc., accepted amendment.

KID Idaho Falls, Ida., KHQ Spokane, Wash.—Granted petitions requesting certain specified corrections be made to transcript in proceeding on application of KID.

October 18 Applications . . .

ACCEPTED FOR FILING

AM—1240 kc

Glenwood Springs Bcstg. Co., Glenwood Springs, Col.—CP new AM station 1340 kc 250 w specified hours AMENDED to request 1240 kc 250 w unl.

Modification of CP

WDEL-FM Wilmington, Del.—Mod. CP new FM station for extension of completion date.

TENDERED FOR FILING

AM—1600 kc

KUBA Yuba City, Calif.—CP increase power from 500 w unl. DA to 1 kw-D 500 w-N unl. DA-N.

APPLICATION RETURNED

KOSE Osceola, Ark.—RETURNED Oct. 12 application for license to cover CP new AM station. Incomplete.

FCC CORRECTION

WLEE-FM Richmond, Va.—Report of actions Oct. 7 should read: Mod. CP to change ERP and ant. height cancelled 10-5-49 pursuant to dismissal of application for mod. of AM station WLEE.

October 19 Applications . . .

ACCEPTED FOR FILING

AM—1390 kc

WMIN St. Paul—CP change from 1400 kc 250 w unl. to 1390 kc 1 kw D.

AM—980 kc

WFHG Bristol, Va.—CP change from 860 kc 1 kw D to 980 kc 1 kw unl. DA-N AMENDED to change name of applicant from W. C. Nininger, Morris B. Burnette, H. I. Goode, C. Edward Wright and W. K. Vance Jr. d/b as Bristol Bcstg. Co. to Bristol Bcstg. Co. Inc.

CP to Replace CP

WJWL Georgetown, Del.—CP to replace expired CP new AM station 900 kc 1 kw D DA.

Modification of CP

WMBD Peoria, Ill.—Mod. CP increase power etc. for extension of completion date.

KAST Astoria, Ore.—Same.

Modification of License

KSRO Santa Rosa, Calif.—Mod. license change studio from Press Democrat Bldg. to Fresno Ave. and Finley St.

WCAR Pontiac, Mich.—Mod. license change studio location.

CP to Replace CP

KOPP-FM Ogden, Utah—CP to replace expired CP new FM station (previously reinstated).

Modification of CP

WMAZ-FM Macon, Ga.—Mod. CP new FM station for extension of completion date.

WKNA-FM Charleston, W. Va.—Same.

KMBC-FM Kansas City—Mod. CP for changes in FM station to change ERP to 54.4 kw.

TENDERED FOR FILING

AM—1550 kc

KPRS Olathe, Kan.—CP change from 1590 kc 500 w to 1550 kc 1 kw.

AM—920 kc

WMIK Middlesboro, Ky.—CP change from 1490 kc 250 w to 920 kc 5 kw-D 500 w-N DA-N, unl.

AM—1580 kc

KWED Seguin, Tex. — CP change from 250 w to 1 kw.

AM—620 kc

WWNR Beckley, W. Va.—CP change from 1450 kc 250 w to 620 kc 1 kw DA-N, unl.

ACCEPTED FOR FILING

AM—1480 kc

Lakewood Bcstg. Co., Dallas, Tex.—CP new AM station 1480 kc 1 kw unl. DA AMENDED to change name of applicant from Eldridge C. Harrell, Delbert Davison, Joseph Floyd Parks Jr., Largent Parks, Ernest Henry Parks, Frances Parks Rain and Elaine Parks Holcomb d/b as Lakewood Bcstg. Co. to Eldridge C. Harrell and Delbert Davison d/b as Lakewood Bcstg. Co.

Modification of CP

WJCD Seymour, Ind.—Mod. CP new AM station for extension of completion date.

KIVY Crockett, Tex.—Same.

WTHI-FM Terre Haute, Ind.—Mod. CP new FM station for extension of completion date.

KREL-FM Goose Creek, Tex.—Same.

WOI-TV Ames, Iowa—Mod. CP new TV station to extend completion date to 2-15-50.

WJBK-TV Detroit—Same to 5-20-50.

APPLICATIONS RETURNED

WERD Atlanta, Ga.—RETURNED application for license renewal.

WIPR Santurce, P. R.—Same.

October 20 Applications . . .

ACCEPTED FOR FILING

License for CP

KOSE Osceola, Ark.—License to cover CP new AM station.

WEOK Poughkeepsie, N. Y.—Same.

WCLO-FM Janesville, Wis.—License to cover CP new FM station.

WGNB(FM) Chicago — License to cover CP changes in FM station.

WBAL-TV Baltimore — License to cover CP new commercial TV station; specify studio and trans. sites.

Modification of CP

Following FM stations filed for extension of completion dates: WJBK-FM Detroit; WLPM-FM Suffolk, Va.; WHIS-FM Bluefield, W. Va.; WWVA-FM Wheeling, W. Va.

APPLICATION DISMISSED

AM—570 kc

WMAM Marinette, Wis.—DISMISSED application for CP increase power from 100 w-N 250 w-D to 1 kw unl. DA-N.



FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO OCTOBER 20

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,053	2,015	195		353	258
FM Stations	742	468	344	*10	51	30
TV Stations	87	21	92		352	182

* 5 on air

CALL ASSIGNMENTS: KALE Richland, Wash., (Yakima Broadcasting Corp., 900 kc, 1 kw daytime); WCDL Carbondale, Pa. (Carbondale Broadcasting Co., 1230 kc, 250 w unlimited); WCUE Akron, Ohio (Akron Broadcasting Corp., 1150 kc, 1 kw daytime); WGAY Logan, W. Va. (Logan Broadcasting Corp., 1290 kc, 5 kw daytime, 1 kw night); WIAM Williamston, N. C. 900 kc, 1 kw unlimited); WJON St. Cloud, Minn. (Granite City Broadcasting Co., 1240 kc, 250 w unlimited); WRAH Radford, Va. (Rollins Broadcasting Inc., 1340 kc, 250 unlimited); WSTA Charlotte Amalie, Virgin Islands (1340 kc, 250 w unlimited).

* * *

Docket Actions . . .

INITIAL DECISIONS

Racine, Wis.—Belle City Bcstg. Co. Initial decision by Hearing Examiner Leo Resnick to grant application for new station 1460 kc 500 w daytime. Story this issue. Decision Oct. 14.

OPINIONS AND ORDERS

KCRO Englewood, Col.—Ordered revocation of permit for new station because of apparent misrepresentations of R. L. Cuningham, one of partners regarding his financial position. Story this issue. Order Oct. 14.

WTMV East St. Louis, Ill.—In memorandum opinion and order granted petition insofar as it requests opportunity to introduce evidence with respect to present availability of transmitter site proposed for new facilities requested; in all other respects petition is denied, including request for consolidated oral argument. Further ordered that memorandum opinion and order of Oct. 3, scheduling further hearing in competitive proceeding involving WTMV and Belleville (Ill.) News-Democrat is amended by inclusion therein of following additional issue: "(6) To receive further evidence

(Continued on page 72)



FCC Roundup

(Continued from page 71)

with respect to the availability to the applicant of the transmitter site proposed in the application of On the Air Inc. (WTMV)." Order Oct. 17.

WALE Fall River, Mass. — Ordered WALE to file application for license renewal in 30 days; placed in pending file applications of Bay State Bcstg. Co. seeking WALE facilities and that of Narragansett Bcstg. Co. for transfer of WALE to Bristol Bcstg. Co. pending action on renewal. Story this issue. Order Oct. 17.

WECW and Mayaguez Radio Corp., Mayaguez, P. R.—In memorandum opinion and order, denied joint petition to sever, remove from hearing docket and dismiss application of Electronics Corp. of Puerto Rico to change operating assignment of WECW from 1490 kc 250 w unl. to 1300 kc 1 kw unl., and also requesting that WECW application, together with entire record thereof, be incorporated by reference into record of application of Mayaguez Radio Corp. for new station 1300 kc 1 kw unl. Order Oct. 17.

Non-Docket Actions . . .

AM GRANTS

Somerset, Pa.—Somerset Bcstg. Co., granted 990 kc, 250 w, daytime; estimated cost $19,573. Co-owners: Theodore H. Oppegard, Carl R. Lee and Kenneth E. Cooney, all flight radio officers with American Overseas Airlines. Granted Oct. 17.

Snyder, Tex.—Scurry County Bcstrs., granted 1220 kc, 250 w, daytime; estimated cost $10,500. Co-partnership: W. J. Harpole, owner KVOP Plainview, Tex., and 50% owner KVOU Uvalde, Tex., and Kermit S. Ashby, 24% owner KPET Lamesa, Tex. Granted Oct. 17.

Bozeman, Mont.—Penn Engineering Co. Inc., granted 1230 kc, 250 w, unlimited; estimated cost $11,970. Ownership: G. Norman Penwell, engineer at KPRK Livingston, Mont., president and 50 sh.; Kenneth G. Penwell, U. S. Army (Communications), Maxwell Field, Ala., vice president 50 sh.; Lura B. Penwell, Montana State College home demonstration agent, 50 sh.; William K. Strickfaden, insurance, 20 sh.; Gerald E. Tyo, KPRK engineer, secretary-treasurer 10 sh. Granted Oct. 17.

Oelwein, Iowa—The Northeast Iowa Radio Corp., granted 950 kc, 500 w, daytime, directional; estimated cost $40,987. Principals include: Harry D. Flower, partner Oelwein Livestock Exchange and in insurance business, president; Arthur G. Schneider, owner The Home Cafe, vice president; Regis A. Harrington, part owner Iowa Portable Mill Co., secretary; Thomas Smith, real estate and insurance, treasurer; Earl W. Moore, Buick-Pontiac dealer, director; Lawrence A. Liebe, Ford dealer, director; Richard E. Swan, owner Swan's Furniture Store, director. Each officer holds 7.15% interest, each director and seven others 7.14% interests. Granted Oct. 17.

Greenwood, Miss.—Greenwood Bcstg. Co., granted 960 kc, 1 kw, daytime; estimated cost $18,000. Co-partnership: John C. Love, attorney at Kosciusko, Miss., and Cy N. Bahakel, owner WKOZ Kosciusko. Granted Oct. 17.

Boone, Iowa—Boone Bcstg. Co., granted 1590 kc, 1 kw, daytime; estimated cost $26,512. Principals: Harold L. Fisher, in shoe business, president and 8.25%; Robert E. Munn, owner Riekenberg's Dept. Store, vice president 8.25%; Bert W. Miller, drug store owner, director 8.5%; Harold A. Garvey, general manager Boone News-Republican, secretary-treasurer 31.25%; Mrs. Harold A. Garvey, editor-publisher Boone News-Republican, 31.25%; Ralph H. Capps, advertising, Boone News-Republican, 10%; Dan Garretson, electrical contractor, director 2.5%. Granted Oct. 17.

Dade City, Fla.—Seminole Bcstg. Co., 1310 kc, 1 kw, daytime; estimated cost $35,000. Principals: Tom Watson Jr., president 25%; Dr. R. G. Nelson, treasurer 46.66%; Dr. S. C. Harvard, vice president 25%; Katheryn N. Watson, secretary 1.66%; Mary M. Foy, 1.66%. Granted Oct. 17.

WCNC Elizabeth City, N. C.—Granted CP to change from 1400 kc to 1240 kc, operating unlimited time with 250 w. Granted Oct. 17.

KSMA Santa Maria, Calif.—Granted CP to change from 1450 kc to 1240 kc. Granted Oct. 17.

KFBC Cheyenne, Wyo.—Granted CP to change from 1240 kc 250 w unl. to 710 kc, 10 kw day, 1 kw night, directional fulltime. Granted Oct. 17.

WIMS Michigan City, Ind.—Granted CP change from 500 w day to 1 kw day, 500 w night, directional night, operating fulltime on 1420 kc. Granted Oct. 17.

KAYX Waterloo, Iowa—Granted CP change from 1090 kc 1 kw day to 1280 kc 1 kw fulltime, directional. Granted Oct. 17.

WNAM Neenah, Wis.—Granted CP change hours from daytime to fulltime and install directional night, operating 1 kw on 1280 kc. Granted Oct. 17.

WKYB Paducah, Ky.—Granted change from 800 kc to 570 kc, operating daytime with 1 kw, directional. Granted Oct. 17.

WJMS Ironwood, Mich. — Granted modification of license to change from directional day and night to directional night. Granted Oct. 17.

FM GRANT

Louisville, Ky. — Southern Baptist Theological Seminary, granted CP new non-commercial, educational FM station, Channel 212 (90.3 mc), power 10 w; estimated cost $12,190. Granted Oct. 14.

TRANSFER GRANTS

KSMN Mason City, Iowa—Granted transfer of control of Mohawk Bcstg. Co., licensee, from Robert M. Carson to his uncle, A. O. Carson, and aunt, Lillian Carson. No money involved. KSMN assigned 1 kw day on 1010 kc. Granted Oct. 14.

KPLT Paris, Tex.—Granted transfer of control of North Texas Bcstg. Co., licensee, from A. G. Mayse and six others for $278,000 to North Star Bcstg. Co. Principals of North Star: Boyd Kelley, manager KTRN Wichita Falls, Tex., president 45%; Julian L. Hill, manager KTSW Emporia, Kan., vice president 10%, and Louis O. Seibert, part owner KELP El Paso and secretary KGKL San Angelo, secretary-treasurer 45%. KPLT assigned 250 w fulltime on 1490 kc. Granted Oct. 14.

WNOR Norfolk, Va.—Granted transfer of control of Norfolk Bcstg. Corp., licensee, from Frank E. Butler, Olin Garrett and Nicholas C. Wright, owning total of 60%, for $18,625 to Louis H. Peterson, already 40% owner. Mr. Peterson also has interests in WSSV Petersburg, Va., and WINZ Hollywood, Fla. WNOR assigned 250 w fulltime on 1230 kc. Granted Oct. 14.

KFRE (AM) and KRFM (FM) Fresno, Calif.—Granted voluntary acquisition of control of California Inland Bcstg. Co., licensee, by J. E. Rodman, original licensee of KFRE and now 45% owner of California Inland. Mr. Rodman buys 11% interest held by Mary Elizabeth Whitmore and Richard M. Hyde, executors of estate of Charles A. Whitmore, and Morely M. Maddox for $60,000. KFRE assigned 50 kw fulltime on 940 kc, directional. Granted Oct. 14.

KPOA Honolulu — Granted assignment of license to new partnership composed of two of three former partners. Henry C. Putnam sells 10% interest for $5,000. John D. Keating and J. Elroy McCaw become equal owners. KPOA assigned 5 kw on 630 kc. Granted Oct. 14.

KIVY Crockett, Tex.—Granted assignment of permit from Houston County Bcstg. Co. to Hamilton H. Callen and James H. Gibbs d/b as Pioneer Bcstg. Co. for $500. Equal partners, Mr. Callen chief engineer of KWED Seguin, Tex., and Mr. Gibbs is KWED announcer. KIVY assigned 500 w daytime on 1570 kc. Granted Oct. 17.

New Applications . . .

One FM and two AM authorizations deleted by FCC last week. AM dropouts since first of year total 36; FM 161; TV 10. Deletions, effective dates, and reasons follow:

KOTS Deming, N. M.—Ray Birch and Robert A. Campbell, general partners, and Frank E. Cooke, limited partner, d/b as Deming Broadcasters, CP Oct. 11. Permit for 250 w, 1230 kc expired Sept. 14 and no extension request filed.

KGFM Great Falls, Mont.—Mosby's Inc. CP Oct. 19. Permit for 5 kw, 1150 kc, directional night, expired Sept. 1 and no extension request filed.

KPST-FM Preston, Idaho—Voice of the Rockies Inc., CP Sept. 6. Failure to prosecute.

WALE Fall River, Mass. — Ordered WALE to file application for license renewal in 30 days; placed in pending file applications of Bay State Bcstg. Co. seeking WALE facilities and that of Narragansett Bcstg. Co. for transfer of WALE to Bristol Bcstg. Co. pending action on renewal. Story this issue. Order Oct. 17.

TV APPLICATIONS

Lubbock, Tex.—Lubbock Television Co., Channel 6 (82-88 mc), ERP vis. 1.95 kw, aur. 0.97 kw, antenna height 376 ft. Estimated cost $112,000. Partnership: Dr. Glenn Terry, 33⅓%; Dr. Watt W. Winn, 25%; Dr. Warren E. Massey, 25%, all of Dallas, and Dave C. Edwards, owner Hillcrest Mausoleum, Dallas, 16⅔%. Filed Oct. 14.

Amarillo, Tex.—Amarillo Television Co., Channel 5 (76-82 mc), ERP vis. 1.95 kw, aur. 0.97 kw, antenna height 442 ft. Same ownership as Lubbock Television. Filed Oct. 14.

MEAD TO FTC

FPC's Wallgren Also Okayed

IN RAPID-FIRE order the Senate last week approved President Truman's nominations of James Mead to Federal Trade Commission and Mon C. Wallgren to Federal Power Commission before Congress adjourned for the year.

Mr. Mead, a former Democratic U. S. Senator until he resigned in 1946 to run for the New York governorship, succeeds Garland Ferguson, who retires Nov. 15 to return to private practice after serving with FTC for 22 years.

Mr. Wallgren, stockholder in KIRO Seattle and former Democratic governor of Washington, was nominated earlier this year as chairman of the National Security Resources Board. His name was withdrawn by the President when the nominee was rejected in committee by 7-6 vote. NSRB chairmanship still is vacant, being handled temporarily by John R. Steelman, assistant to the President.

RADIO NOT DYING

Kintner Tells Group

RADIO is not dying, despite the experts' prophecies, Robert E. Kintner, executive vice president of ABC, told a luncheon meeting of the Advertising Women of New York, last Tuesday at the Astor Hotel in New York.

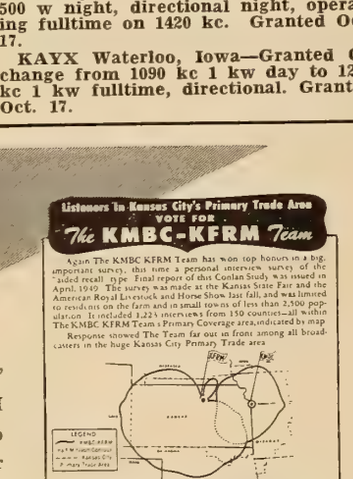
Before dooming radio, Mr. Kintner pointed out, one should give thought to the fact that during the past year as many radio sets were sold as television sets. He also said that all new media of advertising bring increased appropriations into advertising.

He cited as a proof that "radio is not dead," the fact that in the past 90 days ABC has acquired the following advertisers: Philip Morris, Pillsbury Flour, Heinz Co., Gruener-Rittner, Revere Camera Co., and Waltham Watch Co. Mr. Kintner said too, that he was sure that the other networks were making similar records.

Spot time buying made easier

"Suppose I go into a new market," says one well-known Time Buyer. "I turn first to STANDARD RATE to size up the stations in that market . . . their affiliations, their power, their rates. Then I want to know their coverage. I try to determine which would give us the most for our money."

The KMBC-KFRM *Service-Ad** shown here is an example of how *many* stations are making that Time Buyer's job easier. They put useful additional facts before him when he's using SRDS to select stations—facts about coverage, audience, programs, station service, for example.



NOTE TO BROADCASTERS: Study the Spot Radio Promotion Handbook for detailed help in making it easier for Buyers of Time to buy what you have to sell.

*Service-Ads are station ads that supplement listings in SRDS with useful information that helps buyers buy.

The SRDS Television Section is now published monthly in a separate volume.



Consumer Markets

A Section of Standard Rate & Data Service
Walter E. Botthof, Publisher
333 North Michigan Avenue, Chicago 1, Ill.
New York • San Francisco • Los Angeles

ROY THOMPSON

WRTA

25 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in industrially-rich Altoona. WRTA, the Roy Thompson Station, will assure you a loyal, buying audience throughout the listening hours.

ABC 1240 KC

Altoona, Pa.

Represented by
ROBERT MEEKER ASSOCIATES

Respects

(Continued from page 40)

The advent of the sound motion picture and the FCC prohibition of network artist bureaus were decisive in directing the Gunzendorfer broadcast career, first into the medium and then into radio management.

With the start of "The Jazz Singer," the first sound motion picture, Mr. Gunzendorfer began to see the pit bands doomed to ultimate attrition. Hedging at first, he tried to make a go out of music by playing at resorts. But soon this seemed only a delay of the inevitable so he turned to radio, joining KFRC San Francisco in 1930.

With his background as a performer, it was natural for Mr. Gunzendorfer soon to be working in the artist bureau of Don Lee. At that time in San Francisco, he was associated with such radio names of today as Pat Weaver, Arnold McGuire, Bea Benaderet, Walter Bunker, Tobe Reed, John Nesbitt, Al Pearce and the late Tom Breneman.

In 1936, he shifted to Los Angeles which was then beginning to grow as a center of radio talent. He remained there for almost three years. His aspiration toward station management was fulfilled in August 1938 when he took over KSRO Santa Rosa, Calif. During his six years with the station it grew from 100 w to 250 w and finally to a 1 kw day and night regional station.

He returned to San Francisco in August 1944 when he was named manager of KSFO, remaining there for a year.

Since the summer of 1945, he has served KROW Oakland as general manager.

As manager of KROW Mr. Gunzendorfer has maintained the station's policy of serving the East Bay market of Oakland primarily. This, he believes, keeps faith with the intention of the original grant, rather than trying to be all things to all people in the larger San Francisco area.

This service to the Oakland area is an ever expanding service. Under Wilt Gunzendorfer's guidance, KROW is planning and hoping for the day it can bring television to its listeners. The station is one of six applicants for the remaining TV channels in the area, result of which must await the end of the FCC video freeze.

During his entire management career, Mr. Gunzendorfer points out that he has always been associated with the non-network field —one to which he has brought a very practical understanding of musical tastes of the average listener. This always has been a tremendous help, he avers, since the backbone of independent station operation is music.

Besides being a very competent "doer" of radio, Mr. Gunzendorfer likewise is a student of the business. In his home you may find a copy of virtually every book published on the subject of radio history, operations and people. Also believing that the practitioner has much to learn from the uninitiated, he has been teaching radio advertising and selling at the U. of California for the past five years. He says inquiring students make the teacher learn more. These activities are as close as Mr. Gunzendorfer comes to a hobby.

Mr. Gunzendorfer is not one who needs a lot of time to make up his mind. He met Natalie Traube, Dec. 23, 1939, saw her five times and they were married in Reno on Jan. 14, 1940. They have no children.

Most active professionally and in the community, Mr. Gunzendorfer's affiliations include the Radio Executives Club, Oakland and San Francisco Ad Clubs, San Francisco Press Club, the Pioneer Club, Athens Club. He also is active in the Oakland Community Chest, the Mayor's Safety Committee, Red Cross and has served actively as an officer of the Northern California Broadcasters Assn. and is a member of the NAB Educational Standards Committee.

Open Mike

(Continued from page 12)

any remote jobs.

I am interested in knowing if any other TV station produces more shows locally than we do.

Helen Powers,
Administrative Dir.
WAAM (TV) Baltimore

* * *

A WJPS First?

EDITOR, BROADCASTING:

Recently on a human interest show of mine, *A Penny For Your Thoughts,* I was able to get a local "ham" operator to assist me with his mobile set to make contact with the Canal Zone. I spoke to the Canal Zone operator over this mobile "ham" set, and believe it was a "first" for this type of human interest show. I'm wondering if any other station used this approach and when. Of course we got FCC permission for rebroadcast.

Vernon Paule,
Dir. of Special Events
WJPS Evansville, Ind.

KECA APPEAL

Remanded to FCC

ACTING upon an appeal by ABC in behalf of KECA Los Angeles, the U.S. Court of Appeals for the District of Columbia last week remanded to FCC for further proceeding the Commission's August 1947 non-hearing grant of increased night power to KTHT Houston, Tex.

Headed by Roy Hofheinz, KTHT was authorzied to boost night power from 1 kw to 5 kw on 790 kc, directional night, same frequency assigned KECA. KTHT's day power also is 5 kw. KECA operates with 5 kw fulltime, directional night.

Upcoming

NAB DISTRICT MEETINGS

Oct. 26-27: Dist. 3, Skytop Lodge, Skytop, Pa.
Oct. 31-Nov. 1: Dist. 1, Somerset, Boston.
Nov. 3-4: Dist. 2, Berkeley-Carteret, Asbury Park, N. J.
Nov. 21-22: Dist. 8, Book Cadillac, Detroit.
Nov. 28-29: Dist. 16, Paradise Inn, Phoenix.
Dec. 1-2: Dist. 15, Mark Hopkins, San Francisco.
Dec. 5-6: Dist. 14, Utah, Salt Lake City.
Dec. 14-15: Dist. 17, Benson, Portland, Ore.

* * *

Oct. 27-29: Audio Engineering Society "Audio Fair," Hotel New Yorker New York.
Oct. 28-29: Kansas City Section of Institute of Radio Engineers, President Hotel, Kansas City, Mo.
Oct. 29-Nov. 5: Canadian National Radio Week.
Oct. 31-Nov. 2: IRE-RMA Engineering Dept. meeting, Hotel Syracuse, Syracuse, N. Y.
Nov. 3-4: Florida Assn. of Broadcasters, Sarasota, Fla.
Nov. 4: AFA 5th District, Indianapolis, Ind.
Nov. 4-5: AFA 6th District, Racine, Wis.
Nov. 5-6: AWB Dist. 2, Hotel Astor, New York.
Nov. 9-10: Second General Radio and Television Conference of the Lutheran Church, Missouri Synod, Claridge Hotel, Chicago.
Nov. 11-13: Southwest Assn. of Advertising Agencies, Tulsa Hotel, Tulsa, Okla.
Nov. 19-20: AWB District 13, convention, Radio House, U. of Texas, Austin, Tex.

IAAB MEETING

Santiago in 1950

GENERAL Assembly of the Inter-American Assn. of Broadcasters will be held in early February in Santiago, Chile, the association's board of directors decided last week.

Meeting in New York, the board heard a report from Balerio Sicco, of Uruguay, of a tour he made of 14 South and Central American nations to solicit broadcaster support of the association. Sr. Sicco reported that national broadcaster associations had been formed in Peru, Panama, Costa Rica, El Salvador and Nicaragua.

Sr. Sicco reported progress in IAAB's campaign for uniform legislation governing radio in Latin America. He said prospects that Ecuador's government would soon pass the association's 15-point "model law" were promising.

Goar Mestre, owner of CMQ Havana and president of IAAB, was directed to plan a monthly publication to be printed in Spanish and distributed to Latin American broadcasters as a means of keeping them informed of radio developments. Sr. Mestre said the publication would probably be published in New York where an IAAB office will be opened.

Milsten Honored

DAVID R. MILSTEN, Tulsa attorney and SESAC western counsel, received the 33d Scottish Rite degree in Washington Friday. It is the highest degree in Freemasonry.

NBC REDUCES

Program Dept. Staff

A SHARP STAFF reduction in the radio program department at NBC headquarters last week eliminated six production staffers including the national production manager and obliged five others to accept reassignment to lesser jobs.

The move was explained as resulting from a decrease in the number of sustaining shows produced by the network.

In the cut-back Robert K. Adams, national production manager, resigned, as did directors Paul Harris and Paul Roberts.

Three associate directors, Betty Scott, Walter McGraw and Arthur Austin, were released.

Five directors were reclassified as associate directors. They were Paul Dumont, Joseph Daly, James Haupt, James Harvey and Jack Kuney.

WGST APPEAL

Taken by SCOTUS

U. S. SUPREME COURT last week agreed to review a finding by the Georgia Court of Appeals that WGST Atlanta must honor a contract FCC refused to approve. SCOTUS placed the case on the docket for summary argument in early December.

The highest court agreed to consider the case upon an appeal by WGST [BROADCASTING, June 13]. The station had contended the very power of the FCC "to control effectively the issuance and renewal of licenses for radio broadcasting in the public interest" is in jeopardy.

The contract covered purchase by the state-owned U. of Georgia station of Southern Broadcasting Stations Inc., which had been operating WGST under a management pact. FCC refused to renew the station's license until the university took full licensee responsibility.

Southern Broadcasting, then owned by a group including Sam Pickard, former Federal Radio Commissioner, was bought by the university in 1943 in an effort to win FCC approval for license renewal. Under the contract the university had agreed to pay the Pickard group 15% of WGST's gross revenue until 1950. Suit for breach of contract was filed in 1947.

WOKZ-AM-FM SALE

To WEAW(FM) For $75,000

NORTH SHORE Broadcasting Co. Inc., owner of WEAW (FM) Evanston, Ill., has purchased WOKZ and WOKZ-FM Alton, Ill., for $75,000 subject to FCC approval. WOKZ, formerly owned by R. C. Goshorn and R. L. Rose, is a 1 kw operation. Edward A. Wheeler is president of the North Shore company, and L. V. Dayton is vice president.

Mr. Wheeler said that if FCC approves the transaction, Robert Moran, commercial manager of WEAW(FM), will become station manager of WOKZ.

At Deadline...

KELD GRANTED 690 KC; OTHER FCC ACTIONS

IN FOUR separate decisions FCC Friday finalized earlier proposals to:

1. Grant application of KELD El Dorado, Ark., to move from 1400 kc with 250 w to 690 kc with 1 kw, and of KGGF Coffeyville, Kans., to boost power on 690 kc from 1 kw day and 500 w night to 10 kw day and 5 kw night, while denying request of KGKB Tyler, Tex., to move from 1490 to 690 kc [BROADCASTING, July 11].

2. Approve acquisition of 80.8% of WCMW-AM-FM Canton, Ohio, by General Manager S. L. Huffman and Attorney K. B. Cope for $26,880 [BROADCASTING, Sept. 19].

3. Grant Radio Modesto Inc.'s application for new 1-kw station on 1360 kc at Modesto, Calif. [BROADCASTING, Sept. 26].

4. Grant license renewal application of WPAB Ponce, P.R., which had been through hearing on so-called "Blue Book" issues relating to program and commercial practices [BROADCASTING, June 13].

In WPAB case, Commission revised Comr. Paul A. Walker's initial decision to clarify interpretation of Rule 1.342 on reporting of contracts for time sales to brokers. FCC said:

. . . Sec. 1.342 requires that licensees file all agreements relating to the sale of time to brokers for resale. Such sales differ from agreements relating to the sale of bulk time. Bulk time sales refer to those segments of the broadcast day which are sold by the licensee but are not sold for the purpose of resale. Where agreements are entered into for the sale of time (but not for resales), such agreements are required to be filed only where sales of time to individual persons amount to two or more hours per day.

As in Comr. Walker's initial decision, FCC held WPAB is improving programming and commercial practices, and has pledged further improvement. Decision found no proof of wilful violation of rule on filing of contracts, and said station intends to discontinue time sales to entertainers or brokers for resale.

Radio Modesto, grantee for Modesto, is owned by John H. Schacht (50%), general manager of KSMO San Mateo, who will hold similar post with new station; Richard J. Giddings and William W. Giddings Jr. (16⅔% each), real estate and insurance men, and Attorney John E. Griffin (16⅔%).

In WCMW-AM-FM sale, Messrs. Huffman and Cope are acquiring 80.8% interest currently held by President M. R. Schneider (20.2%); Arnold Gebhart (11.8%), J. L. Amerman and E. A. Mahoney (20.2% each), and Royal G. Lister (8.4%). Purchasers would hold 40.4% each. AM station is daytimer on 1060 kc with 1 kw.

In 690 kc case FCC preferred KELD and KGGF applications on grounds that better distribution of radio service would be achieved than through grant to KGKB, whose application was mutually exclusive with both others. Engineering conditions imposed on grants.

FCC meanwhile refused to grant, pending issuance of examiner's initial decision on hearing already held, Belvedere Broadcasting Corp.'s application for new Baltimore station on 1400 kc, 250 w assignment which WCBM Baltimore is vacating in move to 680 kc.

FCC said application raises problems with respect to assignment of local facilities in metropolitan areas, and that better decision can be reached via full hearing procedure. Belvedere, which operates WMCP (FM) Baltimore and which said it needs revenue that would come from AM outlet, had asked for grant by simple order, contending examiner has no power to deal with policy questions involved.

DELAY IN SEPARATING BAB FROM NAB CONSIDERED

FEELING that separation of Broadcast Advertising Bureau from NAB should be delayed was apparent as two-day meeting of NAB Structure Committee was concluded late Friday in Washington.

Committee heard series of reports covering BAB and BMB activities along with other details of reorganization ordered by NAB board at July meeting.

In discussing BAB, committee went into desirability of watching its operation before making recommendation to board on plan to move it outside association. Several NAB districts have adopted resolutions favoring retention of BAB within association operation.

Feeling expressed in committee discussions that some sort of continuing industry survey is desirable. Work of BMB scanned but committee wasn't inclined to go out on a limb at this time.

Reorganization project, and actions of NAB President Justin Miller in carrying out board's mandate, generally approved. Committee was told current district meetings are most successful in NAB's history, with special emphasis on sales clinics conducted by BAB Director Maurice B. Mitchell.

Trimming of NAB standing committee setup, in line with board order, discussed. Judge Miller pointed to problems involved and need of consolidating functions if committee structure is to be trimmed.

Work of Audio and Video departments discussed, with Ralph Hardy and G. E. Markham, respective directors, explaining how association activities are coordinated.

Attending meeting were committee chairman, Clair R. McCollough, WGAL Lancaster, Pa.; Campbell Arnoux, WTAR Norfolk, Va.; Henry W. Slavick, WMC Memphis; Everett Dillard, WASH (FM) Washington; John F. Meagher, KYSM Mankato, Minn.

BUCKLEY LEAVES B&B

ROBERT W. BUCKLEY, business manger of radio and television department of Benton & Bowles, New York, has resigned effective Nov. 15 to rejoin Ludlow Typograph Co., Chicago, as executive assistant to general sales manager. Prior to joining Benton & Bowles, Mr. Buckley was with Dancer-Fitzgerald-Sample, as media director and account executive and before that assistant network sales manager for CBS.

AUTRY FILES KOWL PLEA

FORMAL bid filed by Gene Autry at FCC Friday to sell his 50% interest in KOWL Santa Monica, Calif., for $80,000 to Arthur H. Croghan, already one-half owner [BROADCASTING, Oct. 17]. Mr. Autry identified with group seeking WHAS Louisville properties.

NAVY 1000 KW STATION

CONSTRUCTION plans for 1,000,000 w station at Jim Creek, Wash., to strengthen government's communication network North Pacific area, announced by Navy. Cost reported at $10 million. Bids open Seattle Dec. 9 with construction expected to take 18 months. A 200-ft. antenna in the 3,400-ft. Cascade range and transmitter building of reinforced concrete in plans.

Closed Circuit

(Continued from page 4)

quire 50 kw clear channel WHAS but could not make proposal for TV, since it already has maximum five TV stations, which, incidentally, are located in top half-dozen markets in nation.

ROSEFIELD PACKING Co., San Francisco (Skippy Peanut Butter), currently using about 50 major spot market stations for transcribed *Skippy Hollywood Theatre*, to cancel effective Dec. 1, placing program on CBS stations exclusively. Markets not bought by Rosefield will be available for local sponsorship. Agency, Young & Rubicam, San Francicso.

BMB appeal from ruling of Dept of Internal Revenue that tripartite research organization is not tax exempt despite non-profit nature expected to be heard by federal tax court in New York this week, although exact date undetermined.

CARROLL MARTS will be manager of Mutual's Central Division following appointment of Adolf N. Hult as vice president in charge of sales with headquarters in New York. Mr. Marts has been groomed for Central Division top job for months as assistant to Mr. Hult and account executive for Mutual in Chicago. He has been with network seven years, leaving position of chief accountant of A. & P. midwest division in 1942 to become Mutual's chief auditor.

NOW IT CAN BE TOLD: Commissioner Frieda B. Hennock was offered District judgeship on Washington bench prior to nominations last week by President Truman. It's understood she declined, expressing preference to remain first and only woman Communications Commissioner.

WNEW New York preparing extensive promotion, advertising campaign based on Pulse studies of out-of-home radio listening. Studies show big audience largely unexploited in time selling. WNEW, which shows up well in out-of-home listening, points out this audience unreached by television and until lately unmeasured by radio.

HEARST newspaper chain seeking contest type package shows for 13 major markets for important television promotion. American Products Corp., 3757 Wilshire Blvd., Los Angeles, handling package proposals, says it is authorized to spend up to $100,000 per city.

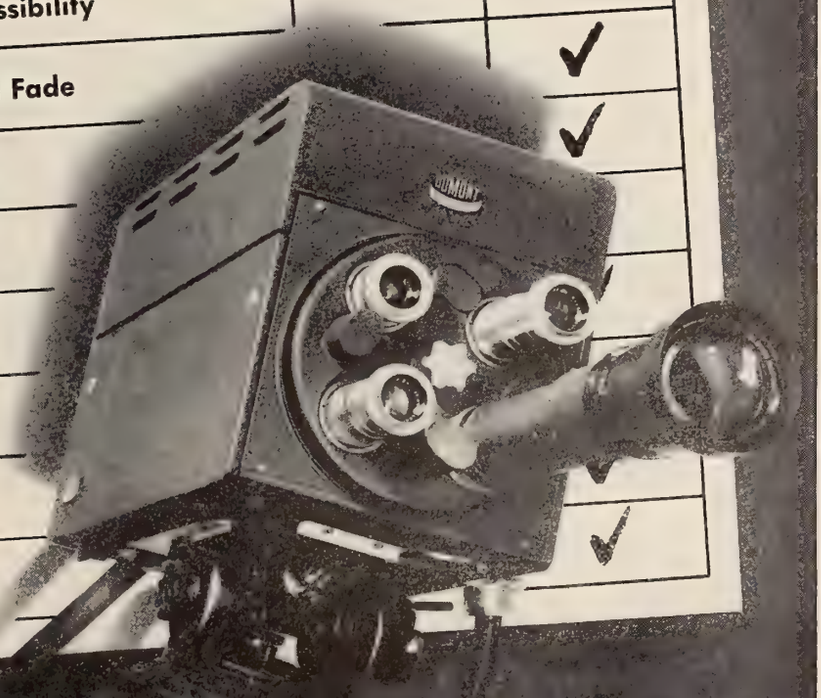
KEN-L-PRODUCTS, division of Quaker Oats, Chicago, for Ken-L-Ration, dog food, thinking of national 20-second and one-minute TV spot campaign. Test starts in Chicago. Commercials use talking dog technique. Agency, Ruthrauff & Ryan, Chicago.

APPOINTMENT and pre-adjournment confirmation of former Senator Jim Mead for Federal Trade Commission eliminates him as perennial candidate for FCC. Since he retired from Senate three years ago, Mr. Mead has been repeatedly mentioned for every vacancy on FCC, including chairmanship.

MYSTERY AIR is provided FCC's color TV hearings by Caryl Barrett, just in from Paris and toying with idea of petitioning for formal admittance to proceedings as participant. She won't say yet what or whom she represents, but it's believed to be French inventors' development based on color photography system. She arranged appointment with FCC Chairman Coy before leaving Paris.

COMPARE FACTS!

UP-TO-DATE FEATURE	YOUR CAMERA	DU MONT
Dual Purpose Equipment (Studio or remote)		✓
Electronic View Finder		✓
Tube Interchangeability		✓
Turret Lens Plate with Remote Iris Control		✓
Breakaway Chassis for Accessibility		✓
Automatic Lap Dissolve and Fade		✓
Single-Unit Sync Generator		✓
Single Jiffy Connectors		
White Peak Limiter		
Fingertip Controls		
Adequate Cooling		
Panhandle Focus		✓

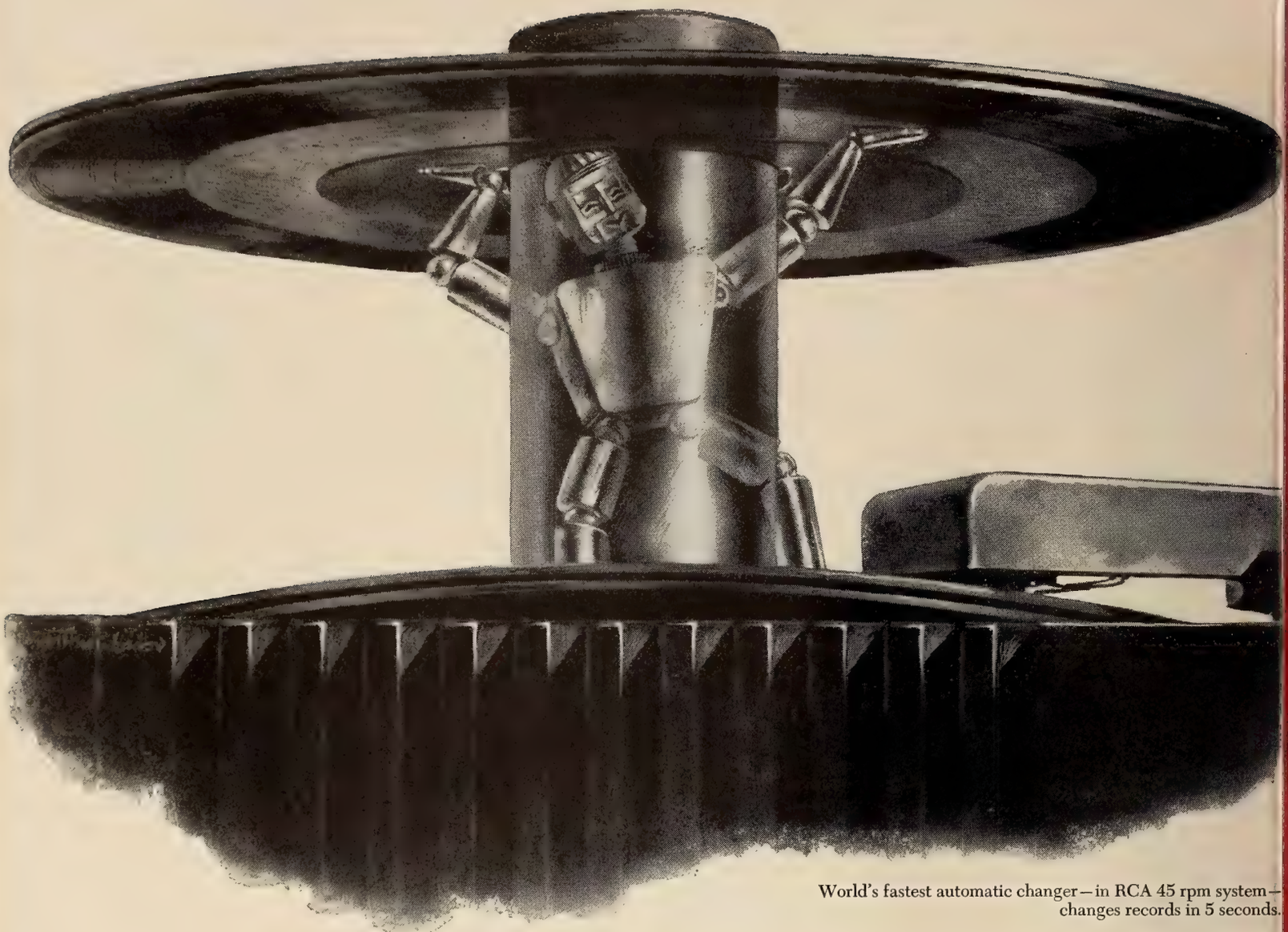


Are your cameras up-to-date?

© ALLEN B. DU MONT LABORATORIES, INC.

DUMONT *First with the Finest in Television*

DU MONT LABORATORIES, INC. • TELEVISION EQUIPMENT DIVISION, 42 HARDING AVE., CLIFTON, N. J. • DU MONT NETWORK AND WABD, 515 MADISON AVE., NEW YORK 22, N. Y. • DU MONT'S JOHN WANAMAKER TELEVISION STUDIOS, NEW YORK 3, N. Y. WTTG, WASHINGTON, D. C. • STATION WDTV, PITTSBURGH, PA. • HOME OFFICES AND PLANTS, PASSAIC AND EAST PATERSON, N. J.



World's fastest automatic changer—in RCA 45 rpm system—changes records in 5 seconds.

Quick change artist

Hundreds of thousands are now enjoying RCA's thrilling new way of playing records . . . they marvel at its wonderful tone . . . and the speed with which it changes records.

Prolonged research is behind this achievement, research which sought—for the first time in 70 years of phonograph history—a record and automatic player designed for each other.

Revolutionary is its record-changing principle, with mechanism *inside* the central spindle post on which records are so easily stacked. Result: a *simplified* machine, that changes records in 5 seconds.

Remarkable, too, are the new records—only 6⅞ inches in diameter—yet giving as much playing time as conventional 12-inch records. Unbreakable, these compact vinyl plastic discs use only the distortion-free "quality zone". . . for unbelievable beauty of tone.

Value of the *research* behind RCA's 45 rpm system—which was started 11 years ago at RCA Laboratories—is seen in the instant acceptance, by the public, of this better way of playing records. Music lovers may now have *both* the 45 rpm system, and the conventional "78." * * *

Development of an entirely new record-playing principle is just one of hundreds of ways in which RCA research works for you. Leadership in science and engineering adds value beyond price *to any product of RCA or RCA Victor.*

RCA

RADIO CORPORATION of AMERICA

World Leader in Radio—First in Television

OCTOBER 31, 1949

PRICE 25 CENTS

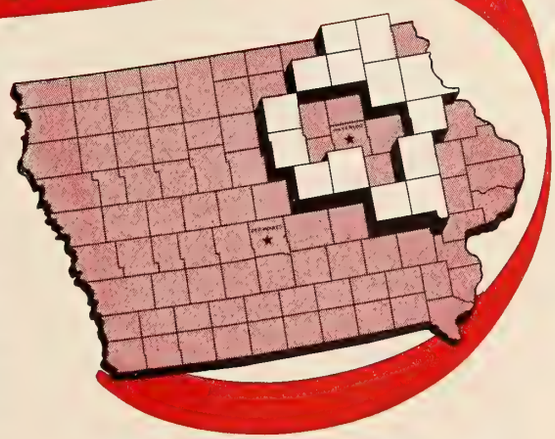
BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

WHO HAS UNCHANGED LISTENING HABITS IN IOWA

TAKE THESE 14* IOWA COUNTIES, FOR INSTANCE



IT takes more than power (or proximity) to attract and hold a radio audience. It takes *programming*.

In the ring of 14 counties *selected by Station "B"* for a late 1948 telephone coincidental, most have signals stronger than WHO because of geographical location. Regardless of this fact, the 1949 Iowa Radio Audience Survey shows that from 5:00 a.m. to 6:00 p.m. the 14 county average percent "listened-to-most" is 38.8% for WHO and 4.2% for Station "B".

Iowa has 38 commercial stations, *each* of which puts an excellent signal into a certain number of homes. Thus if signal strength were all-important, State-wide audience preference would hardly be possible for any one station.

Actually, the listening habits of the people around Waterloo are very like those in every other section of Iowa. In virtually *every* area WHO's programming and Public Service have for many years won *and held* the largest share of the audience. In 1949, WHO is "listened-to-*most*" in 57 of Iowa's 99 *counties!* Ask us, or Free & Peters, for all the facts. The evidence is overwhelming and conclusive.

* These 14 counties were used in a 1948 coincidental area study.

The 1949 Iowa Radio Audience Survey is the twelfth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff, is based on personal interview of 9,116 Iowa families, scientifically selected from cities, towns, villages, and farms. It is universally accepted as the most authoratative radio survey available on Iowa.

WHO

for IOWA PLUS

DES MOINES . . . 50,000 WATTS

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

IN THIS ISSUE: MONTHLY TELECASTING SHOWSHEET

OUR 25TH ANNIVERSARY YEAR

CHICAGO DAILY NEWS *For and about* WOMEN

PAGE 21

TUESDAY, JUNE 28, 1949

SECTION TWO

FASHION TELLING

Swing Your Partner in a Gay, Colorful Swirl

BY SPADEA

The square dance is out of the barn and onto some of the most polished dance floors in the country.

To fall in with the spirit of the accompanying [illegible] light-hearted and gay and [illegible]. But there are certain tips that experienced dancers tell us about which should be remembered by novices. Wear your skirts full--the fuller the whirlier. And under them wear pretty starched petticoats (two are better than one) to flutter about your ankles and maybe even pantaloons--a modesty note.

You'll discover that bracelets and earrings will be in your way so confine your jewelry to a brooch--worn choker style on a velvet ribbon will give you an air of old-fashioned enchantment.

Now about your poor old feet. They take a beating on any dance floor but with the exuberant patterns and sashayings that make the fun, they can put you on the sidelines for the evening if you fail to give them some protection. Wear shoes with toes (a good stomp on an open toe may send you home limping). Straps are good to keep them from flying off.

Joset Walker adds a ruffle to the hem and puff sleeves of her green cotton printed in navy in a small mosaic pattern ties it with a narrow navy sash (sketch A). Tiny checks in brown and black (truly pioneer in spirit) are Dorothy Cox's choice. She puts bias bands on the skirt, plants a pert pique bow just below one shoulder strap (sketch B).

Flirtatious steppers might try hiking up the dress to show off ruffled petticoats (sketch C). Keep it there with a flower.

Polka dotted is this Nelly Don Dillie with puffed sleeves and elasticized neckline. It comes with its own apron to wear stole-wise if you like (sketch D). Rose Barrack covers the pockets of a circular chintz skirt, in this instance, coral and teams it with a top of turquoise silk shantung (sketch E). Garlands of roses decorate Claire McCardell's white picolay (sketch F). And finally the off-shoulder peasant blouse in many variations that you can buy anywhere (sketch G).





Reproduction courtesy Spadea, Inc., and Chicago Daily News

Magazines, newspapers, department stores, news reels—everywhere you see SQUARE DANCING! Today's favorite! WLS takes special interest because we have been known for 25 years as the home of square dancing and folk music—the originator of the WLS National Barn Dance. For more facts about the quarter-century-old Barn Dance or any of the friendly programs on "the square dance station," see your John Blair man or Sales Manager, WLS, Chicago 7.

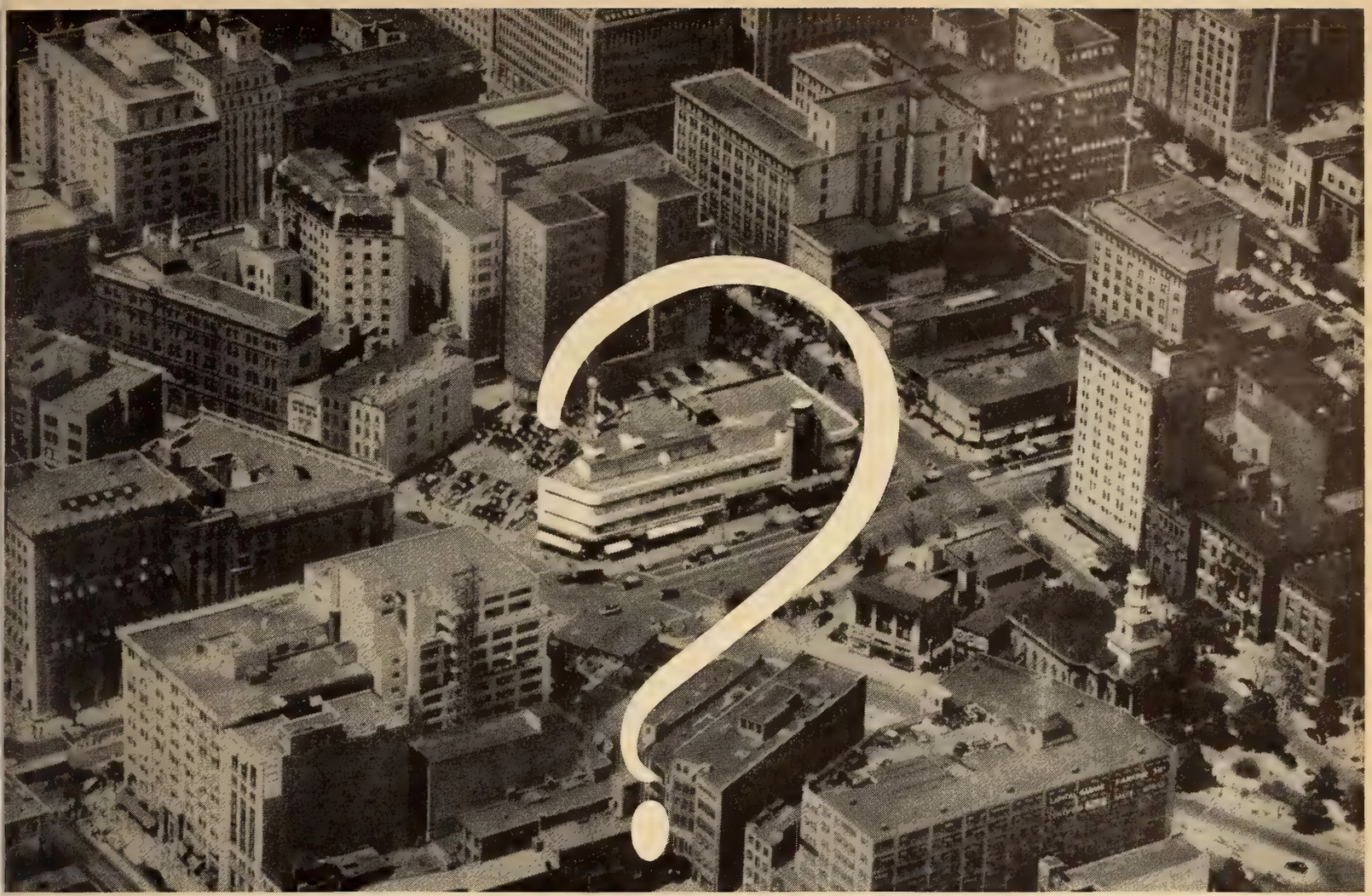
A Clear Channel Station

WLS CHICAGO 7

The PRAIRIE FARMER STATION

890 KILOCYCLES - 50,000 WATTS - ABC AFFILIATE

REPRESENTED BY JOHN BLAIR AND CO.



Washington, D. C.!

. . . is a major buying market, not merely a world capital of parks, monuments and government buildings.

WRC is the dominant selling voice in this area of over 1,400,000.

Success stories, low cost-per-listener facts and hard-hitting sales results are available on WRC if you have an interest in the Washington market. Programs and spots with the interesting knack of SELLING, day in and day out, are worth more than passing consideration. Things have changed in the nation's capital . . . in a big way. *Take another look at this picture and another look at your market problems.* They both represent dollar volume in Washington.

Sales representatives of WRC or NBC Spot Sales can tell you the NEW story of Washington and WRC.

FIRST in WASHINGTON
WRC
5,000 Watts • 980 KC
Represented by NBC SPOT SALES

NATIONAL BROADCASTING COMPANY

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
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Closed Circuit

FOR FIRST time since he left for Montreal first of September, Comr. Rosel H. Hyde, chairman of U. S. delegation to NARBA, returns to Washington today for brief stay. It's understood his return is primarily for consultation with State Dept. and other authorities on NARBA but his availability will make it possible for him to take part in FCC actions. NARBA conference may run until Thanksgiving.

MAJOR networks are under scrutiny of FCC these days in connection with observance of so called network regulations. It wouldn't be surprising to see FCC issue temporary renewals to network owned-and-operated stations pending further study, which usually means sending of interrogatives asking whys and wherefores.

ABC'S DECISION to cut back on TV films and sustaining programming follows concept that may be adopted by others in TV until such time as set circulation justifies compensatory rates. ABC this year is expected to show $3,500,000 TV loss, almost all of which was offset by AM earnings (story page 48).

IN LINE with ABC belt-tightening, it wouldn't surprise observers to see personnel curtailments, probably on gradual basis.

WHITEHALL PHARMACAL Co., New York, also about to put out anti-histamine tablet (for colds) in addition to those already on market, anahist and inhiston (see this page). Radio—spot and network—will most likely be used in advertising war about to begin by the various companies.

SURE to appear on NAB board's mid-November agenda is proposal to invite FM Assn. into all-industry association.

LEVER BROTHERS, Cambridge, has developed new detergent which eliminates rinsing. It has been incorporated into Surf and will be called No-Rinse Surf. N. W. Ayer & Son, New York, planning test spot radio campaign in three cities—Philadelphia, Los Angeles and Chicago.

ALTHOUGH confirmation was lacking at NBC, George H. Frey, director of network sales, reportedly will be first executive reassigned under proposed network reorganization. Mr. Frey believed destined to become chief of TV sales.

WAGS are saying RCA, after FCC denied its petition for postponement of Nov. 14 comparative color showings but called for second one next February, should serenade FCC with "Your Lips Tell Me No-No, But There's Yes-Yes in Your Eyes." But FCC authorities claim action allows them to retain control over proceedings, meaning Nov. 14 comparisons

(Continued on page 82)

Upcoming

Oct. 30-Nov. 5: National Radio and TV Week.
Oct. 31-Nov.1: NAB Dist. 1, Somerset, Boston.
Nov. 3-4: Florida Assn. of Broadcasters, Sarasota, Fla.
Nov. 11-13: National Assn. of Radio News Directors, Commodore Hotel, New York.
(Other Upcomings on page 41)

Bulletins

WJJD Chicago signed late Friday two-year contract with Chicago White Sox to carry all of ball club's games in 1950 and 1951, making 12 consecutive years. WJJD to carry all daytime games and its affiliated WFMF (FM) will carry night home games. WIND Chicago to carry night games away on time bought by WJJD. Sponsorship not yet decided.

ABC announced arrangement with Mutual Life Insurance Co. for $600,000 20-year loan at 4½% interest. Proceeds to be used in further developing ABC's TV Center in Hollywood.

FORD SPONSORS UN ON TV; DEALERS BUY KAY KYSER

FORD MOTOR Co., Dearborn, Mich., to sponsor CBS-TV telecasts of UN General Assembly sessions for remainder of year, effective Nov. 7. Three hours daily of sessions both at Lake Success and Flushing Meadows to be telecast as public service by Ford, with no commercials to be used. Telecasts scheduled Mon.-Fri., 11 a.m. to 1 p.m. and 3-4 p.m. TV recordings of telecasts to be made available to other UN member states throughout world. Sale understood personally engineered by CBS President Frank Stanton. Ford agency is Kenyon & Eckhardt, New York.

Ford Dealers of America on Dec. 1 starts Kay Kyser show, hour-long musical quiz, on NBC Television, Thursday, 9-10 p.m., through J. Walter Thompson Co., New York.

WARL LOTTERY CASE IS DISMISSED BY FCC

LOTTERY proceedings against WARL Arlington, Va., which produced FCC hearing examiner's recommendation that former WARL program be found in violation of anti-lottery law [BROADCASTING, Aug. 9, 1948], were dismissed by FCC Friday. Commission said program in question, *Dollars for Answers*, is of type covered in subsequently adopted anti-giveaway rules; that rules have since been suspended pending court tests, and that WARL has discontinued program.

"Further proceedings with respect to this licensee would now serve no useful purpose in settling the issues of law presented," FCC concluded. Frank U. Fletcher, Washington radio attorney, is half owner of WARL.

Business Briefly

PROMOTES ANTI-HISTAMINE ● Anahist Co., New York, appoints Foote, Cone & Belding, that city, as agency. Radio, magazines and newspapers to be used for promoting first anti-histamine hay fever treatment. Inhiston, also anti-histamine tablet for colds and hay fever, through Cecil & Presbrey, New York, now using newspaper spreads, said to be considering radio spot campaign.

APPOINTS SPECTOR ● Affiliated Retailers Inc., owned cooperatively by 59 department stores including R. H. Macy Co., May Co. and City Stores groups, appoints Raymond Spector Co., advertising and merchandising counsel, in connection with promotion of store-owned "AR" brands.

WBKB (TV) NAMES ● WBKB (TV) Chicago names Weed & Co., New York, exclusive national sales representative effective Nov. 1.

FCC RELIGIOUS DECISION CLARIFIES STATIONS' RIGHTS

NEW "Scott Decision" on atheists' rights to radio time, 165 words long compared to five-page 1946 version which brought Congressional investigation, issued by FCC Friday.

New "decision" was letter sent to Robert H. Scott of San Francisco, principal in 1946 Scott Decision. It was based on protest he field in May 1947. He asked revocation of licenses of four San Francisco stations (KNBC, KFRC, KGO, KCBS) on charges they violated principles of 1946 decision by refusing him time for atheism talks.

Though FCC authorities said it was in no way inconsistent with original Scott Decision, new enunciation makes plain that: "There is no obligation on the part of a station licensee to grant the request of any and all persons for time to state their views on matters in which they may be interested." Other highlights of letter:

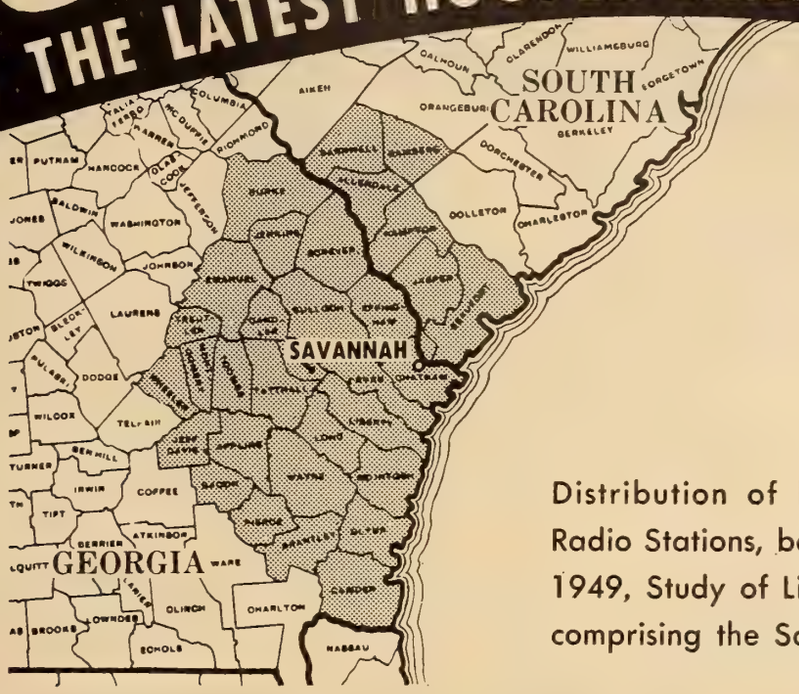
. . . It does not appear from the information submitted by you that any program broadcast by the named stations was directed against you personally or against the position which you espoused. In the Commission's view the facts submitted by you do not present a situation in which the station has denied an opportunity to afford equal time for the presentation of a controversial issue of public importance. . . .

Your petition alleges no facts to justify the revocation of the licenses of the above-named stations.

SARNOFF TO GET AWARD

BRIG. GEN. David Sarnoff, RCA board chairman, will be awarded Peter Cooper Medal for advancement of science, at convocation ceremonies Nov. 2 honoring 90th anniversary of Cooper Union, New York. Gen. Sarnoff was selected by jury of nine presidents and deans of engineering schools in New York area for outstanding service in the advancement of science in its practical application to life. Dr. Thorndike Saville, president of American Society for Engineering Education, will make presentation speech.

WSAV is on TOP... IN THE LATEST HOOPER AREA REPORT!



Distribution of listeners among Savannah Radio Stations, based upon C. E. Hooper May 1949, Study of Listening Habits in 32 counties comprising the Savannah Retail Trading Area:

May 1949 HOOPER INDEX	WSAV	STATION 'A'	STATION 'B'	STATION 'C'	STATION 'D'
TOTAL RATED TIME PERIODS 6:00 a. m. to 10:00 p. m.	18.0	4.0	6.0	5.0	17.0
Daytime 6:00 a. m. to 6:00 p. m.	19.0	4.0	6.0	5.0	18.0
Evening 6:00 p. m. to 10:00 p. m.	14.0	4.0	6.0	4.0	12.0

And that's just half the story . . . WSAV's dominance is even greater in the 47 *additional* WSAV counties of Georgia, South Carolina and Florida. Call Don Jones or any Hollingbery man for the complete "Savannah Story".



It's 630 in Savannah **WSAV**

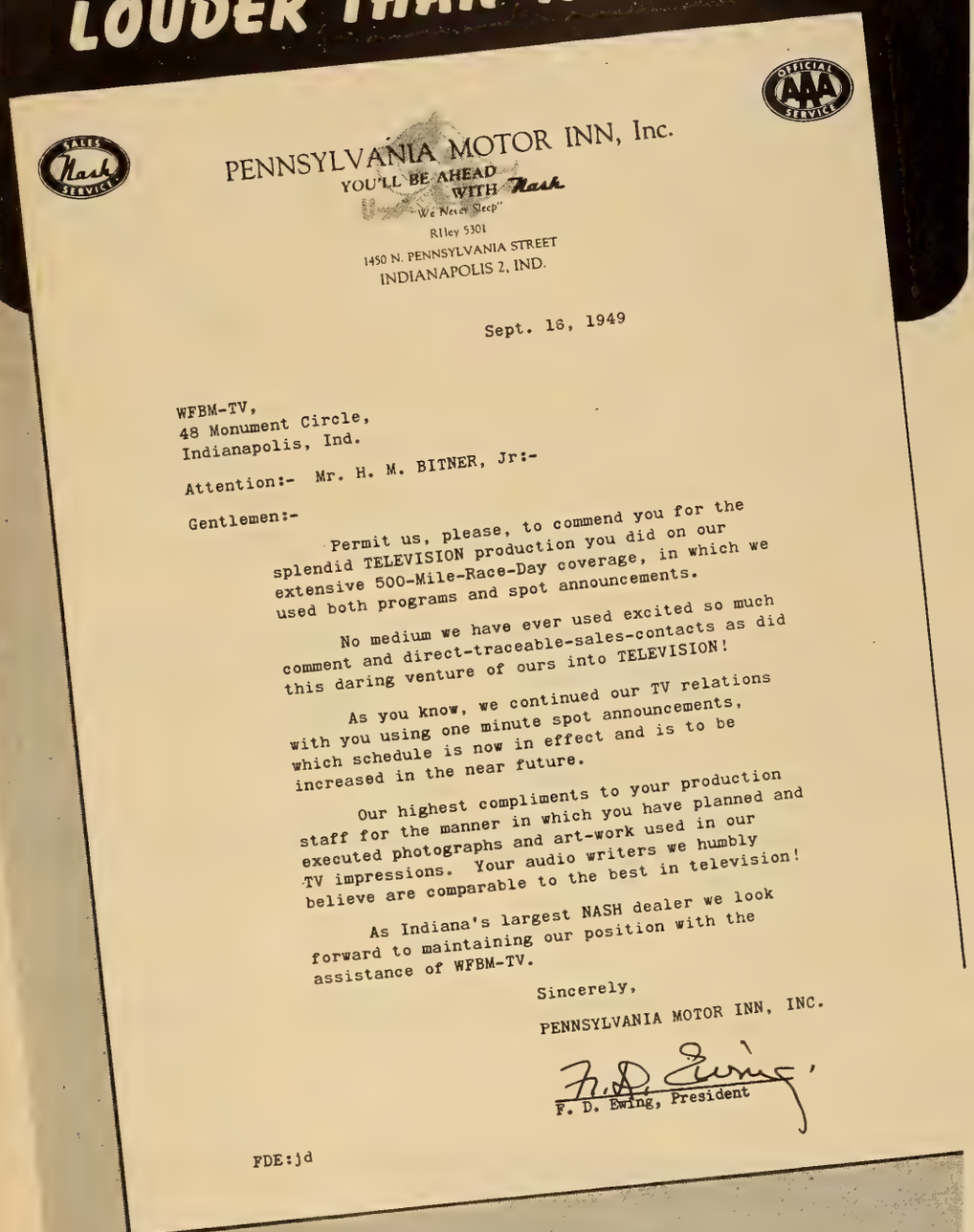
630 kc.
5,000 watts
Full Time

CBS AFFILIATE

Represented by Hollingbery

Mr. Time Buyer—

SALES ACTION SPEAKS LOUDER THAN WORDS!



PENNSYLVANIA MOTOR INN, Inc.
YOU'LL BE AHEAD WITH Nash
"We Never Sleep"
RIley 5301
1450 N. PENNSYLVANIA STREET
INDIANAPOLIS 2, IND.

Sept. 16, 1949

WFBM-TV,
48 Monument Circle,
Indianapolis, Ind.

Attention:- Mr. H. M. BITNER, Jr:-

Gentlemen:-

Permit us, please, to commend you for the splendid TELEVISION production you did on our extensive 500-Mile-Race-Day coverage, in which we used both programs and spot announcements.

No medium we have ever used excited so much comment and direct-traceable-sales-contacts as did this daring venture of ours into TELEVISION!

As you know, we continued our TV relations with you using one minute spot announcements, which schedule is now in effect and is to be increased in the near future.

Our highest compliments to your production staff for the manner in which you have planned and executed photographs and art-work used in our TV impressions. Your audio writers we humbly believe are comparable to the best in television!

As Indiana's largest NASH dealer we look forward to maintaining our position with the assistance of WFBM-TV.

Sincerely,

PENNSYLVANIA MOTOR INN, INC.

F. D. Ewing, President

FDE:jd

First IN INDIANA ANY WAY YOU JUDGE!

WFBM-TV
INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

Associated with: WFDF *Flint*—WOOD *Grand Rapids*—WEOA *Evansville*

BROADCASTING
TELECASTING

*

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First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; How's Business
Third issue: Trends Survey; TV Set Count by Cities
Last issue: Telecasting Showsheet

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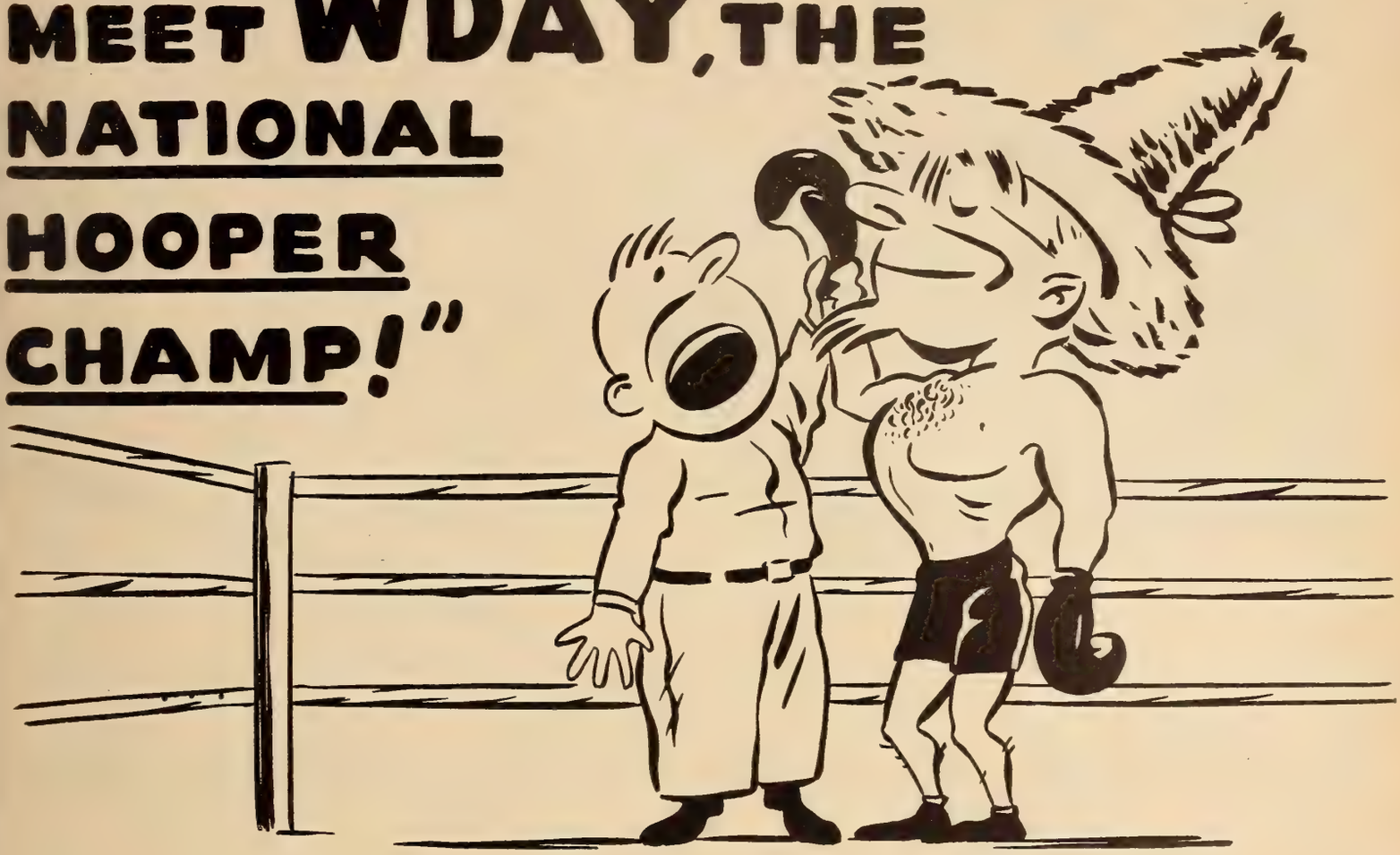
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* Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

"LADEEZ AND GENTLEMUN— MEET WDAY, THE NATIONAL HOOPER CHAMP!"



YESSIR! WDAY had the greatest Share-of-Audience Hooperatings—Morning, Afternoon and Night —among all stations in the country for the five-month period, Dec. '48—Apr. '49!

	WDAY	"B"	"C"	"D"
WEEKDAY MORNINGS (MON. THRU FRI.)	66.2	16.8	7.7	4.2
WEEKDAY AFTERNOONS (MON. THRU FRI.)	66.1	11.4	11.9	3.7
EVENINGS (SUN. THRU SAT.)	67.5	14.1	9.2	7.2

Amazing, you bet, but once you see the facts about our rural superiority, you'll agree that WDAY is even more fabulous! Our new booklet gives figures for four typical mail-pull campaigns, together with revealing cost comparisons and statements by sponsors. It gives you down-to-earth proof of WDAY's rural coverage.

Write to us, or ask Free & Peters, for this new booklet! It explains why WDAY is one of the great radio buys of the nation!

WDAY

FARGO, N. D.

NBC • 970 KILOCYCLES • 5000 WATTS



FREE & PETERS, INC.,
Exclusive National Representatives

BMI

THANKS TO BROADCASTERS, ARTISTS, PUBLISHER

KEEPS HITTING . . H

4 out of 7 on the LUCKY STRIKE HIT PARADE

(October 15, 1949)

1. YOU'RE BREAKING MY HEART
2. SOMEDAY
5. ROOM FULL OF ROSES
7. JEALOUS HEART

and the same Broadcasters, Artists, Publishers, Composers, Disc Jockeys, Record and Transcription Companies, and Juke Box Operators now aim to

Hit With These Up-Coming BMI Leaders

THE BILLBOARD PICKS:	CROCODILE TEARS
THE DISC JOCKEYS PICK:	VIENI SU
	ENVY
	CANADIAN CAPERS
THE OPERATORS PICK:	BLUEBIRD ON YOUR WINDOW SILL
BMI PICKS:	SLIPPING AROUND
	HUSH LITTLE DARLING
	SHE WORE A YELLOW RIBBON
	EVERYTHING THEY SAID CAME TRUE
	WHY DON'T YOU HAUL OFF AND LOVE ME
	WHO'LL BE THE NEXT ONE TO CRY OVER YOU
	SEND TEN PRETTY FLOWERS TO MY GIRL IN TENNESSEE
	CARELESS KISSES

BROADCAST MUSIC, INC.

580 FIFTH AVENUE, NEW YORK 19, N. Y.

CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

OMPOSERS, DISC JOCKEYS, RECORD AND TRANSCRIPTION COMPANIES, JUKE BOX OPERATORS

HIT AFTER HIT...WEEK AFTER WEEK

57.2% OF SALES AND RECORD POPULARITY RATINGS

A Summary of Popularity Charts from The Billboard, Oct. 22, 1949

	TOTAL LISTINGS	BMI	ALL OTHERS	% BMI
HONOR ROLL OF HITS	10	5	5	50.0
SHEET MUSIC—BEST SELLING	15	5	10	33.3
POP RECORDS				
MOST PLAYED BY DISC JOCKEYS	30	16	14	53.3
BEST SELLING, RETAIL	31	13	18	43.3
MOST PLAYED ON JUKE BOXES	31	13	18	43.3
RHYTHM & BLUES RECORDS				
BEST SELLING	16	12	4	75.0
MOST PLAYED ON JUKE BOXES	16	13	3	81.2
FOLK RECORDS				
BEST SELLING	16	14	2	87.5
MOST PLAYED ON JUKE BOXES	15	12	3	80.0
TOTAL	180	103	77	57.2
SCORE PREVIOUS WEEK	181	101	80	55.8
SONGS WITH GREATEST RADIO AUDIENCES (PEATMAN ACI)				
R-H SYSTEM	51	13	38	25.5
	30	5	25	16.7
TOTAL	261	121	140	46.4
SCORE PREVIOUS WEEK	243	109	134	44.9

BMI



Agencies



EDGAR E. EATON named vice president of G. Norman Burk Inc., Pittsburgh, where he will handle types of national and local advertising. He was previously with Tracy Mfg. Co., as sales promotion manager, and director of regional sales for American Radiator & Standard Sanitary Corp., and Lehigh Portland Cement Co.

HARRY A. BERK, president of Foote, Cone & Belding International Corp., resigned his post. **EMERSON FOOTE**, president of domestic company, also will become president of international subsidiary. Mr. Berk, abroad most of the last eight years, plans to remain permanently in the U. S.

REGINALD V. COGHLAN appointed head of new Ruthrauff & Ryan branch office in New Orleans.

FELIX BRENTANO, Broadway producer-director associated with "Rosalinda," "The Merry Widow," and others, appointed radio and television director for Lester "L" Wolff Advertising Corp., New York. He is currently handling *Wishbone Party* and has started work on TV variety show for Associated Food Stores. He will supervise production for all other agency accounts.

MORGAN REICHNER, former vice president of Buchanan & Co. and executive vice president of Abbott Kimball Co., both New York, forms own consultant firm to advise advertisers on sales, sales promotion and merchandising. Offices are at 25 W. 43rd St., New York.

TRISTRAM DUNNE, formerly with William Esty & Co. and Young & Rubicam, joins Federal Advertising Agency, New York, as account executive.

S. A. HALPERN, former executive vice president of L. H. Hartman Co., Chicago, joins William H. Weintraub & Co., New York, as director of copy. He previously was copy chief at Lord & Thomas, where he created many campaigns and slogans for Lucky Strike.

DON WEILL, former account executive with Grant & Wadsworth Inc., and before that advertising and sales promotion manager of Clairol Inc., New York, joins Benton & Bowles, New York, as member of Procter & Gamble drug division account group.

ADRIAN SAMISH, vice president and head of radio and television, Dancer-Fitzgerald-Sample Inc., arrives in Hollywood today (Oct. 31) for two weeks in connection with preparation of television commercials for General Mills and Procter & Gamble. **DON MANCHESTER**, vice president and account executive of the agency, also is expected in Hollywood later this week.

NORMAN L. DRYNAN, formerly supervisor of sales and advertising of Canadian Canners Ltd., Hamilton, joins F. H. Hayhurst & Co., Toronto advertising agency, as account executive.

JANE SCRIVEN, formerly of Biow Co., New York, joins Davis & Platte, New York, as executive in public relations department.

MRS. MARILYN WILZBACH, formerly with WLW Cincinnati, joins Brisacher, Wheeler & Staff, Los Angeles, as head of radio and television traffic.

PETER FINNEY, formerly with publicity staff of Kudner Agency, New York, transferred to agency's service department on Admiral Corp. account.

JEAN MEREDITH, West Coast publicity manager, Benton & Bowles Inc., is in New York for two weeks conferences.

HARRY GATTON, recently resigned as managing director of WSIC Statesville, N. C., opens advertising agency, Harry Gatton Advertising, at 226 W. Broad St., Statesville. New firm has nine radio accounts.

DAVIS AGENCY, Oakville, Ont., becomes incorporated company and continues business under name of Davis Circulation Agency, Ltd.

SHERRILL MASTOS made production director of Buchanan & Co., Los Angeles; **LEE LEWIS** named media director; **MARY JANE KUELGEN**, appointed executive secretary, and **JEANETTE LINCK** put in charge of business management for agency.

JOE H. LANGHAMMER & Assoc., Omaha, changes name to Langhammer & Assoc.

New Addresses: AIKIN McCRACKEN Limited Advertising Agency, Toronto, moves to 2 Toronto St., Toronto. **BIOW Co.**, New York, effective after Jan. 1, will move its entire offices now located at 9 Rockefeller Plaza and 501 Madison Ave. into two whole floors of Crowell-Collier Bldg. on 51st St. and Madison Ave.



3 Beauties of the Deep South

1. ST. JOHN PLANTATION, near St. Martinsville, Louisiana, was built in 1828 by Alexandre Etienne de Clouet. Since 1887, St. John has been owned by a prominent New Orleans family, who have faithfully preserved the grace and dignity of its ante-bellum architecture.



2. THE DAIRY INDUSTRY is developing fast in Louisiana. With year-round pasturage and growing markets, it's adding millions to the state's diversified farm income. Another reason why WWL - land exceeds the national average in increased income, increased buying power, and general prosperity.



The greatest selling power in the South's greatest city

50,000 WATTS CLEAR CHANNEL CBS AFFILIATE

3. WWL'S COVERAGE OF THE DEEP SOUTH 50,000 watts—high-power, affording advertisers low-cost dominance of this new-rich market.

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

BMB Maps of WWL-coverage and other data available from the Katz Agency, Inc., our National Representatives.

'It Was an Honor'

EDITOR, BROADCASTING:

. . . appearing as the "On All Accounts" subject in the Sept 12 issue of BROADCASTING . . . it was an honor and a pleasure to be selected.

Mary Ellen Ryan
Radio Timebuyer
Raymond R. Morgan Co.
Hollywood

* * *

'Fair' Broadcasting

EDITOR, BROADCASTING:

I've been reading in recent copies of BROADCASTING where several stations have been doing a little bragging about their broadcasting from fairs, etc. I'd like to report that during the East Texas Fair, Sept. 12 thru 17, KTBB originated 13 hours and 45 minutes of broadcast time direct from the fair grounds. This was in addition to 168 sustaining announcements before the fair.

Dana W. Adams
News Director
KTBB Tyler, Tex.

* * *

Open Mike



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Shriver—Pro & Con

[Editor's Note: Following letters are an outgrowth of W. H. Shriver's letter in OPEN MIKE Sept. 26 questioning the taste of an advertisement in BROADCASTING; and the rebuttal of Del Roy Oct. 10.]

EDITOR, BROADCASTING:

This "Letter to the Editor" emanating from the Badger State up here in Yankeeland is to serve as a rebuttal to the viewpoints of Del Roy of WKYW.

Obviously Mr. Del Roy is confusing the issue. Mr. Shriver's letter was in no way an encroachment by the Roman Catholic church on his rights. No propaganda or doctrines of the R. C. Church were mentioned in his well meant advice. No religious issue is involved here whatsoever. It is merely a matter of common sense and decency which any sensible adult should readily comprehend.

Mr. Del Roy contends that the Legion of Decency is bigoted but he has no supporting statements to submit as proof. The Legion of Decency passes on the merits of a picture for view by children as well as adults and there is no intolerance involved at all. They really don't care if the actors, producers or theatre owners down to the ushers are Protestants, Catholics or Jews.

The advertisements for the promotion of the R. C. Church by the Knights of Columbus are in noways insidious or treacherous as Mr. Del Roy puts it. They are merely true statements of fact which all sincere peoples of any race, color or creed are invited to investigate for their own education and welfare. One object of this recent advertising campaign is to blot out ignorance on the part of fellow Christians on the faith and customs of the R. C. Church.

In closing, I add that I hate to see a fine organization like the Roman Catholic Church be attacked when it has done many fine deeds thruout its existence. I support the Shrine Circus for Crippled Children and admire their organization a lot for the good works they perform. I have no malice towards these men and I hope that sometime in the very near future Mr. Del Roy will have a friendlier attitude toward the R. C. Church.

George H. Hotton
2564 N. Palmer St.
Milwaukee 12, Wis.

* * *

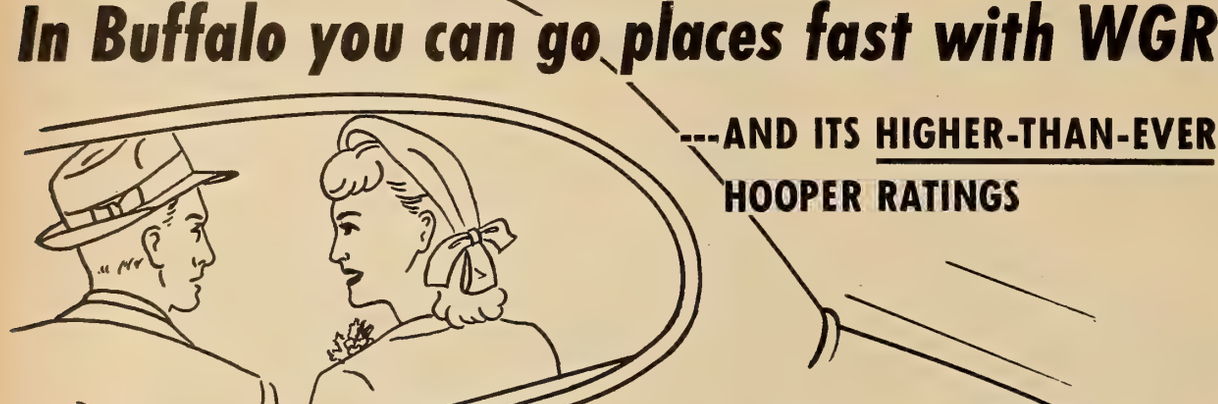
EDITOR, BROADCASTING:

Now it seems that we boys, who are old enough to work, vote, pay taxes, and raise families, are to be advised by one Mr. William H. Shriver Jr. . . . that we are not supposed to look at an advertisement showing the "Female Form Divine."

I certainly admired the ad in

(Continued on page 18)

In Buffalo you can go places fast with WGR



---AND ITS HIGHER-THAN-EVER HOOPER RATINGS

EDGAR BERGEN · ARTHUR GODFREY · BOB HAWK · SUSPENSE
LUX RADIO THEATRE · MY FRIEND IRMA · BUDDY CLARK
LOWELL THOMAS · HALLMARK PLAYHOUSE · JACK SMITH · THE F.B.I.
DICK HAYMES · EDWARD R. MURROW · SING IT AGAIN · BEULAH
MR. & MRS. NORTH · THE GOLDBERGS
LUCILLE BALL · ABE BURROWS
MR. KEEN · CRIME PHOTOGRAPH
JOAN DAVIS · GROUCHO MA
MR. CHAMELEON · DR. CHRISTIAN
BING CROSBY · BURNS & ALLEN
EVE ARDEN · AMOS 'N' ANDY
JACK BENNY · INNER SANCTU
RED SKELTON · HELEN HAYES
HORACE HEIDT · MYSTERY THEA
PHILIP MARLOWE · GANG BUSTERS · DINAH SHORE · GENE AUTRY
HIT THE JACKPOT · WE, THE PEOPLE · VAUGHN MONROE · CONTENTED HOUR

NOW ON WGR CBS 550

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

WGR 550 Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.
National Representatives: Free & Peters, Inc.

WTWN POTENCY
Shown in 'Gala Sales Days'

WTWN St. Johnsbury, Vt., has been on the air less than four months but in that short space of time the 250 watter in the Green Mountains has proved itself a potent force in the area as evidenced by the recent "Gala Sales Days."

"Gala Sales Days," a merchandise promotion plan, was sponsored by the Chamber of Commerce with all stores in town participating. WTWN ran a series of teaser spots in the form of personal ads signed by a mysterious "Hugo Gala," addressed to an equally mysterious "Helen." In subsequent spots, "Hugo" promised "Helen" a fine time at "Gala Sales Days."

This was followed by explanations of "Gala Sales Days" in one-minute spots. Campaign also was plugged by regular and new WTWN accounts as well as by stores with series of broadcasts during drawings for holders of winning tickets obtained with each dollar purchase of merchandise.

INDEPENDENT

WNEB LEADS AGAIN!

IN WORCESTER, MASS.!

HIGHEST RATINGS!

IN COMPETITION WITH ALL NETWORK STATIONS

LOWEST RATES!

TO MAKE A TIME-BUYER'S DREAM COMBINATION THAT GIVES YOU

THE MOST LISTENERS PER DOLLAR!

Share of Audience METROPOLITAN DISTRICT, Worcester, Mass.

TIME	BASIC CALLS	WNEB	Station A	Station B	Station C	OTHERS
MORNING PERIODS	6,197	**32.1**	10.1	19.5	32.4	5.9
AFTERNOON PERIODS	10,916	**36.4**	12.0	13.7	29.4	8.5
EVENING PERIODS	7,837	**32.4**	10.3	13.3	33.8	10.2
ENTIRE SURVEY	24,950	**33.8**	10.9	14.7	31.9	8.7

August 21-27, 1949

CONLAN RADIO REPORT

Sure, we carry baseball, and it has helped to build our station. But our over-all leadership comes from over-all acceptance since baseball represents only about 18% of the time periods covered by this survey. What's more, this survey shows that WNEB is in first place in 36 of the 58 quarter-hour periods 8:00 A.M.-10:30 P.M., Monday thru Friday. Call in a station representative and see the complete report.



WNEB

WORCESTER

MASSACHUSETTS

NEW ENGLAND'S LEADING INDEPENDENT IN NEW ENGLAND'S THIRD LARGEST MARKET

Represented by: Adam J. Young, Jr., Inc. and Kettell-Carter, Inc.

want to be

Snowed Under

with Sales RESULTS?



Another important WISH "personality" featured in our long string of successful shows programmed locally

BILL is one of our mail delivery-man's biggest "headaches." His lively 6:15 to 8 o'clock Bill Faulkner morning show and his magnetic 3:15 to 4:45 afternoon "Hoosier Requestime" never fail to flood our front desk with enthusiastic replies and inquiries for Bill's advertisers. Call it "personality," zing or whatever you will, but when Bill pours himself into his microphone, advertisers' cash registers also sing a merry tune. Ask them. We'll be glad to give you their names.

WISH

1310 kc INDIANAPOLIS · A-B-C NETWORK

FREE & PETERS, *National Representatives*

George J. Higgins, General Manager

New Business



LEHN & FINK PRODUCTS CORP., through its agency Lennen & Mitchell, New York, will launch heavily concentrated advertising campaign to introduce Peb-Ammo, ammoniated tooth paste. Spot radio expected to be used after first of year.

F. & M. SCHAEFER BREWING Co., New York, sponsors 35 home hockey games of New York Rangers over WMGM New York. Agency: BBDO New York.

MARLBORO SHIRT Co., Baltimore, appoints Kastor, Farrell, Chesley & Clifford Inc., New York, to handle advertising for its dress and sport shirts and outer wear. Media plans for 1950 have not been decided upon as yet. While the firm's advertising budget figure could not be determined, it was understood to be over $200,000 yearly.

FORT PITT BREWING Co., Pittsburgh, adds WJAC-TV Johnstown, Pa. to group of stations carrying boxing and wrestling. Other stations are: boxing only, WEWS (TV) Cleveland; wrestling only, WTVN (TV) Columbus; both, WICU (TV) Erie, WDTV (TV) Pittsburgh and WGAL-TV Lancaster.

PICTSWEET FOODS Inc., Mt. Vernon, Wash. (frozen fruits and vegetables), launches campaign on frozen food special using spot schedule of 50 stations across the country. Agency: Brisacher, Wheeler & Staff, San Francisco. Franklin C. Wheeler is account executive.

STANDARD BREWING Co., ("Erin Brew"), Cleveland, enters television with sponsorship of Saturday night DuMont wrestling from Chicago on WEWS (TV) Cleveland. Agency: Gerst Adv. Inc., same city.

PACIFIC GREYHOUND BUS LINES, through Beaumont & Hohman, San Francisco, launches fall advertising campaign which includes spot schedule on approximately 200 western stations. Company also sponsors 15-minute weekly travel series, *Romance of the Highways*, on ABC western network.

Network Accounts • • •

AMERICAN BIRD PRODUCTS, Chicago, returns to air with *American Radio Warblers* for 23rd consecutive year. Show heard Sunday, 12:15 to 12:30 p.m. (CST) via Mutual from Chicago. Contract is for 26 weeks. Agency: Weston-Barnett, Chicago.

GEORGE A. HORMEL Co., Austin, Minn., (canned meat products) will move its Hormel Girl's Corps program on ABC from its present Saturday, 12-12:30 p.m. time to Sundays, 6:30-7 p.m. effective Nov. 20. Agency is BBDO, Minneapolis.

CONTINENTAL BAKING Co., New York, renews CBS *Grand Slam*, effective Nov. 21 for 52 weeks. Show aired Mon.-Fri., 11:30-11:45 a.m. Agency: Ted Bates & Co., New York.

GOODYEAR TIRE & RUBBER Co., Akron, Ohio, starts *Goodyear Paul Whiteman Review* on ABC-TV Sunday, Nov. 6. Agency is Young & Rubicam, New York.

LEVER Bros, New York, contracts to sponsor last half of Mon. through Fri. *Breakfast in Hollywood* show over entire 30 stations of Canadian Dominion Networks, effective today. Agency: Ruthrauff & Ryan, New York.

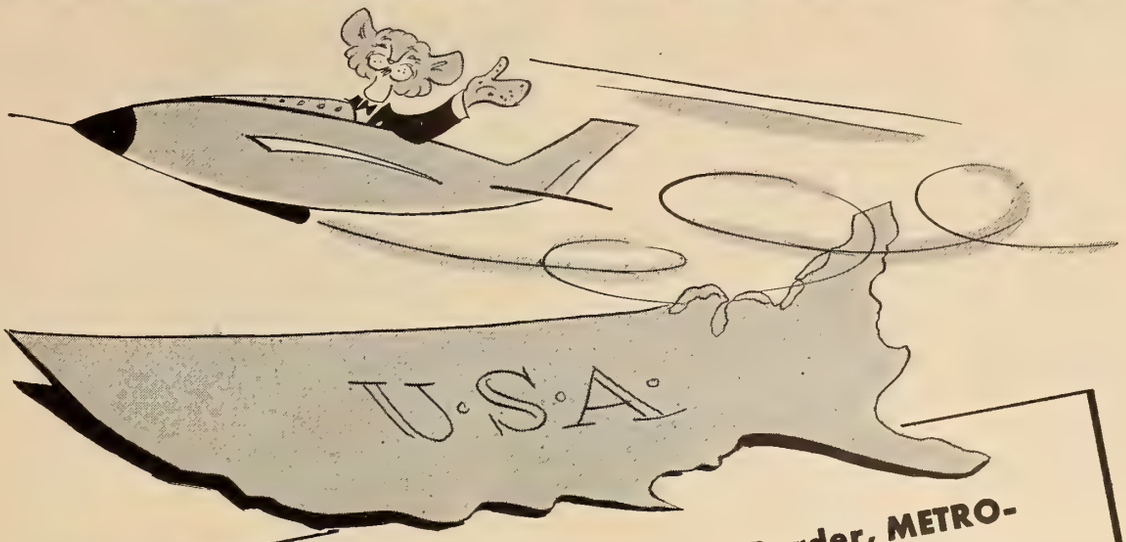
RONSON ART METAL WORKS Inc., Newark, N. J., through Grey Advertising Agency Inc., New York, moves its *Johnny Desmond Show* from MBS to full 271-station ABC network, effective Jan. 11. Show, on behalf of Ronson lighters and accessories, will be aired Wednesdays, 8:55-9 p.m.

PETER PAUL Inc., San Francisco (Mounds, Almond Joy candy) Nov. 8 renews *Bob Garred News* for 52 weeks on 12 Columbia Pacific Network stations. Agency: Brisacher, Wheeler & Staff, San Francisco.

Adpeople • • •

E. J. WATLEY appointed advertising and sales promotion manager of Ronson Art Metal Works Ltd., Toronto. He is first to hold this post with Canadian company.

JET PROPELLED...AND HEADING YOUR WAY!



FROM COAST TO COAST and Border to Border, METRO-GOLDWYN-MAYER RADIO ATTRACTIONS are setting a terrific pace . . . making TRANSCRIPTION HISTORY with Radio's most sensational series of star-studded programs. PRICED FOR PROFIT FOR YOU!

BIG STATIONS AND LITTLE STATIONS—stations like WGN, Chicago and KVMV, Twin Falls, Idaho; WFIL, Philadelphia and WSPC, Anniston, Ala., loved these great shows — and bought 'em! Scores and scores of alert, bright broadcasters are starring them on the air NOW.

AND THEY'LL DO A JOB FOR YOU TOO—if you're smart and move fast! PUT THEM TO WORK FOR YOU!



HERE'S WHAT YOU GET!

M-G-M THEATRE OF THE AIR

A full hour of top dramatic entertainment once a week, presenting Hollywood's most glamorous stars in thrilling radio adaptations of all-time M-G-M picture hits.

AT HOME WITH LIONEL BARRYMORE

One of the world's most famous and beloved stars chats, reminisces about the stage, the screen and their people. Three 15-minute programs per week.

HOLLYWOOD, U. S. A.

Glamorous Paula Stone, of the noted "Stepping Stones," in intimate interviews with filmdom's great stars and personalities. Five 15-minute programs per week.

THE STORY OF DR. KILDARE

One of the most famous motion picture series, adapted to radio for the first time, and starring both Lew Ayres and Lionel Barrymore, who created the leading roles on the screen. One half-hour per week.

MAISIE

Starring Ann Sothern . . . half-hour, once weekly, presenting brand new radio adaptations of the popular M-G-M pictures, other adaptations of which proved equally popular as a network radio series.

GOOD NEWS FROM HOLLYWOOD

Handsome George Murphy, himself a great star, gives you the latest Hollywood gossip and presents a famous guest. Three 15-minute programs per week.

CRIME DOES NOT PAY

A tense and exciting dramatic presentation based on M-G-M's Academy Award two-reelers. Featuring name players. A half-hour program, once a week.

THE HARDY FAMILY

The famous movie series, never before released for radio adaptation, starring Mickey Rooney and Lewis Stone . . . A half-hour, once weekly.

Metro-Goldwyn-Mayer Radio Attractions

Exclusive Representatives . . . . . MUSIC CORPORATION OF AMERICA

THESE
6 Stations
Build Sales
for You . . .

WGAL
WGAL-TV
Lancaster, Pa.

WORK
York, Pa.

WRAW
Reading, Pa.

WKBO
Harrisburg, Pa.

WEST
Easton, Pa.

Represented by
ROBERT MEEKER ASSOCIATES
Los Angeles · New York
San Francisco · Chicago
AFFILIATES
STEINMAN STATIONS

Feature of the Week

INTRICATE planning for the Southern States Fair, co-sponsored by WBT Charlotte, N. C., and the *Charlotte News* earlier this month, nearly turned the Fair into an all-WBT affair, the station reports.

Indicative of the success of the event was the official count of 425,000 who visited the WBT booths, despite two rainy days. It was the largest attendance in the history of the Fair.

The event served multi purposes. It helped build up not only WBT, but also a show, the show's sponsor, the station's programming and its talent. And, most important, it was the opportunity for WBT to transplant some of its activities in full-sight of the audience.

Full-scale promotion preceded the actual Fair activity. It got off to a grass-roots start with a contest reaching into the entire 95-county area served by the station. In cooperation with the *News*, free tickets to the Fair were offered for the best letter by a child, stating why he or she wanted to go to the Fair. The winner, a six-year-old boy, toured the Fair at the expense of the station taking in the rides and eating all he could hold and appeared on a broadcast.

Paced by the popularity of



Closing in on WBT's microphone are (l to r) Mr. Cole, Cowboy Star "Sunset" Carson and "Doc" Dorton, head of the Fair.

* * *

WBT's *Grady Cole Talent Show*, another contest was held over a period of time while the letter-writing match was on. Local talent was given tryouts for the talent show of Mr. Cole, WBT farm editor. The program, broadcast every Saturday 10:30-11 a.m., gave a special broadcast Oct. 8 from the Fair at the WBT booth. Local talent contests were held in many of the communities within the area, largely at schools and many

(Continued on page 21)

On All Accounts

"TO win the family audience, use television; and to attract the interest of the housewife, use radio."

That is the working philosophy of William MacFarland, account executive for N. W. Ayer & Son, New York. And indeed it is working.

Executive for the agency's Sealtest Dairy account, Bill MacFarland has placed that company's ice cream product—a family delicacy —on television (*Kukla, Fran & Ollie*, twice weekly on NBC-TV). He has spotted Sealtest's milk — purchased principally by the woman in the home — on radio (*Dorothy Dix*, five times weekly on NBC).

"Working an idea" that works is an old game with Bill. Conceivably it began with his youthful intention to earn a degree and secure a job with an advertising agency.



BILL

The intention became a reality in 1942 when Bill traded in his B.S. in Economics from the U. of Pennsylvania for a position in the production department of N. W. Ayer in Philadelphia.

But that was a time when all plans were subject to precipitate revision, and in 1943 Bill joined the Air Forces as a pilot. He was discharged as a first lieutenant in 1945 after 35 European missions.

Bill returned to civilian life and the Ayer agency in its plans merchandising department. While in that capacity he became experienced on food and package goods.

In November 1948 the agency appointed him account executive on the National Dairy (Sealtest) and Sheffield Farms accounts with headquarters in New York.

Recipient of much recognition for his many achievements, Bill MacFarland yet has one distinction that earns him little more than a sorely strained sacroiliac and the tacit appreciation of the Pennsylvania Railroad. Still residing in a suburb of Philadelphia, he travels more than four hours each day to and from his job in Radio City in New York.

The MacFarlands — she is the former Marjorie Enrich — were married Sept. 26, 1941. They have two children, Bill Jr., 7 years, and Cathy Lee, 2 years.

The first serious study of a new literary form

Radio AND Poetry

BY MILTON ALLEN KAPLAN

● Everyone interested in radio as a primary medium of communication and culture will profit from this analysis of the development of a new literature—poetry in radio. Dr. Kaplan follows the record of the use of poetry in radio from its role as "fill-ins" to the emergence of the radio verse play, and points out unexplored literary and cultural possibilities of radio and television. $4.50

At all bookstores or order from

COLUMBIA UNIVERSITY PRESS
Morningside Heights, New York 27

Publishers of THE COLUMBIA ENCYCLOPEDIA

Mr. Ted Kelly
Cecil and Presbrey, Inc.
New Pork City

Dear Ted:

Jest seen some papers on th' boss's desk here at WCHS thet tells quite a story. A noospaper artikle sed thet more peepuls awork-in' here in Kanawhy County then there wuz last July—a whole lot more, in fack. Then when I pickt up th' noospaper I found a bill from th' florist showin' we'd sent flarrs ter three big store openin's! Yes-sir, in lessen two weeks THREE big Charleston stores moved inter bigger new places! Now thet's real business confidence. Them merchants knows Charleston peepul'll continue spendin' money, an' WCHS is th' best way ter get yer sales message across ter them. Whenya advertises on WCHS yuh reaches folks what can buy! Thet's whatya wants, ain't it, Ted?



Yrs.
Algy

WCHS
Charleston, W. Va.

KNOE

THE
JAMES A. NOE STATION

NOW 5,000 WATTS DAY

NOW 5,000 WATTS NIGHT

NORTHEAST LOUISIANA'S
MOST POWER-FULL STATION

Robert W. Dumm
GEN. MGR.
STUDIOS, BERNHARDT BLDG.
MONROE, LA.

1390 ON YOUR DIAL

AFFILIATED WITH NATIONAL BROADCASTING COMPANY

CONTACT

RA-TEL Representatives, Inc.

NEW YORK CHICAGO OKLAHOMA CITY DALLAS
ATLANTA SAN FRANCISCO LOS ANGELES

Open Mike

(Continued from page 12)

"moral question," and congratulate the Pacific Northwest Broadcasters in running it. . . .

Jim Wayman
507 Greenwood Ave.
Takoma Park, Md.

* * *

EDITOR, BROADCASTING:

I missed Shriver's statement but my hat is off to him and to any MAN that objects to what he believes to be immodest. . . .

Hollis Francis,
Production Mgr.
WJAG Norfolk, Neb.

* * *

It's a Must

EDITOR, BROADCASTING:

. . . I assume most agency people do as I do—keep the current issue of BROADCASTING on my desk. A Monday morning must is to at least skim through it and 52 weeks a year there is a current copy of BROADCASTING at hand at all times. . . .

Jan Gilbert
Timebuyer
Harold Cabot & Co.
Boston

* * *

Educators Praise

EDITOR, BROADCASTING:

The public focus is turning on education as never before!

. . . We'd like to thank America's radio stations, newspapers, and citizens for what they have done to help raise salaries, relieve overcrowded schools, provide more and better trained teachers—in general helping us to help America's 30 million school children.

American Education Week, Nov. 6-12, gives us an opportunity to especially thank these people. The influence of the radio, press, etc., are particularly felt during this week. By the same token, it is a ready-made opportunity for these agencies to use their influence to bring the public's attention to education's problems, service and opportunities. . . .

Bob Roy Ratliff
Asst. to Dir. of Publications
National Education Assn. of U. S.
Washington

* * *

KHQ Takes Issue

EDITOR, BROADCASTING:

KHQ Spokane would like to take issue with a quotation on page 75 of the Oct. 10 BROADCASTING.

J. R. Poppele, vice president in charge of engineering for WOR-TV [New York], is quoted: "(WOR's) 760-foot steel tower which supports the transmitting is the largest self-supporting TV or radio antenna in the United States. . . ."

KHQ's tower is 826-feet tall, also self-supporting and to the best of our knowledge the tallest self-supporting tower in the world. We have made national and world-wide checks and have found no one to dispute the claim.

Patrick J. Cullen
News Editor
KHQ Spokane

* * *

Discrimination Charged

EDITOR, BROADCASTING:

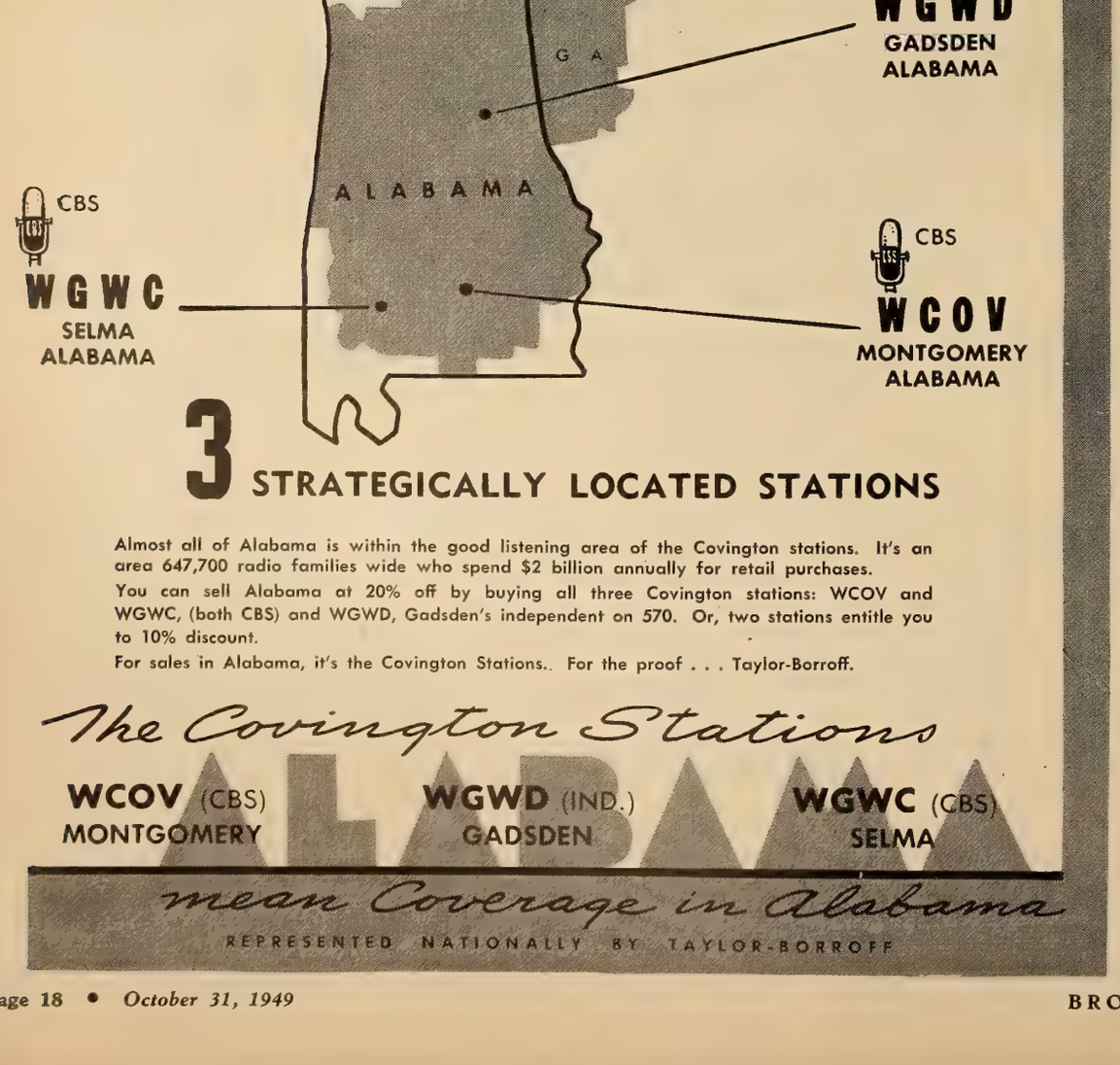
In view of your own comment on my inquiry of Oct. 5, I continue to wonder, "WHY THE LONG, BONY FINGER POINTED SO CONSISTENTLY AT MEXICO?"

I have absolutely no quarrel with CKLW nor any other "border" stations anywhere, but if the essence of the NARBA as described in your editorial is to be taken at its face value, CKLW is probably the most flagrant violation of that pact in the North American Continent. Standard Rate and Data as well as BROADCASTING'S own YEARBOOK, lists CKLW as the Mutual Network's outlet for Detroit. When a Mexican station attempted to become the outlet for an American network in El Paso it was disallowed. And there is no Mexican station anywhere serving a U. S. city the size of Detroit with primary coverage.

As for the question of so-called "super-power," unless I am mistaken there is no provision in the NARBA limiting power on clear channels—that is left up to the individual signatory nations; and yet, BROADCASTING seems to feel that if Mexico doesn't parrot the United States and limit power to 50,000 w she is badly out of line.

I repeat, I have no quarrel with CKLW's coverage of Detroit, nor for any of Detroit's stations' coverage of Windsor (none of whom, by the way, are affiliates of the CBC); my quarrel is with BROADCASTING for pointing the aforementioned finger only and always at Mexico.

Jose Maria Gonzalez
Owner and Manager
XEO H. Matamoros, Tamps. Mexico
P. O. Box 1708, Brownsville, Tex.



RADIO COPY

Less Misleading—FTC

RADIO advertising continues to be less objectionable in the eyes of Federal Trade Commission than ad copy accepted by newspapers, according to a September report issued Oct. 21 by the Commission's Radio and Periodical Advertising Div.

Of 83,018 radio continuities examined, only 1,295 were set aside as being "possibly false or misleading," while 552 out of 14,487 newspaper advertisements were similarly cited by FTC—roughly three for every one radio continuity.

GraybaR recommends

MACHLETT ELECTRON TUBES



For years, Graybar has made it a policy to distribute *only* the finest in broadcasting equipment. It is natural, then, that Graybar now offers the Machlett line of tried and tested electron tubes.

Machlett products are backed up by more than 50 years of experience, skill, and technical "know how"—you get a bonus of extra-long life and high-quality performance in every tube.

All types and sizes of Machlett tubes, as well as *any* of your other broadcasting equipment requirements, are quickly and conveniently available from Graybar's nation-wide network of warehouses. Call your nearest Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.* 490Q

Distributor of *Western Electric* Broadcast Equipment

GRAYBAR BRINGS YOU BROADCASTING'S BEST:

Amplifiers (1) (See key to numbers at right)
Antenna Equipment (1)
Cabinets (5)
Consoles (1)
Loudspeakers and Accessories (1, 3)
Microphones, Stands, and Accessories (1, 3, 6, 7, 8)
Monitors (1, 4)
Recorders and Accessories (9, 19)
Speech Input Equipment (1)
Test Equipment (4, 10)
Towers (Vertical Radiators) (11)
Tower Lighting Equipment (2, 12)
Transmission Line and Accessories (13)
Transmitters, AM and FM (1)
Tubes (1, 2, 18)
Turntables, Reproducers, and Accessories (1)
Wiring Supplies and Devices (3, 8, 14, 15, 16, 17)

MANUFACTURED BY:

(1) Western Electric;
(2) General Electric; (3) Whitney Blake;
(4) General Radio; (5) Karp Metal;
(6) Hugh Lyons; (7) Meletron;
(8) Hubbell; (9) Presto; (10) Weston;
(11) Blaw-Knox; (12) Crouse-Hinds;
(13) Communication Products;
(14) General Cable;
(15) National Electric Products;
(16) Triangle; (17) Bryant; (18) Machlett
(19) Ampex

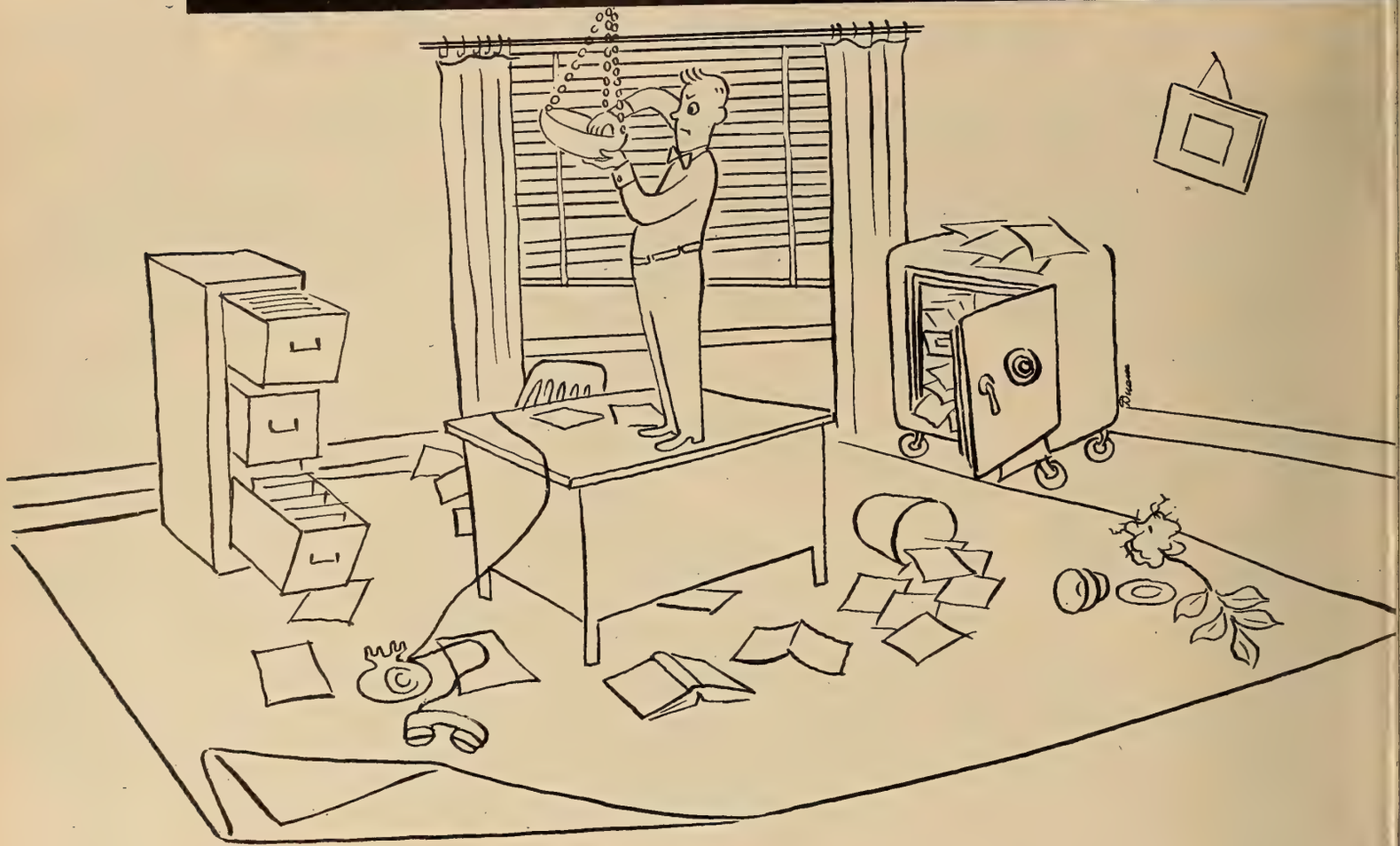
via GraybaR

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

here are Graybar offices in over 100 principal cities.
hese are the Graybar Broadcast Equipment Representatives in key cities:

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. W. Stone, Cypress 1751
OSTON
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HICAGO
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CINCINNATI
W. H. Hansher, Main 0600
CLEVELAND
W. S. Rockwell, Cherry 1360
DALLAS
C. C. Ross, Central 6454
DETROIT
P. L. Gundy, Temple 1-5500
JACKSONVILLE
W. C. Winfree, Jacksonville 5-7180
KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644
LOS ANGELES
R. B. Thompson, Angelus 3-7283
MINNEAPOLIS
W. G. Pree, Geneva 1621
NEW YORK
F. C. Sweeney, Watkins 4-3000
PHILADELPHIA
G. I. Jones, Walnut 2-5405
PITTSBURGH
R. F. Grossett, Allegheny 1-4100
RICHMOND
E. C. Toms, Richmond 7-3491
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mail now! .....

BROADCASTING ● TELECASTING
NATIONAL PRESS BUILDING, WASHINGTON 4, D. C.

Please reserve space in 1950 YEARBOOK as checked:

☐ ⅛ PAGE $70 ☐ ¼ PAGE $120 ☐ ½ PAGE $200 ☐ 1 PAGE $350 ☐ 2 PAGES $700

The above one time rates are subject to frequency discounts for regular contract advertisers. Position based on priority of reservation.

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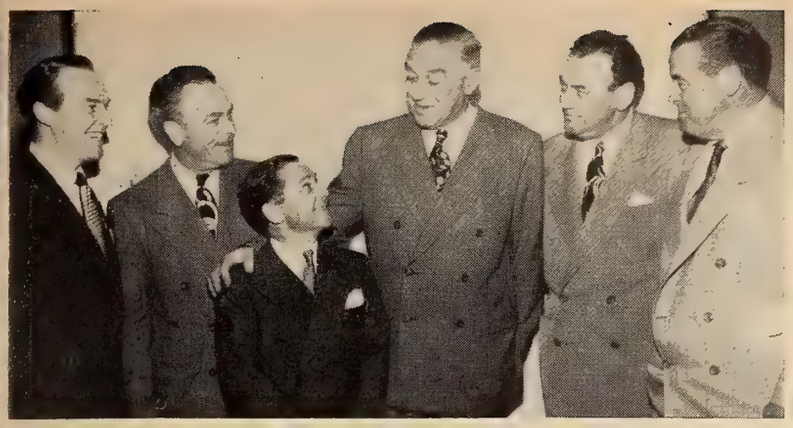
SIGNED BY_____

FINAL AD DEADLINE: DEC. 1st 1949 -:- GUARANTEED CIRCULATION: 17,000

ADVERTISING DEADLINE DEC. 1

GUARANTEED CIRCULATION 17,000

Every important national and regional radio buyer of consequence uses BROADCASTING's YEARBOOK for year-round reference. Why? It combines important copy-righted material with indispensable data that key buyers use regularly ● Integrated State Directory of all AM-FM-TV stations ● Radio & TV Billings ● Media Costs ● Analysis of 1949 Radio ● Spot Advertisers ● Agencies Program Ratings ● Network Analyses ● And hundreds of other fact-packed departments. Your single yearbook ad is a veritable 12 months' campaign!



VISIT of O. Parker McComas (3d from r), president of Philip Morris & Co., to NBC *This is Your Life* (sponsored by the cigarette firm) resulted in this lineup. They are (l to r): Ralph Edwards, program m.c.; Floyd Wayne, West Coast head of Philip Morris operations; George Harris, head of southern territory for cigarette firm; Mr. McComas; Sidney N. Strotz, NBC administrative vice president in charge of television and Western network; Jack Runyon, manager of Hollywood office, Biow Co.

FARM RADIO SURVEY

Small Stations Need Program Aids, Ill. U. Finds

LARGER stations (5 kw and up) have ample facilities for farm broadcasting in most cases, but the smaller stations (less than 1 kw) need the scripts and transcriptions which agriculture colleges can supply. These facts were found in a survey just completed by the U. of Illinois College of Agriculture, in a project designed to bring the status of farm radio in the Illinois primary coverage area up to date.

For its report, the college sent questionnaires to managers of all Illinois stations listed in the BROADCASTING 1949 YEARBOOK, except those in Chicago, and also to stations in Indiana, Kentucky, Missouri and Iowa, which primarily serve Illinois. A 64% average of mail returns was realized.

Data was sought on the present activity in farm broadcasting by the stations, analyses on extension services already supplied the stations and suggestions for improving and expanding the college's services. The survey is to be used as a guide in the future planning of radio activity by the college, which now sends transcriptions and special scripts on farming to individual stations.

Few of the smaller stations have farm directors while most of the larger stations not only have their own farm directors but also can provide much of the transcription features and news itself, the survey found.

The report states: "It is becoming increasingly evident that stations serving rural Illinois want to do an even more effective job of farm coverage. A number of stations have requested additional transcription services, increased farm news services, helps on farm program planning, and special reports and interviews. The college . . . recognizes these needs and is developing plans to meet them."

Comments and answers to questions asked on types of programming, station-farmer relations and future needs were tabulated in the report as background material for the college's future program. A good many of the stations felt that a greater stress on local problems should be made in transcriptions and other services. The use of local farm advisers in interviews also was pointed up.

Feature

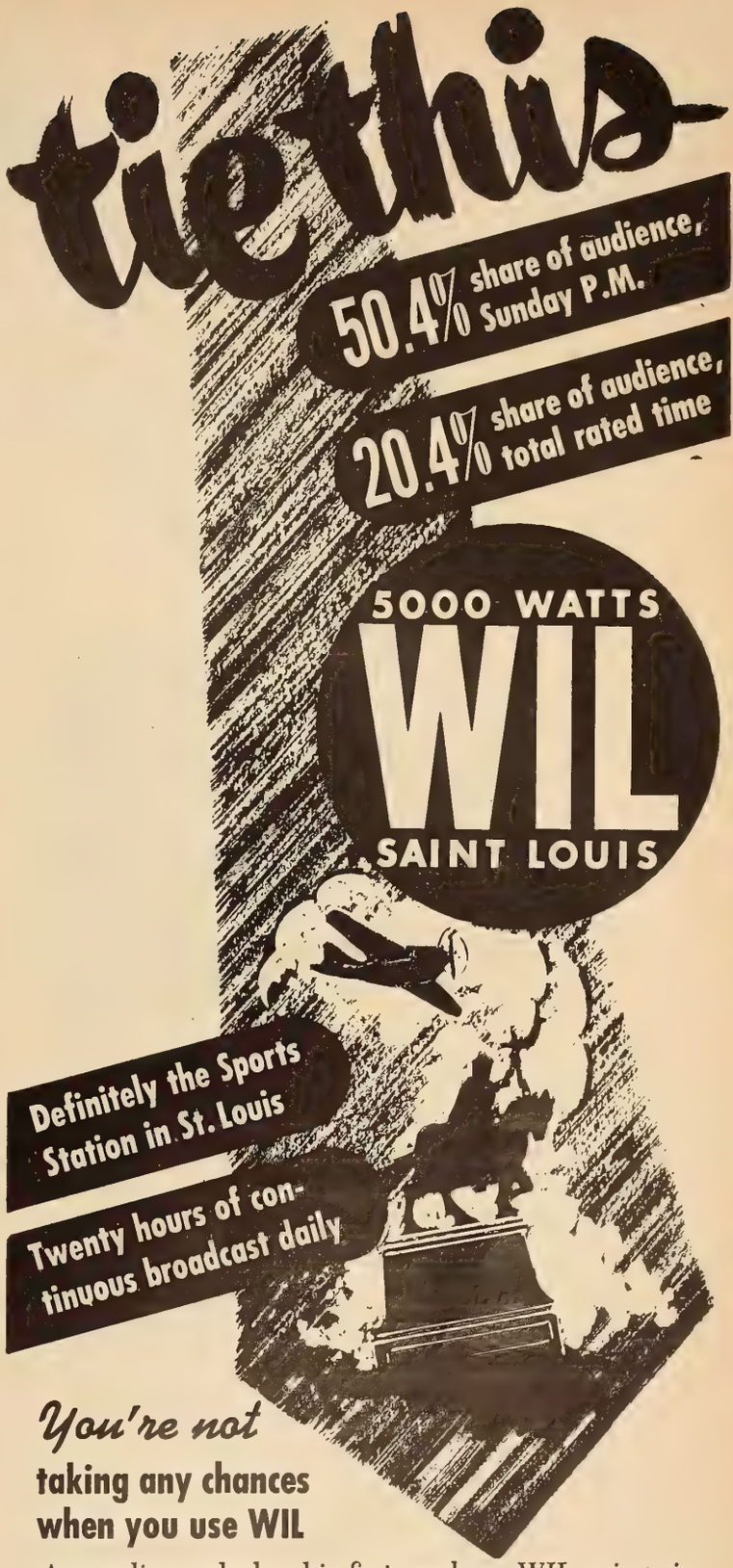
(Continued from page 16)

sponsored by local community organizations.

Sponsor of the Grady Cole show, Duff's Mixes, distributed samples of its products and tied-in with a balloon ascension held the first three days of the Fair. The entire Fair crowd was admitted free to the grandstand enclosure for the event "by courtesy of Duff's." On one of the jumps, the balloonist parachuted into the Fair grounds lake with the theme "with Duff's you just add water."

WBT set up its makeshift studio on a platform in the main exhibition hall of the Fair. To add background, a news machine ran at full speed and an array of mikes was used. Many of the audience saw live broadcasts of their favorite WBT shows for the first time.

In addition to the Grady Cole show, WBT broadcast the following talent: Arthur Smith and his Crackerjacks; M. C. Fletcher Austin; *Street Man Show* featuring Kurt Webster; Briarhoppers, mountain music - makers; Jack Knell, station's news editor giving his commentaries; Clyde McLean, newsman who presented newscasts; Lee Kirby, sportscaster of Duke U. games who presented *Sports Spotlight*, and Larry Walker and the Johnson Family, Columbia recording folk artists (*Carolina Calling*, Sunday show). Added attraction was "Sunset" Carson, champion cowboy and pistol shot.



You're not
taking any chances when you use WIL

An appliance dealer, his first week on WIL using six ¼ hour periods, sold $7500.00 worth of advertised product business. His series cost him $184.74. This is just one of the many successful stories of RESULTS on WIL that offers more security for your Advertising Dollar.

Include WIL on your schedule. WIL has the coverage; St. Louis has the sales potential. WIL has the mail pull. WIL and St. Louis will show you results for a cost that your product or company can afford.

WIL · HOTEL CHASE · ST. LOUIS, MO.
NATIONAL REPRESENTATIVE: RAMBEAU



IT'S EASY, IF YOU KNOW HOW!

YOU know, and *we* know that there's no simple catch answer to what makes one football player or one radio station superior to others. It's a matter of "flair", and Know-How.

KWKH has had 24 years of experience. We have supplemented our CBS network features with superb "live" programming, geared to *Southern tastes*. We have Know-How. . . . The result is that KWKH gets *top Shreveport Hoopers* for Total Rated Periods, Mar.-Apr. '49. . . .

It's 70% greater in the Morning
7%, in the Afternoon
47%, in the Evening!

Yet Shreveport is only a fraction of our total coverage. KWKH comes in strong and clear throughout our booming four-state area and gets an even larger and more loyal *rural* audience.

Let us send you all the facts, *today!*

KWKH

SHREVEPORT — **Texas LOUISIANA Arkansas Mississippi**

50,000 Watts • CBS •

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 37, No. 18 WASHINGTON, D. C., OCTOBER 31, 1949 $7.00 A YEAR—25¢ A COPY

BASEBALL PROBE

Justice Suspends Action; Eyes New Major Rules

AN EASING of professional baseball's policies on play-by-play broadcasts and telecasts was announced by the Justice Dept. last Thursday as the upshot of its long-standing investigation based on broadcasters' complaints of restrictive practices.

The department said "substantial changes" had been made in major league broadcasting and telecasting rules "in an effort to eliminate the causes of complaints," and that the investigation was being called off until the effect of these changes can be evaluated.

The revisions, restricting local clubs' veto power over the local broadcasting of other games, follow substantially the pattern reported exclusively in BROADCASTING when negotiations between the Justice Dept. and baseball authorities were in progress two months ago [BROADCASTING, Aug. 15].

The new policy also will require that the network buying the rights to the annual World Series or All Star games shall make the broadcast or telecast available, on a sustaining basis, "to any independent radio or television station serving an area inadequately served by the network or affiliated stations."

Pay Line Charges

Under this arrangement, which was followed in the World Series earlier this month, the independent station will have to pay for its own coaxial or telephone lines.

Chief target of the broadcasters' past complaints—and of the department's investigation—was a major league rule forbidding the broadcast or telecast of the games of one major league team by any station within the "home territory" of another team, major or minor, except with the home team's permission. "Home territory" extends for 50 miles from the home park.

The revised rules, as reported by Justice, make plain that:

● "During the period it is playing a home game, and only during such period, the local major or minor league club may object to the broadcast or telecast of the game of a major league club from a station located within the local club's territory.

● "Likewise, during the period that the local club is telecasting one of its road games, and only during such period, it may object to the telecast of a game by a major league club from a station located within the local club's home territory."

The revised rules also make clear that a local club has no power to "sell" its consent to the broadcast of another club's games.

"It will not be necessary for a station to pay the local baseball club for the right to broadcast or telecast games played by other clubs," the department declared.

Nor will a local club have any power to designate which station or which sponsor shall handle the local broadcast or telecast of games of "outside" clubs.

Broadcasters' first reactions to the department's announcement were varied. Some regarded it as "a step in the right direction." Others regarded it as Justice Dept. sanction of restrictive practices.

The Justice Dept. said it was "hoped" the revised rules "will eliminate past restrictive practices and greatly broaden the opportunity for radio and television stations to carry games of major league clubs in territories outside their respective home territories."

Attorney General J. Howard McGrath said "both the fans who desire to hear or see baseball broadcasts or telecasts, and the businessmen engaged directly or indirectly in bringing these broadcasts and telecasts to the public, are entitled to freedom from unreasonable restraints. It is hoped that the changes which have been put into effect as a result of the department's investigation will have this effect."

Herbert A. Bergson, assistant attorney general in charge of the anti-trust division, served notice that the department will keep an eye on baseball's radio-TV practices and "may take appropriate action" if there is evidence of restraint in the future.

The revised rules impose somewhat greater restrictions on club's veto power than was anticipated in earlier Justice Dept. negotiations. At one time complainant stations were sounded out for their views on a plan which would give the local club final say-so on the importation of broadcasts and telecasts not only whenever its own team was playing at home but also when its away-from-home games were being broadcast or telecast at home.

Stations which had filed complaints included WARL Arlington, Va.; WISR Butler, Pa.; KHMO Hannibal, Mo.; WSAY Rochester; WDXB Chattanooga; WDIA Memphis; KLIF Dallas; WATL Atlanta, and WSOY Decatur, Ill. Complaints included charges that:

● Many baseball clubs allegedly used their "veto power" to prevent broadcasts in their home territories of games by other clubs.

● Some minor league clubs required local stations to pay them for the privilege of carrying games played by other teams.

● Others granted limited con-

(Continued on page 81)

RESEARCH PLEA

Get True Measurements—Beville

AN URGENT plea for radio researchers to stop duplicating measurements of family group listening and to provide comparable measurements of listening away from home and on extra home sets was made Wednesday by H. M. Beville Jr., NBC director of research.



Mr. Beville

Speaking at the eighth annual luncheon given by The Pulse Inc., radio research, organization, for agency, station and network research executives, Mr. Beville charged that in concentrating on family listening, research has failed to measure the true dimensions of the radio and television audience.

"Radio research techniques have been largely built around the concept of the radio family as a cohesive unit with the assumption that all radio listening takes place in the home," he stated. "However, this is no longer the true situation. With an estimated 20 million receiving sets available for listening outside of the home, how can a home measurement possibly record all of the listening which is done?

"Does the fact that no one answers the telephone at a given moment in the home indicate that no member of that family is listening to the radio in someone else's home, in a public place, a place of business or an automobile? Of course not.

Cites Recording Device

"Does the fact that a home set recording device shows no usage during an evening mean that no listening was done by members of that family during the course of that evening? The answer is, of course, 'No.'

"Can a . . . recall interview in the home account for all the listening by all members of the family for the preceding period? I don't think so."

Mr. Beville cited a number of special studies showing that rush-hour auto listening adds a quarter of a million listeners, a 14% bonus, to the New York home audience; that more than 40% of radio equipped cars on the streets of Chicago had their radios on; that 12% of the total population of Washington listened to car radios for an average of 50 minutes a day.

"Actually," he continued, "listening at work and in other people's homes are each of as great importance as auto listening in providing away-from-home audiences. He reported that a recent study made in Springfield, Mass., and Des Moines, Iowa, showed that, on an average day 28% of the adults did some outside listening; 5% of the sample listened only outside the home; the average amount of daily outside listening was 27 minutes; away-from-home listening accounts for more than one-third of the total listening of the outside listener group.

Mr. Beville praised The Pulse for inaugurating a regular quarterly survey of the out-of-home radio listening in New York, the first such service on a regular basis (see story page 37). From the first Pulse study of this type, made in August, Mr. Beville cited the following highlights:

"Twenty-four percent of all per-

(Continued on page 81)



SOME members of the Assn. of American Advertising Agencies' time-buyers committee with their hosts at a meeting in New York to launch the new "Spot Radio Estimator," just published by the National Assn. of Radio Station Representatives, are (l to r): Seated—Beth Black, Joseph Katz Co.; Linnea Nelson, J. Walter Thompson Co.; Lewis H. Avery, president, Avery-Knodel Inc., and chairman of NARSR publication committee; Ruth Jones, Benton & Bowles, and Dan Denenholz, the Katz Agency Inc.; (standing)—T. F. Flanagan, managing director, NARSR; Frank Silvernail, BBDO; Alvin Kaplan, Kaplan & Bruck; Henry Clochessy, Compton Advertising Inc.; Hanque Ringgold, Edward Petry & Co., and Frank Barton, Federal Advertising Agency.

SPOT RADIO

NARSR Issues Estimator

TO AID buyers of radio time in rapidly calculating the cost of a spot radio announcement or program campaign, the National Assn. of Radio Station Representatives is issuing today (Oct. 31) a "Spot Radio Estimator."

The 68-page volume, plastic bound and with a gay red and blue cover, consists chiefly of tables showing the cost of half-hour, quarter-hour, one-minute and station break daytime periods for the most expensive station, the average of network affiliates and the average of non-network stations by individual city (for 1,160 U. S. places), station, state and region; by metropolitan markets, and by population groups. Data cover AM stations only, omitting FM and TV outlets.

Each listing also shows the number of network and non-network stations in the city or area and the population. Each table is accompanied by an explanation for the conversion of the daytime one-time rates listed for other times of day and for contract periods with their frequency discounts.

The tables show that a single daytime station-break on a non-network station in Brigham, Utah, can be purchased for $1.50. The average of the non-network stations in New York, however, for a one-time daytime station break is $22, while the same spot cost averaged among that city's network affiliates is $95.75. One can cover the country with a daytime station break on one non-network station in each of 1,005 places for a total cost of $2,595. A half-hour program on the highest priced station in each of those places would cost a total of $37,729.

The tabulations in the volume were made by Statistical Tabulating Co., using rates as published by Standard Rate & Data Service.

CLEARS

Shouse's Power Proposal Hit

PROPOSAL by James D. Shouse, Crosley Broadcasting Corp. vice president, that broadcasting may have to lower its program standards as TV competition increases unless the FCC raises the 50 kw power ceiling [BROADCASTING, Oct. 10], brought several sharp reports from official and industry sources. Mr. Shouse has been outspoken in commenting on controversial matters in his occasional public addresses.

Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate Commerce Committee, commenting on some sharp reactions contained in a letter by S. A. Cisler, WKYW Louisville, said he saw "one significant admission" in the Shouse speech.

This admission, he wrote Mr. Cisler, is Mr. Shouse's statement that the big stations must get bigger even if it is at the expense of the smaller stations.

"I believe this is the first public admission by one of the clear-channel lobby boys that super-power really means what some of us have always contended it means—the death of the smaller stations competing in the same area," Sen. Johnson told Mr. Cisler.

In the past the clear-channel stations have contended that radio station operation with 250,000 w or more would not harm a hair on the head of smaller competitors, Sen. Johnson noted, adding "Now, Mr. Shouse inferentially tells us boldly that even if it means the death of the small station, the big clear channel station must have 250 kw or more."

Sen. Johnson observed that his committee had continually advocated breakdown of Class 1-A channels and "will keep pressing for legislation" because of the importance of television allocations.

He said last week:

"We've got to put radio's house in order. The clear channel issue is most important primarily because of the advent of television. The question must be settled and settled very quickly."

Sen. Johnson, author of a measure (S 491) to break down the clears and prohibit power in excess of 50 kw, said FCC hadn't indicated to him a decision, one way or another, in recent weeks. But he promised action in the next session, though he couldn't say whether hearings would be necessary. Senate commerce committee held hearings last year on the clear-channel question.

Cisler's Contention

Mr. Cisler wrote BROADCASTING, in reply to the Shouse speech, that "mere power increase won't make any kind of a station better. It all rests in programming. That is why many a 250-watter and 1,000-watter is running the powerhouse network outlets out of the Hooper tables.

"The deterioration of program standards and quality of advertisers begins in the ranks of many of our powerhouse stations. It is well and commonly known that many a 50,000-watter is taking P. I. deals. Many a powerhouse is running a class of advertiser with copy that would be abhorred last year. But many a small station is maintaining its rates and standards. We do not have a TV rathole into which we pour every dollar we can scrape up. We may do less gross business but we will still run a good station and have our principles of what is good radio in the long run."

Referring to Mr. Shouse's views on TV, Mr. Cisler said it reminded him of the 1923 prophecies that radio would replace schoolrooms, libraries, salesmen, politicians, newspapers and magazines yet all these institutions are now flourishing. He called TV another good entertainment that "will get its share of the advertising dollar so long as it is good."

Mr. Cisler said "the big AM boys" must fight "for their AM dollar and then turn right around and ladle it out wholesale to the TV station. Desperately they seek another advantage over their smaller AM competitors, say, a million watts."

He predicted advertisers will buy the media they can afford, referring to rising time charges as TV circulation rises. Network radio has been pricing itself out of the market, he continued.

Ranulf Compton, president of WKDN Camden, N. J., 1 kw daytime station on 800 kc, termed the speech "the kind of talk that can encourage and promote the present socialistic government to continue attack on big business because it is big. He doesn't seem to realize he may be digging his own grave."

Independents aren't "crying" about the TV threat, he said, but are "bending our efforts to do a better job of programming and selling at home. TV will have to do more than it now promises if it expects to supplant the hundreds of local stations in the land."

James W. Gerrard, president of KRNO San Bernardino, Calif., 250 w outlet on 1240 kc, predicted "both Congress and the FCC will refuse to subscribe to the Shouse doctrine of 'feeding-the-fat—starving the small.' Be assured that the small independents and low-powered net affiliates of this country will still stand by to do their irreplacable job of local community service and vital programming direly needed in their respective locales."

W. J. Page, general manager of WABZ Albemarle, N. C. (1 kw day on 1010 kc), said "the weaker stations are here to stay. Any town that can support a good bi-weekly newspaper can, and will support a good radio station . . . giving the farmers important weather data, local news as it happens, good recorded music, local sports events and local public service.

Mr. Page added, "We know of one 50,000-watter that pounds into this area at night that does nothing but play hillbilly music and pull P. I. deals that are in competition with the local merchants, and I have yet to hear a single public service announcement."

NAB DISTRICT 3 *Joins Dist. 4 on NARBA Issue*

By J. FRANK BEATTY

THE broadcasting industry's fight to protect itself from Latin-American channel raids at the Montreal NARBA conference continues to gather momentum.

NAB District 3 (Pa., Md., Del.) last week joined District 4 in demanding that government delegates at the Montreal treaty-making session resist Cuban and Mexican frequency grabbing at the expense of U. S. stations (see story, this page). District 4 had called for imposition of sugar sanctions as well as passport and currency restrictions against the Latin countries [BROADCASTING, Oct. 24].

District 3, meeting at Skytop, Pa., directed its NARBA ultimatum via NAB's headquarters. It called on the association, through President Justin Miller, to take immediate steps to protect U. S. interests at Montreal. Instead of demanding specific economic and diplomatic sanctions, District 3 took the position that the specific form of action was a matter for government officials to decide.

The district adopted a resolution recognizing that the entire broadcast band is in grave peril at the Montreal conference. It was not deterred by suggestions that broadcasters remain silent on the theory that plain-speaking might upset delicate diplomatic maneuvers at Montreal.

NAB President Miller was given personal instructions, under the resolution, to take positive action to protect present facilities and future broadcast requirements.

Coleman Presides

George D. Coleman, WGBI Scranton, Pa., District 3 director, arranged the meeting and presided at general discussions.

In bringing the touchy NARBA crisis before the meeting, Judge Miller said the U. S. delegation at Montreal apparently was surprised that a group of broadcasters had shown the courage to speak for themselves. He referred to the strong resolution adopted by District 4 at Pinehurst.

Mexico is not at the Montreal NARBA conference, and Cuba had submitted demands that affect many U. S. stations, he said. Cuban and Mexican delegates, he added, have apparently been surprised at the willingness with which U. S. negotiators at recent conferences have been willing to give away our frequencies.

Two results of a weak U. S. position at Montreal were cited by Judge Miller.

First, if the delegates give away some of our frequencies, broadcasters must go through difficult and expensive reallocation including costly directional antenna work.

The other result, he explained, would be a frequency war in which this country would have the advantage of know-how and could blanket other nations with interference. This, too, would be expensive and unpleasant.



TWO NAB DIRECTORS and NAB President Justin Miller were guests at Scranton, Pa., joint luncheon clubs prior to NAB District 3 meeting at Skytop, Pa. Judge Miller (l) addressed group. Others are (l to r) George D. Coleman, WGBI Scranton, District 3 director; Clair R. McCollough, WGAL Lancaster, Pa., NAB director-at-large; Carlin O'Malley, district attorney of Lackawanna Co.

* * *

Judge Miller told broadcasters the recent NAB *Primer on International Broadcasting*, prepared at the board's direction by Forney Rankin, NAB's government relations director, is the first picture ever given in this country of the international allocation problem.

Referring to British Broadcasting Corp. and other state-operated systems, he said the BBC extensively advertises British business and industrial products.

"They just do it in a different way," he said.

News of the U. S. District Court's invalidation of the Pennsylvania Board of Censors' attempt to draw television into its film control (see story page 45), drew the district's commendation Thursday. A resolution was adopted praising five Pennsylvania stations and NAB for their successful participation in the legal battle that led to a court victory that will set a precedent for the entire nation.

Text of the NARBA resolution follows:

Whereas the proposed action of the NARBA conference gravely threatens the future of broadcasting in the United States,

Now therefore be it resolved that the NAB take positive action to protect the present facilities and future requirements of the United States broadcasters.

Work of the NAB Structure Committee, headed by Clair McCollough, WGAL Lancaster, Pa., was lauded by the district, as was the leadership of Judge Miller, and the cut in NAB fees.

The NAB board was urged to study plans for the future operation of an industry measurement bureau and then submit the plans to the industry.

Dr. Kenneth H. Baker was praised for his direction of BMB this year. Carl Haverlin, BMI President, and Richard P. Doherty, NAB employe-employer relations director, came in for commendation, as did Charles H. Tower, who

(Continued on page 40)

NARBA NOTE *Mexico Would Extend Interim Pact*

DELEGATES at the Montreal NARBA conference were told last week that Mexico, which is not participating, proposed six weeks ago that the Interim NARBA Agreement be extended "without reservations" until March 28, 1953.

The note's appearance had immediate effect on the delegates at the conference, now heading into its second month. The disclosure came in a letter belatedly presented to the conference by Carlos Maristany, former Cuban minister of communications and present director of the Office of Inter-American Radio (OIR).

While Mr. Maristany stated he was "complying at once with the Mexican Government request," the letter, dated Sept. 14, was enclosed with a transmittal note of Oct. 24.

According to the former Cuban government official, Mexico does not see a new agreement effected before March, 1953, and thus suggested an extension of the Interim agreement.

The Mexican letter said:

. . . I wish to inform you that as the Government of Mexico has requested the postponement of the Third NARBA Conference, it can be foreseen that a new agreement will not come into effect before the month of March, 1953, and if on the other hand it is not convenient to leave the use of the standard broadcast band in the North American Region unregulated until that time, the Government of Mexico proposes to the Inter-American Radio Office, under your charge, to the other interested states that the Interim Agreement signed in Washington be again put into force without reservations until March 28, 1953, unless a new Regional Agreement comes into effect before that date. . . .

If the statement could be regarded as a note of optimism toward a satisfactory solution of channel jumping, there remained the problem of Cuba's stand that it has the right to assign stations on any frequency provided it does not cause objectionable interference.

The Mexican statement followed closely on the heels of proposals to invoke economic sanctions against Cuba and Mexico to halt channel jumping. The proposals were made by NAB District 4 and forwarded to the conference [BROADCASTING, Oct. 24].

No explosive reaction to the NAB resolution was shown during the week by the foreign delegates at the conference. U. S. delegates feared the resolution would only serve to solidify nationalistic feeling among the various countries represented. Nevertheless, many of the delegates were amazed that the resolution was based upon what they consider incorrect information.

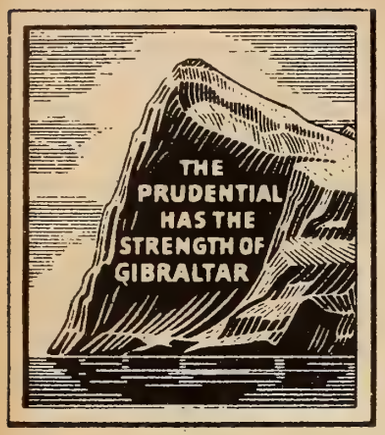
Latin and other delegates boldly maintained Mexico definitely was not a channel jumper and that it has never violated a NARBA agreement. Exception to this, they

(Continued on page 42)

* * *

TAKING part in NARBA proceedings at Montreal are these high officials (l to r): Dr. Eduardo Estrella, consul general, Dominican Republic; Hon. Fletcher Warren, U. S. Ambassador to Paraguay, chief U. S. technical adviser; FCC Comr. Rosel H. Hyde, U. S. chairman.





Augmenting 'Gibraltar's Strength'...

By FLORENCE SMALL

IN THIS, its tenth year in radio, the Prudential Insurance Co. of America, Newark, is using two network shows as potent "advance men" for its more than 20,000 field representatives throughout the country. Radio, for a decade, has created sales and promoted public relations for the firm in a measure far beyond that of any other medium.

Prudential's rewarded faith in the value of radio as a flexible and hard-hitting ally is aptly illustrated by the fact that 70% of its overall advertising budget currently is allocated to the medium, with the other 30% designated for newspapers. The organization's yearly radio budget is estimated at $1,800,000.

It was Chester Bowles, then partner of Benton & Bowles, who first convinced Carrol M. Shanks, at that time general consultant to Prudential, and now president of Prudential, of the untapped possibilities of radio as an instrument of sales, good will and indoctrination.

The successful embodiment of those principles is evident in the careful copy approach that characterizes the two shows the firm now is sponsoring—*The Family Hour*, Sunday, 6-6:30 p.m. on CBS and the *Jack Berch Show*, five times weekly, 11:30-11:45 a.m. on NBC.

Appearing personally on one of the programs recently, Mr. Shanks represented the company's philosophy well when he said: "It is the business of the Prudential to enable a man to achieve financial security for himself and his family —financial security that is guaranteed whether he survives or not. The Prudential provides the means by which you, through your own efforts, and aided by one of our grand body of agents, can make yourself—and those who are dependent on you—more secure, more self sustaining, more financially independent.

"Accordingly," Mr. Shanks concluded, "one of our purposes here on Sunday (on *The Family Hour*) will be to describe the many ways in which the Prudential can help you."

* * *

THAT these program chats have been helpful has been demonstrated dramatically and beyond dispute by the listener response.

For example, one Sunday on *The Family Hour*, the message explained that ". . . the benefits in your life insurance policy can be mighty important to you and your family. And the Prudential wants you to fully understand the nature of these benefits. One of these benefits is called extended insurance. It provides that if you are forced to stop paying premiums, the value of your policy will be used to extend the life insurance protection. . . . But for a limited period only. If death occurs before that period expires, the Prudential pays the amount of insurance to your beneficiary. After the period expires, your policy would, of course, provide no further protection for your family."

The broadcast was followed by a deluge of calls to Prudential agents throughout the country seeking further information on the subject, and requesting counsel in adhering to the details of the provision.

Recently a doctor in St. Paul called his Prudential agent early Monday morning and confided that he had heard the Prudential *Family Hour* on Sunday but wasn't aware of the type of insurance for child education mentioned on the show. The agent explained the details of the policy and the doctor immediately purchased one for his child.

The doctor was but typical of a host of other listeners who responded that Monday morning.



GIVING the script the final once over for the *Family Hour of Stars* are (l to r) Carrol M. Shanks, president of Prudential; Clarence Goshorn, president of Benton & Bowles, and the stars for the night, Gregory Peck and Ginger Rogers.



THE 1949-50 season was launched Oct. 2 by Irene Dunne, star of radio, stage and screen, who re-enacted her film success in a radio adaptation of "Love Affair." Conferring backstage are (l to r) Harry Ackerman, CBS vice president and director of network programs, Hollywood; L. T. Steele, vice president, Benton & Bowles; Miss Dunne, and Howard S. Meighan, CBS vice president and general executive.

Respect for Prudential Is One Aim

Prudential uses radio to "create attitudes toward the company," M. E. (Mike) Carlock, vice president and account executive on Prudential for Benton & Bowles, told BROADCASTING. One of the goals of the radio shows is to gain respect and trust for Prudential. "We use network radio," he concluded, "because it covers the ground better and costs less money."

Convinced of the potency of its commercial messages the company and its agency yet realize that the fruits of those messages grow well only in the soil of a good program and a consequently responsive audience.

* * *

THE record of Prudential as to audience response is a formidable one. In 1941 on *The Family Hour*, copies of the 12-minute skits dramatizing the lives of great composers were offered to the public. An average of more than 40,000 requests were received for each skit.

Today, eight years later, copies of those skits are still being solicited by listeners.

25,000 Responded To Booklet Offer

On one broadcast, copies of the program's theme song, "Bless This Home," were offered for distribution. More than 25,000 persons responded to the offer.

A more recent promotion featuring health booklets, offered once on *The Family Hour* and about three times on the *Jack Berch Show*, also drew a response of 25,000 letters.

Another promotion giveaway on the *Jack Berch Show* involved his theme song, "I'm a Whistlin'." The

. . . Prudential Salutes Radio's Role as an Advance Salesman



TAKING her turn at the mike is Rise Stevens, soprano star of CBS' *The Family Hour.*



PRUDENTIAL Insurance Co. of America, which unhesitatingly allocates 70% of its advertising expenditure for radio, knows the power of the medium. This ten-year radio veteran has found the results more than justify the $1,800,000 annually put into its two network shows. And the company's executives are not the least bit reticent to applaud radio's ability to spread good will as well as to sell policies.

"We use network radio because it covers the ground better and costs less money," is the opinion of M. E. (Mike) Carlock, energetic vice president and account executive for Benton & Bowles who handles Prudential.

The shows that are currently spelling this success: The Family Hour on CBS, Sundays, 6-6:30 p.m.; the Jack Berch Show, five times weekly on NBC, 11:30-11:45 a.m.

requests poured in by postcard and letter until at the end of two weeks over 10,000 copies had been mailed to listeners.

Again on the *Jack Berch Show* a pocket dictionary offer elicited more than 45,000 requests.

Wherever possible the radio promotion pieces are tied in somehow with Prudential's family of field men. In the case of the dictionaries, the item was delivered personally to the listener by the agent in that territory, thus affording a face-to-face meeting with a prospective client already exposed to the effective indoctrination of the radio program.

* * *

PRUDENTIAL used radio for the first time in 1939 when it sponsored the daytime serial *When a Girl Marries*, on CBS, aimed at the woman's audience exclusively. In 1941 the company shifted to a musical program in an attempt to capture the attention of the entire family. That was the first *Family Hour*. An outstanding program, it featured Gladys Swarthout and Deems Taylor with Al Goodman's orchestra and chorus.

Winning critical plaudits and popular acclaim, the musical format was retained for seven years when it veered last season to an equally distinguished dramatic pattern. Six of Hollywood's best known performers were signed to appear in rotation on a series of original dramatizations. This year the program content was amended to include adaptations of legitimate plays exclusively.

The sextet of stars in *The Family Hour* rotation are Irene Dunne, Dana Andrews, Jane Wyman, Loretta Young, Kirk Douglas, and Ronald Colman.

The show is directed by Murray Bolen. Carmen Dragon is the musical director and Frank Goss is the announcer.

When *The Family Hour* had been on the air for four years and the principle of family saturation had been well established, Prudential sought to beam to specific areas of its listenership as well.

The early days of its experience with radio were recalled and part of its emphasis was again shifted to the housewife. It was reasoned that it is the housewife who generally pays the periodic premiums, and it is from her that the spur to new policies frequently emanates.

* * *

FOR a show that would appeal to women, the company turned to a personable young singer with an informal conversational manner named Jack Berch. Together with Eddie Dunn and a musical trio he now appears five times weekly on NBC.

The commercials on that show, delivered by Mr. Berch himself, are chatty and colloquial as distinguished from the more formal and direct messages on *The Family Hour*, but they, too, are devised to bring information to the listener. They emphasize not only the need for insurance coverage, but also the exact provisions, rights and privileges allowed in the Prudential policies.

Complementing the welfare nature of his product, Mr. Berch has launched on his program a campaign to recruit volunteers for welfare services generally.

The unique public service plan was conceived as an effective means of promoting all welfare causes at one time, as well as helping individual charities in local communities. As a direct result of a single 55-second appeal, hundreds of volunteers were recruited for all phases of welfare work.

The singer also has a daily "heart-to-heart" appeal for unfortunates. Recently when he spoke of a young scarlet fever victim, listeners expressed their sympathy and identification by sending to the child 7,500 cards, letters and toys.

Nor has Mr. Berch's success gone unnoticed by the firm's field men. At a recent sales meeting in New York he was thanked publicly for "helping to sell Prudential." The men in the field have come to regard him, together with the stars of *The Family Hour*, as one of the indispensables in a team that has conquered a market by conquering a medium.

George Potter, vice president and advertising manager for Prudential, said it well when he said simply: "Radio has done a splendid job for Prudential. A splendid job."

* * *



GEORGE POTTER, vice president and advertising manager of the Prudential Insurance Co. of America, who stoutly asserts: "Radio has done a splendid job for Prudential . . . a splendid job."



FEATURED on *The Jack Berch Show* are (l to r) George Wright, organist; Tony Mattola, on the guitar; Charlie Magnante, at the accordion; Jack Berch, star of the show, and Eddie Dunn, announcer.

IVOR KENWAY
Heads ABC New Business; Oberfelter Promoted

IN a move to develop greater use of broadcast advertising by seasonal or periodic advertisers who in the past have turned to printed media rather than to radio, Ivor Kenway has been transferred from his post as ABC vice president in charge of advertising, promotion and research to the newly created position of vice president in charge of new business.

* * *

He becomes a member of the network's sales department, reporting to Fred Thrower Jr., vice president in charge of sales.

Concurrently, Theodore I. Oberfelter, who has been director of advertising and promotion under Mr. Kenway, moves up to top position in the department. He will report directly to Robert E. Kintner, executive vice president.

Mr. Kenway joined ABC in January 1944 as special assistant to the network's executive vice president. He came to radio after 21 years with Devoe & Reynolds Co. During that time he had served the paint concern successively as salesman, branch manager, southern sales manager and advertising manager.

In June 1944 Mr. Kenway was named advertising manager of ABC and in January 1948 he was appointed to the vice presidency of the network's advertising, promotion and research department.

Mr. Oberfelter joined ABC in February 1945 as director of audience promotion. In June, 1946, he was named assistant director of ABC's advertising and promotion, and a year and a half later, in December 1947, he was advanced to director.



Mr. Oberfelter



Mr. Kenway

TOY PRODUCTIONS
Xmas Campaign Planned

FIVE weekly quarter-hour or ten-minute recorded music programs will be used on seven stations in three cities by Toy Productions, Hollywood, in the initial week of its five week Christmas promotion campaign, starting Nov. 7. [BROADCASTING, CLOSED CIRCUIT, Oct. 24]. Stations set are WINS WMGM WNEW WMCA New York; WJJD Chicago; WPEN Philadelphia; WCMB Lemoyne, Pa.

Firm plans to use during remaining weeks of campaign approximately 30 additional stations in six other eastern and Mid-Western markets that include Baltimore, Detroit, Pittsburgh, Washington, St. Louis and Cincinnati. Agency is Buchanan & Co., Los Angeles.

SALES CLINIC
Ohio Group Meets Nov. 9-10

ANNUAL sales clinic of the Ohio Assn. of Broadcasters will be held in Cleveland Nov. 9-10, with outstanding radio and agency officials scheduled to address a number of forum sessions, the OAB has announced. Carl George, president of WGAR Cleveland and head of OAB, will be in charge of the clinic, to be held at the Statler Hotel.

Purpose of the sessions is to provide station salesmen with practical information to do a better job for themselves, their employers and their customers. A luncheon address by Stephen A. Douglas, sales promotion director of Kroger Co., Cincinnati, will open the two-day discussions. OAB holds two clinics a year, the other devoted to management problems.

Other speakers scheduled include Bob Dailey, radio director, McCann-Erickson, Cleveland; C. Robert Thompson, station director, WBEN Buffalo; Frank Headley, president, Headley-Reed; Joseph L. Brechner, general manager, WGAY Silver Spring, Md.; Frank Kolb, president of Cleveland Sales Executives Club and assistant sales manager, Cleveland Electrical Illuminating Co.; Beth Black, timebuyer and account executive, Joseph Katz Adv. Agency, and Dr. Kenneth Dameron, Ohio State U.

S. C. Group To Meet

ANNUAL meeting of the South Carolina Broadcasters Assn. will be held Jan 6-7 in Columbia, S. C., according to B. T. Whitmire, WFBC Greenville, S. C. James W. Hicks, WCOS Columbia, is program chairman. Emphasis will be placed on sales at the two-day meeting.

FCC Actions

FINAL decisions authorizing one new AM station and improved facilities for two existing stations, and routine grants for nine new AM outlets reported by FCC. Nine stations granted transfers of ownership. One TV and three FM authorizations deleted. Details of these and other major FCC actions are given in FCC Roundup starting on page 79. Actions of the FCC begins on page 72.

PEPSI-COLA
Winter Hiatus Planned

PEPSI COLA, New York, is the latest radio advertiser to follow the newest trend of a winter hiatus.

The soft drink firm is taking the hiatus on its network show, *Counterspy* on ABC effective Oct. 20 for 10 weeks. By agreement the network may sell the time and show to another sponsor in that period.

The reasons for the unusual move are that (1) it is the end of the fiscal year and thus the organization will be able to save money on its advertising budget and, (2) the hiatus occurs during lowest sales because of cold weather.

Biow Co., New York, is agency.

RELIGIOUS DRIVE
Undertaken by Ad Council

THE ADVERTISING COUNCIL last week announced its newest campaign—religion in American life—and urged the support of the industry. The drive, in cooperation with the United Church Canvass, Federal Council of Churches and other religious organizations, will run from Nov. 1 through Nov. 24, Thanksgiving Day.

Intensive radio support is scheduled during November. J. Walter Thompson Co., New York, is the volunteer agency.



Drawn for BROADCASTING by Sid Hix

"You're in the wrong studio, the Gun Club broadcast is down the hall!"

CAPITOL PLANS
Combines Radio and TV

COMBINING its radio and television activities under one unit heading, Capitol Records Inc. last week announced the formation of the Broadcast Division, according to an announcement by Glenn Wallichs, President.

The move, according to Mr. Wallichs, "is an organizational expansion which has been initiated to strengthen our present and future activities in the radio and television fields."

Under this realignment, it was explained that all functions of the Transcription Division will be absorbed in the new Broadcast Division. Its key personnel will be Clifford E. Ogden, sales manager in charge of sales, station relations, promotion and advertising; Elmo Williams, chief of development and production of television film programs; Kenneth Nelson, program director in charge of transcription recording, repertoire and program service; Larry A. Robbins, productions and office manager in charge of contract service.

SET MAKERS HIT
FMA's Sellers Criticizes

"LACK of foresight" by some set manufacturers is working a hardship on many FM broadcasters and the public, and serves to overlook a "tremendous source of added income and profits" for set makers, Edward L. Sellers, executive director of the FM Assn., declared last Friday.

The FMA spokesman said "factual evidence" shows that "in many sections of the country public demand for a particular type of FM set has created a continuing shortage among dealers." The statement was issued following a check by FMA of current supply-and-demand figures for FM receivers in many parts of the country.

"Radio set manufacturers are courting economic suicide by stubbornly ignoring demand for thousands of FM receivers," Mr. Sellers asserted. He cited specific complaints by FM broadcasters charging unfilled demand; "possibility of a conspiracy to hold back development of FM"; back-order of FM models; inability of distributors for certain brand names to supply demands, etc.

"These facts cannot be ignored if the public's and the broadcaster's interests are to be served," the FMA director said.

Gundell Named

GLENN GUNDELL, advertising and promotion manager for the past five years for the *Saturday Evening Post*, has been appointed director of advertising and sales promotion for National Dairy Products Corp., New York, effective Nov. 14.

DOLCIN

Takes 12 Quarter-Hours Weekly On Full Yankee Network

WITH the signing of the Dolcin Corp. (pharmaceuticals) to one of the largest contracts in New England radio history, Yankee Network has reached a business peak, Linus Travers, Yankee's executive vice president and general manager, announced Tuesday.

The Dolcin firm has signed a 52-week contract, which became effective yesterday (Oct. 30), for 12 quarter hours weekly on the full Yankee Network, Mr. Travers said. The sponsorship includes six different programs for morning, afternoon and evening listening.

They are: *Marvin Miller*, human interest stories, Monday, Wednesday and Friday from 10:30 to 10:45 p.m.; *Cedric Foster*, news, Tuesday and Thursday, 1:45 to 2 p.m.; *Bill's Scrapbook*, poems and organ music, Monday and Friday, 8:15 a.m., and Saturday, 10:15 to 10:30 a.m.; *World News*, 7:15 to 7:30 a.m. on Wednesday; *Hymn Singer*, Sunday from 9 to 9:15 a.m., and *Deems Taylor Concert* on Sunday 1:30 to 2 p.m.

Mr. Travers said additional full Yankee Network advertisers — Habitant Pea Soup, Waleeco Candy Bars, Pertussin, Christmas Club and Hudson Paper—make the closing quarter of 1949 one of the most successful in the network's 26 years of operation.

KSFO-KCBS

Drop Frequency Swap

THE EXCHANGE of frequencies between KSFO and KCBS San Francisco, approved last year after eight years of proceedings before the FCC, has been called off by the stations.

They asked FCC last week to approve an assignment of KSFO's construction permit for 740 kc with 50 kw to KCBS (formerly KQW). The CBS-owned KCBS, now on 740, would then give up its grant for 560 kc, on which KSFO is now operating.

Associated Broadcasters Inc., licensee of KSFO and also of KPIX (TV) San Francisco, said its decision was based on a desire to "concentrate more fully upon development of television broadcasting." Columbia said the assignment would permit it to increase the range of local and CBS network programming in that area. KCBS currently operates with 5 kw and KSFO, an independent, with 5 kw day and 1 kw night.

The contract, signed by President Wesley I. Dumm for Associated and CBS Vice President Arthur Hull Hayes for KCBS, provides for KCBS to reimburse Associated for $18,232 in out-of-pocket expenditures related to its 740 kc grant and for assumption of KSFO's lease on a transmitter site.

KCBS estimated cost of construction of the 50 kw facility would be $339,837.

The frequency-exchange case dates to 1940, when the original applications were filed. The new contract permits termination by either party if FCC has not acted on it by Oct. 1, 1950.

WASK FIRE

Replacements from Gates

ALTHOUGH an early-morning fire Saturday, Oct. 22 destroyed the enlarged, modern studios of WASK Lafayette, Ind., station was back on the air the afternoon of the same day with a broadcast of the Purdue-Illinois game. O. E. Richardson, president and general manager, reported that the loss would reach $50,000, half of which is covered by insurance.

After three days of broadcasts from the station's Frankfort, Ind. studios, WASK was back on the air Wednesday from the burned-out Wallace building in Lafayette, but operations were carried on from its two old studios in a portion of the structure not as badly damaged as the modern top-floor six-studio suite. The latter was a total loss, including 10,000 records, three tape recorders, one wire recorder, an electric organ, three pianos and elaborate engineering equipment, such as a console speaker in each studio.

An all-night motor truck trip to Gates Radio Co., Quincy, Ill., enabled WASK to get back on the air from Lafayette Wednesday with new equipment. Mr. Richardson said cause of the fire, which started just prior to sign-on time Saturday, was undetermined. Station had occupied its new studios since May.

RICHARDS CASE

Not Affected by KMPC Sale

FCC last week indicated that the proposed sale of KMPC Los Angeles to NBC "appears to have no relevance to any motion for amendment of the issues" in its license renewal hearing on the G. A. (Dick) Richards stations and set Nov. 7 as deadline for filing of the request to change issues.

The pending sale to NBC for reported price of $1,250,000 [BROADCASTING, Oct. 17] was given as one reason for requiring further extension of time to file the motion which originally was due Aug. 18. Included in the renewal hearing on the three Richards' stations (KMPC, WGAR Cleveland, WJR Detroit) is an earlier proposed trusteeship plan for the outlets, worked out after the Commission called an investigation of a complaint by the Radio News Club of Hollywood alleging the broadcaster had ordered slanting of the news [BROADCASTING, April 25, Aug. 1].

Radiorama



AAAA Eastern annual conference [BROADCASTING, Oct. 10] speakers table group are (l to r): William S. Gittinger, CBS; Kerwin H. Fulton, Outdoor Advertising Inc.; Frank Braucher, Magazine Advertising Bureau; Harold S. Barnes, ANPA; Sylvester L. Weaver, NBC; Newman F. McEvoy, Newell-Emmett Co.

NARBA group at Montreal restaurant (l to r): Louis G. Caldwell, Clear Channel Bcstg. Service counsel; Mrs. Raymond Guy, wife of NBC radio-TV allocations mgr. and new IRE president, John Willoughby, acting FCC chief engr., Mr. Guy; T. A. M. Craven of Craven, Lohnes & Culver.

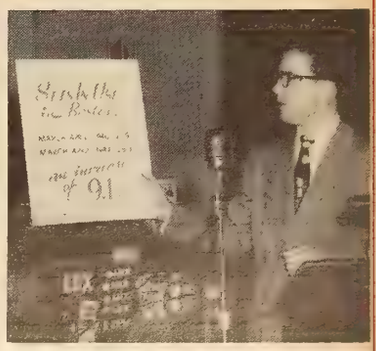


KJR Seattle Mgr. J. A. (Arch) Morton (r) is asked, "How does it sound to you?" as he is handed script by Seattle Chamber of Commerce Pres. Thomas M. Pelly during latter's rehearsal of his weekly quarter-hour *Mike-side Chat* in which he describes experiences as head of the business group.

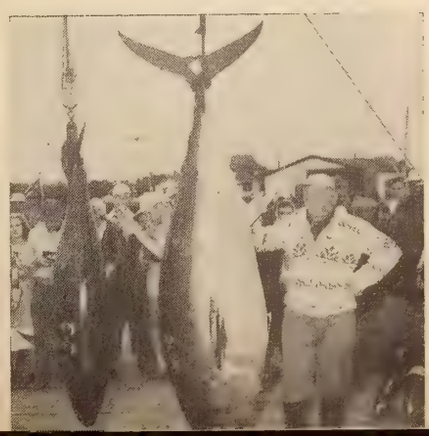
WILBUR S. EDWARDS, asst. gen. mgr. of WEEI Boston, illustrates his address to Lever Bros. Co. sales executives and personnel with charts like this which, based on Pulse figures, show an increase of 9.1% in Boston area radio listening for March-April 1949 period over March-April 1948.



HARRY SEDGWICK, president of CFRB Toronto, makes sure his fish stories have proof. Scene of Mr. Sedgwick's piscatorial triumph is the International Tuna Tournament held in Nova Scotia each year. For the record, 576 lbs. of tuna were gaffed in four hours and 50 minutes.



MILESTONE in Puerto Rican radio is marked as WAPA San Juan Sportscasters Juan Maldonado (l) and Pedro Vasquez (center) leave for New York to originate their shows for clients Camel cigarettes and Northcool Clothing. They are seen off by WAPA Gen. Mgr. Harwood Hull Jr.





RADIO SELLS

Shaw Traces Histories at SCAAA

RADIO, like any advertising medium, can accomplish a selling purpose through intelligent use, William Shaw, assistant sales manager of Columbia Pacific Network, advised the Southern Calif. Advertising Agencies Assn. Oct. 24.

John Vrba, promotion manager of KTTV (TV) Los Angeles also addressed the group on television's successful usages.

Citing the case of a local advertiser with a limited budget who turned to radio first in 1934, Mr. Shaw traced the evolution of Day and Night Water Heaters' spot radio usage over 15 years. Explaining that the firm started in 1934 with six spots weekly over one Los Angeles station, he showed how the general public had been taught familiarity with the name, which had earlier only been known to distributors and dealers.

He pointed out that the time people buy water heaters is when they find that the present one they own has broken down. Accordingly, he said, the advertising strategy calls for familiarity with a name when the time comes to buy. Through the economical use of nighttime spots the company evolved a pattern since extended to every major market in the west, south and southwest where natural gas is used.

Credits Radio's Power

The company, through its agency, Hixson & Jorgensen Inc., credits radio with its growth since start of the campaign, and it now appropriates the backbone of its expenditures to spot radio, Mr. Shaw said. In addition the firm has adopted a policy of paying half of the cost where its distributors and/or dealers are willing to sign for a 26 weeks' contract. In fact the company points out that the only unsuccessful use of radio occurred in one market where the local distributor failed to stick with the medium beyond 13 weeks.

As an example of spending on a larger scale, Mr. Shaw pointed to the case of Peter Paul Inc. and traced the nature of the candy firm's approach and successful use of the medium. He showed the SCAAA membership that the candy maker found through research that its market was not children but adults, since the latter would spend 10¢ for a candy product. Further the survey showed that there was no one economic, interest or age group in candy buyers, but that it was bought by men and women alike in all categories.

With this in mind Peter Paul determined to use radio in as economical a way as possible, attracting the widest possible audience of adults. The decision made 11 years ago, was to use the period between 7 and 8 a.m. and 5 and 6 p.m. with a three-weekly frequency; the program format considered likely to attract the most adults was news. Peter Paul selected the Columbia Pacific Network. Today the firm is still using the same type of time periods, Mr. Shaw pointed out. In addition he said the formula had been extended to spot markets throughout the country.

The account is placed through Brisacher, Wheeler & Staff in the west and through Platt-Forbes elsewhere. Mr. Shaw pointed out that constant "keying" is done to measure effectiveness and radio has consistently proven to be doing a job. He emphasized that since the firm does not use any merchandising or point of sale display, in this instance radio not only serves as an advertising medium but also as a salesman.

Success Stories Cited

Mr. Shaw gave other case histories covering early morning and late at night shows, and participation programs as well as heavy spending and light spending, and successes covered networks, network stations and independent stations.

A three-fold key to television success was presented by Mr. Vrba, who discussed "TV Success Stories of Local Advertisers."

According to Mr. Vrba, success hinged on (1) need for the product, (2) right price, (3) adequate demonstration of the presentation.

A "re-examination of attitude" towards television was needed by agencymen, who didn't find television profitable, Mr. Vrba felt. They must become acquainted with a new group of suppliers and new techniques for the new medium in order to get sales results, he said.

One success story that bore these facts out, according to Mr. Vrba, was that of Stears Restaurant, Beverly Hills. In four months' time a weekly five-minute telecast interview at Stears had resulted in a 20% business increase [BROADCASTING, July 25]. Demonstration of a "sizzling steak" had brought customers in to see if it was "as good as it looked on television." And it is still drawing them in. Agency is California Adv., Los Angeles.

Another success story he cited was that of a merchandising campaign worked by Barbara Ann Bread on its *Hopalong Cassidy Show*. One announcement calling for members of a "Trooper's Club" resulted in 10,000 requests in the first three days; two announcements resulted in over 30,000 requests.



WINTER RADIO plans commanded conversation of station-agency-sponsor officials at recent dedication of new dining room in *Globe-Democrat* Tower Bldg. quarters of KWK St. Louis. At luncheon table are (l to r): George A. Volz and L. C. MacGlashan, account executive and vice president, respectively, Gardner Advertising Co.; Robert T. Convey, KWK president; Joe G. Wick, president, Old Judge Coffee Co., KWK advertisers; Jack Henderson, KWK account executive; Paul Lehner, Gardner account manager, and V. E. Carmichael, KWK vice president and commercial director. Coffee firm is one of station's oldest continuous advertisers, sponsoring St. Louis Browns baseball play-by-play and quarter-hour strip on Ed Wilson show.

'Business Is Good'

A BALTIMORE advertising and radio executive who started a "one-man anti-depression talk" campaign in Baltimore last month, added another convert to his cause last Thursday. Joseph Katz, head of Katz Agency, Baltimore and president of WWDC-AM-FM Washington, approached President Truman after the weekly White House press conference and pinned one of his "Business Is Good" lapel buttons on the chief executive. Mr. Katz has paid for and distributed more than 10,000 buttons. Commenting on his campaign, he said: "Business men are coming around to my way of thinking that state-of-mind has a lot to do with state-of-business."

RADIO IN AP

New Supply and Use Editors' Topic

THE PLACE of radio in supplying and using associated news—a topic of controversy within the wire service membership for years—will be a principal subject of discussion at the AP's Managing Editors Assn. annual meeting Nov. 2-5.

In a report to be submitted to the annual meeting, to be held at the Texas Hotel, Fort Worth, the managing editors radio committee has inquired into the effects of a 1946 change in AP by-laws that admitted radio stations to associate membership.

The committee admitted that in the past decade "some editors have disapproved strongly of AP activity in the radio field." Not all of them, it added, "have modified their views."

"Certainly a lot of us . . . are too far gone in newspapering ever to hear the broadcast of news yet unpublished without a feeling of discomfort that we had not hit the streets with it first," the report stated. "But we all know it is just futile petulance to let our pride magnify this scientific fact into a permanent grievance."

The committee reported it had sent a questionnaire to 424 editors regarding the effects of radio participation in AP. A tabulation of the 210 replies received is briefly outlined:

To the question as to whether they or other newspaper editors they knew of had withheld news from the AP for fear of premature release to radio members, 33 respondents said yes and 144 said no.

As to whether they had ever had an exclusive story developed by them transmitted by AP to radio stations which broadcast it before the paper could publish it, 37 editors said yes and 135 said no. The committee said, however, that there might be some broad interpretation of the meaning of "exclusive" in this connection by the editors.

According to AP rules spontaneous news stories must be given by AP members promptly although exclusive may be deferred. As to how many spontaneous stories the editors meant in the above response and how many were actually exclusive, the committee was not sure.

To a question: Can you cite any case where radio broadcasting of AP news has hurt a newspaper? 13 editors said yes and 155 said no.

The radio committee said that "television will introduce some new factors, and we are greatly interested in their development."

The AP board of directors reportedly has undertaken a review of television participation in AP and will report on this to the managing editors meeting.



FRAN WARREN and CLAUDE THORNHILL are welcomed into RCA's fast-growing "Thesaurus Family" by Thesaurus star TEX BENEKE...and more big names will soon arrive!

RCA recorded program services

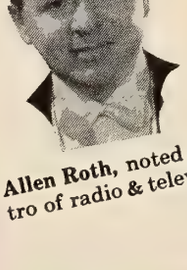
RCA celebrates the addition of mo

"FRAN WARREN SINGS"



Thesaurus unites the dramatic voice and personality of Fran Warren with the distinctive musical direction of Allen Roth . . . couples a warm, intimate vocal style with a matchless orchestral accompaniment . . . and comes up with a fifteen-minute program your advertiser will be proud to sponsor.

FRAN WARREN SINGS is a local radio show, designed to appeal directly to your audience. Fran sings—songs old and new—for everyone, in a manner that assures every listener she is singing especially for him. Complete with original theme music and four opening and closing announcements in Fran's personalized style, FRAN WARREN SINGS is the vocal vehicle for your sponsor's advertising message.



Allen Roth, noted maestro of radio & television.

Here are two exciting *New* Thesaurus features, drawn
Victor recording talent . . . wrapped in radio showma
sale. The *New* Thesaurus brings you "the stars who
most-promoted, best-known to your listeners, easiest

e and more big-name performers to the "THESAURUS FAMILY"

"CLAUDE THORNHILL *presents* WIN A HOLIDAY"



CLAUDE THORNHILL

his Piano and his Orchestra
featuring
Russ McIntyre, Nancy Clayton, and The Snowflakes

A *new* Thesaurus star and a *new* program idea!

Here's a nationally-popular band, adding new laurels to an established success record. Built into an easy-to-sell program, Claude Thornhill's music —sweet and danceable—will capture and hold an audience for your advertiser. A fresh, youthful mood and polished musicianship are blended with an innovation in transcribed programming that assures you of additional profits.

HERE'S THE BIG IDEA...

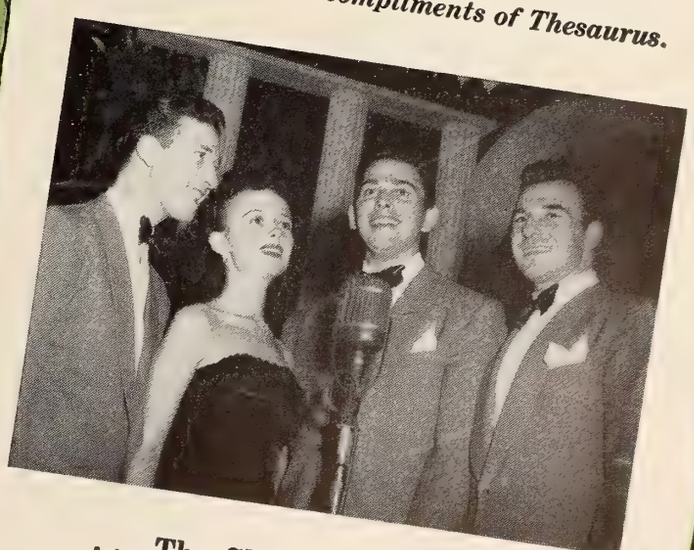
"CLAUDE THORNHILL presents Win A Holiday" is a musical show with a local-national contest angle. Your listeners are invited to name an original, untitled piano melody played by Claude Thornhill, cued in each weekly script to Thesaurus subscribers.

Local contest winners, judged by you, receive a Claude Thornhill record album—in addition to any locally-offered prizes—and an opportunity to become the big monthly national winner selected by Claude Thornhill and his judges.

Winners receive:

- ★ **round trip to New York City**
- ★ **accommodations at the Statler Hotel**
- ★ **show and supper at Billy Rose's Diamond Horseshoe**
- ★ **tickets to a top Broadway show**

—all with the compliments of Thesaurus.



. . . The SNOWFLAKES

rom the vast fund of RCA
ship, designed for local
ake the hits". . . names
o sell in your market!

RCA recorded program services

You enjoy these programming advantages

ONLY WITH Thesaurus

1. Programming on a continuing basis. Every Thesaurus artist and group record enough selections, during the year, to provide an abundant supply of programming material for you.

2. Steady flow of weekly continuity and special shows. Your scripting problems are taken over by our staff of network-experienced writers.

3. Greater number of broadcast hours. Thesaurus features fill your needs for every time segment, day and night, with sure sales appeal for local sponsors.

4. Promotion that ensures commercial sales. You receive a sponsor-selling brochure, and an audience-building promotion kit, containing up-to-date, locally-slanted advertising and publicity material, with Thesaurus artists and groups.

These features make Thesaurus a unique programming service . . . a means whereby you can offer your *own* powerful, individualized program packages to local sponsors . . . spelling new talent profits for you.



RCA's great "new era in Thesaurus' can help you to *more* sponsored programming—more economically, more effectively, more profitably... Inquire now for full details!

RCA recorded program services

Radio Corporation of America
RCA Victor Division
120 East 23rd Street, New York 10, N. Y.
Chicago • Hollywood

WMMJ OFF AIR

Asks 60 Days To Reorganize

WMMJ Peoria, Ill., 1 kw daytimer on 1020 kc, ceased operations at 5:15 p.m. Oct. 23 for a 60-day reorganization period. Local competitive situation with four other fulltime outlets was cited by WMMJ in requesting FCC permission to remain silent for the period.

The station's long pending application for fulltime operation on 970 kc was denied by the Commission last spring upon awarding the facility to Lincoln Broadcasting Co. for a new outlet at Springfield, Ill. WMMJ was affiliated with Mutual for 1½ years and a fulltime schedule would have given it a basic classification with that network.

W. J. Kutsch, president of Mid-State Broadcasting Co., WMMJ licensee, in a telegram to FCC said: "It has been necessary for WMMJ operating on daytime to compete with four fulltime stations. This highly competitive situation has placed a burden on the station which under the present organization it cannot operate. Plans are underway for retrenching and reorganizing in order to fulfill our service obligations to this community." Other station owners include C. L. Wilkins, William A. Parker, Chase Scully, Paul Hagerty and C. F. Salm.

FM COVERAGE

FCC Relaxes Requirements

MINIMUM coverage requirements for both Class A and B FM stations were ordered relaxed by FCC last week effective Nov. 30 in recognition of the "economic problems affecting FM broadcasting." FCC took final action on its proposal after receiving no adverse comments [BROADCASTING, Aug. 15].

At the same time the Commission also made final its proposal to establish the ratio of desired to undesired signal intensities for stations separated 400 and 600 kc. No adverse comments had been received here either.

In the first action the Commission also repealed its prohibition against assignment of Class A FM stations in central cities of metropolitan districts having four or more AM stations as "there appears to be no further need for this restriction." The minimum-coverage changes were said to mean little relaxation of requirements in the large metropolitan areas but would allow a substantial reduction in total area covered by outlets in smaller communities.

The minimum standard would be the existing engineering requirements with respect to minimum field intensities over the community, city or metropolitan district to be served, with the size of the community largely controlling. The change is accomplished by removing the minimum value of equivalent radiated power and antenna height.

National Nielsen-Ratings Top Programs

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)
SEPTEMBER 18-24
NIELSEN-RATING†

Current Rank	Previous Rank	Program	— Current Ratings — Homes (000)	Homes %	Points Change
EVENING, ONCE-A-WEEK (Average for All Programs)			(3,260)	(8.3)	(+0.9)
1	1	Lux Radio Theatre	9,388	23.9	+5.5
2	6	Godfrey's Talent Scouts	7,738	19.7	+5.4
3	2	Mr. Keen	7,071	18.0	+1.2
4	10	My Friend Irma	6,560	16.7	+3.3
5	3	Suspense	6,324	16.1	+0.5
6	4	F.B.I. in Peace and War	6,246	15.9	+0.7
7	20	Inner Sanctum	6,246	15.9	+4.8
8	5	Crime Photographer	5,971	15.2	+0.1
9		Jack Benny	5,814	14.8	
10	9	Mystery Theatre	5,735	14.6	+1.0
11	12	Mr. & Mrs. North	5,656	14.4	+1.6
12		Fibber McGee & Molly	5,656	14.4	
13	14	The Fat Man	5,578	14.2	+1.7
14		Walter Winchell	5,539	14.1	
15	25	Adv. of Sam Spade	5,499	14.0	+4.1
16	11	This is Your F.B.I.	5,381	13.7	+0.4
17	13	Hallmark Playhouse	5,303	13.5	+0.7
18	15	Dr. Christian	5,264	13.4	+1.2
19		Bob Hope	5,264	13.4	
20	33	Big Town	5,067	12.9	+3.9
EVENING, MULTI-WEEKLY Average for All Programs)			(2,200)	(5.6)	(+0.4)
1	1	Lone Ranger	3,889	9.9	+1.3
2	2	Counter-Spy	3,614	9.2	+1.0
3	4	Oxydol Show	3,260	8.3	+1.6
WEEKDAY (Average for All Programs)			(1,885)	(4.8)	(—0.3)
1	1	Arthur Godfrey (Liggett & Myers)	3,417	8.7	+0.7
2	4	Romance of Helen Trent	3,260	8.3	+0.7
3	13	Arthur Godfrey (Nabisco)	2,946	7.5	+0.6
4	6	Wendy Warren	2,828	7.2	—0.1
5	11	Aunt Jenny	2,828	7.2	+0.1
6	8	Ma Perkins	2,789	7.1	—0.1
7	7	Our Gal, Sunday	2,710	6.9	—0.3
8	10	My True Story (Libby)	2,710	6.9	—0.1
9	3	Pepper Young's Family	2,671	6.8	—0.9
10	17	Second Mrs. Burton	2,632	6.7	+0.2
11	2	Right to Happiness	2,632	6.7	—1.2
12	14	Young Widder Brown	2,632	6.7	—0.2
13	15	Guiding Light	2,593	6.6	—0.3
14	16	Perry Mason	2,553	6.5	—0.1
15	22	Big Sister	2,553	6.5	+0.3
DAY, SATURDAY (Average for All Programs)			(2,239)	(5.7)	(0.0)
1	2	Grand Central Station	3,889	9.9	+0.5
2	1	Armstrong Theatre	3,850	9.8	—0.5
3	3	Stars over Hollywood	3,575	9.1	—0.3
DAY, SUNDAY (Average for All Programs)			(1,336)	(3.4)	(+0.5)
1	1	True Detective Mysteries	3,692	9.4	+0.7
2		Shadow	3,692	9.4	
3	2	Martin Kane, Private Eye	3,260	8.3	+2.1

Copyright 1949, A. C. Nielsen Co.

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 39,281,000—the 1949 estimate of Total United States Radio Homes.
(†) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

WJR REQUEST

Denied by Court of Appeals

WJR Detroit's request to clear the way for introduction before FCC of new evidence showing that it receives objectionable interference within its normally protected 100 microvolt contour from WCPS Tarboro, N. C., was denied last week by the U. S. Court of Appeals for the District of Columbia. Claim is based on new engineering study, WJR said.

Pending in the court is WJR's appeal from the initial FCC non-hearing grant of WCPS, 1 kw daytimer on 760 kc, the Detroit station's I-A clear channel. The case had reached the Supreme Court earlier this year and was remanded to the Court of Appeals in a ruling which had upheld FCC's right of discretion to grant or deny oral argument [BROADCASTING, June 13]. The lower court must now consider the merits of the WJR appeal, the station's claim that the WCPS grant constituted an indirect modification of its license in view of "objectionable" interference outside its normally protected contour.



BRUCE PALMER (r), WKY Oklahoma City news bureau director, accepts on behalf of Phillips Petroleum Co., the Oklahoma City Safety Council's "Yakoke" certificate of appreciation for the firm's cooperation in Oklahoma's public safety program during the last two years. Award is made by Dan Hollingsworth, council manager, who cited the effectiveness of safety reminders used on Mr. Palmer's *Oklahoma's Front Page* newscast for Phillips. "Yakoke" is a Choctaw Indian word meaning, "Thank you, with deepest appreciation."

KOB SALE PACT

FCC Waiver Requested

KOB Albuquerque and its former owner, the New Mexico College of Agriculture & Mechanic Arts, have jointly asked FCC to permit them to continue their contract whereby the college, when it sold the station, reserved broadcast time as part of the sales price.

To do otherwise, they argued, would run counter to a court decision which held the contract valid under the Communications Act and would "cut short a contract providing solely for educational broadcasting during good broadcast time, which the Commission has declared over and over again . . . must be encouraged to the fullest extent."

Their request was for a waiver, insofar as it might apply to them, of the Commission's rule requiring that previous station sales contracts involving the reservation of time be renegotiated to conform with certain standards including expiration of the time-reservation clause by Feb. 15, 1964.

The petition noted that the KOB-college contract was signed in 1936, giving the college, as part of the sales price, one hour's time daily for use "for educational purposes only and not for commercial or revenue producing purposes," for the life of the station. The contract was approved by FCC, and it was pointed out that the Commission did not make either KOB or the college a party to the subsequent proceeding which resulted in the time-reservation ban.

The petition also reported that KOB and the college had attempted to re-draw their contract to comply with FCC's rule but finally concluded that "this is impossible" because the rule "obviously assumes . . . that money in some amount is a substantial equivalent of the broadcast time to which the college is entitled under the agreement."

The petition was filed by Arthur W. Scharfeld, Washington attorney for the college, and the Washington law firm of Pierson & Ball for KOB.

SKYWAY DENIED

Court Upholds FCC Decision

FCC WAS UPHELD by U. S. Court of Appeals for District of Columbia last week as the court denied appeal by Skyway Broadcasting Corp., losing applicant for 1150 kc at Columbus, Ohio [BROADCASTING, Nov. 15, 1948, June 6]. No opinion accompanied the decision.

Skyway charged FCC had improperly evaluated comparative community needs in granting new station facility to Northwestern Broadcasting Corp. at Lima, Ohio. The Commission claimed that full hearing had been afforded and that the case was decided upon the Communications Act's requirement that radio facilities be equitably distributed.

DAYTIME GROUP Asks FCC for More Air Time

DAYTIME STATIONS licensed on Mexican 1-A channels asked FCC last week to let them operate from 4 a.m. Eastern Standard Time, "regardless of local sunrise time," to 7 p.m. EST or local sunset, "whichever is later."

They currently are limited to operation from local sunrise to local sunset, which, they noted, during winter months means sign-on at about 7:30 a.m. and sign-off in some instances as early as about 4:45 p.m.

The petition for a change in the rules was filed by Daytime Petitioners Assn., a group of stations on the six Mexican 1-A frequencies, through Leonard H. Marks, Washington attorney.

The petition noted that DPA has been waiting since last January for FCC action on its petition for unlimited hours of operation on the Mexican 1-A frequencies [BROADCASTING, Jan. 31]. Prompt action on the new request, DPA said, "will provide a measure of relief until such time as the Commission determines what action shall be taken" on the unlimited-hours petition.

DPA contended that limiting stations to operation between local sunrise and local sunset puts these outlets "at a competitive disadvantage with other broadcasting stations in their communities" and makes it difficult for them to present "a consistent, well-balanced program schedule."

It was also pointed out that FCC's rules permit certain daytime stations—but not those on Mexican 1-A's—to sign on at 4 a.m. even though a later sunrise time is specified in their licenses.

DPA said its requested revision of the rules (Sec. 3.6) can be achieved without a hearing and that it "would be in the public interest for the following reasons":

A uniform sign-on and sign-off time would enable daytime stations to present a consistent program schedule throughout the year.

During the late afternoon hours up to 7 p.m. it would be possible to present local news and other local features which in many instances could not otherwise be presented to the community.

Local special events could reach a maximum listening audience from 5 p.m. to 7 p.m.

Local public service announcements could reach a particular audience for which they are designed, as for example, announcements for school children or working men, otherwise unavailable to early daytime programs.

Local merchants would be able to present their advertising messages to a full family group.

The petition asserted further that "economic conditions have changed so that daytime stations are finding it much more difficult to operate at a profit. With a decrease in hours during the broadcast day, valuable revenue is lost."

As an example of the "inequities" of the present rule, the petition pointed out that late-afternoon programs built up during the summer months must be abandoned or re-scheduled during the winter, with resultant losses to both the sponsor and the station. Also, the petition noted, listeners in many small communities lose their only prompt source of local news when an early sign-off precludes a late-afternoon roundup.

Daytime use of the Mexican clears, FCC was reminded, was based on a U.S.-Mexican agreement which has expired. The frequencies involved are 730, 800, 900, 1050, 1220, and 1570 kc. Only U.S. stations using any of these channels fulltime are WGAR Cleveland (1220 kc) and WMGM New York (1050 kc). Approximately 106 daytime stations operate on the six channels.

STORE RADIO NAB Studies Development by FM

FM STATIONS have been quick to create a program format for store broadcasting that is suitable to home listeners and shoppers alike, because daytime audiences are almost identical in composition, according to a survey of the new medium by NAB's FM Dept.

Arthur Stringer, FM Dept. director, prepared the study with assistance of station managers, managements of store broadcasting operations and chain executives. NAB previously conducted a similar survey of transit radio.

Since FM store broadcasting is delivered simultaneously to home and store listeners, the necessity of distinct programming is a natural assumption, the report points out. To that end NAB sought the opinion of John V. L. Hogan, radio inventor and engineer, as to whether it would be possible to confine reception of store announcements to stores to the exclusion of FM homes.

Mr. Hogan felt it would be "technically feasible" to device a lockout system that would serve that purpose but advised that "to do the job properly might require a substantial amount of development engineering." It might even be possible, he stated, "to supply home sets with music while the store announcements are being broadcast."

The NAB report represents in considerable detail the work of Storecast Corp. of America, which pioneered with WEHS (FM) Chicago in its development. Storecast also operates with WKJF (FM) Pittsburgh and WMMW-FM Meriden, Conn., and expects shortly to convert its wired-music and announcement system in Philadelphia to FM.

Typical of the success stories was one involving National Tea Co., which has a working arrangement with WEHS' store broadcasting operation. Val S. Bauman, company sales manager, reported that "our Storecast advertising produces an increase in product sales of from 25% to 150%." He said the company maintains an accurate check between radio-equipped and non-radio-equipped stores.

Advance Recognized

According to Ken Pitkin, manager of WEHS' store broadcasting operation, Storecasting is rapidly becoming a "recognized advertising medium." Storecast Corp. is now serving some of the biggest food and allied manufacturers—products such as Maxwell House Coffee, Libby's Baby Foods, Swift's Meats for babies, Clapp's Baby Food, Pepsi-Cola, Old Gold Cigarettes, Coca Cola and others—in Chicago and other cities. About 100 different sponsors advertise some 200 items. Record of renewals is excellent, the report said.

When advantages of FM were quickly demonstrated in Chicago, overtures were made to WMMW-FM Meriden, nine miles from Hartford. Arrangements, which are similar to those for Chicago Storecast operation, call for plans contemplating 150 FM stores.

Also cited was Zenith's national campaign in New England to back sales of its FM receivers, with contests on Storecast programs. Seventy-five Zenith sets were awarded. In Storecast's "Royal Family" contest, there were gifts of paid-expense vacation and merchandise, including hardline goods and grocery products.

Philadelphia customers of 115 Acme super-markets also respond to music-surrounded suggestions to buy radio advertised products. In Philadelphia, however, leased telephone lines now link stores together, but the network is to be changed to FM operation soon. Storecast Corp. also runs Philly's store broadcasting operation. Sales in 25 Storecast Acme markets over comparable non-Storecast installations averaged a 94.3% increase during the period from September 1948 through January 1949.

Too little time has elapsed to produce a clear picture of store broadcasting in the Pittsburgh area, NAB's report finds, but preliminary findings indicate results on a par with those reported in other cities. But in Council Bluffs, Iowa, where KFMX dealt directly with Hinky Dinky Food chain, without benefit of a third party, 28 stores reach some 125,000 customers per week through Salescasting. Best sources of business are food brokers, with balance from agencies and manufacturers, KFMX reports.

In Chicago, customers, employes and management all like music served in 153 Jewel Food stores served by WMOR (FM), and what's more, about 700,000 persons make purchases each week in these stores. The combination augurs for "good business", a Jewel officer said.

Consumers Aid Inc., third party in the arrangement, also services, through WEAW Evanston, Ill., 52 Chicago area IGA outlets, and is expanding into the Detroit market through WJLB-FM.

Mr. Stringer was aided in the survey by Cecil Mastin, WNBF-FM Binghamton; Matthew Bonebrake, KOCY-FM Oklahoma City; Victor C. Diehm, WAZL-FM Hazleton, Pa.; Ray A. Furr, WIST Charlotte; Milton Greenebaum, WSAM-FM Saginaw, Mich.; William E. Ware, KFMX-FM Council Bluffs; Edward A. Wheeler, WEAW Evanston, Ill.

TRANSIT FM Favored by Citizen Groups, D. C. Hearing Finds

AN OVERWHELMING majority of Washington's citizens associations unanimously favor Transit FM service and the District of Columbia Police Dept. has found no evidence that radio-equipped vehicles are conducive to the accident rate.

That was the gist of hearings held last Thursday by the D. C. Public Utilities Commission, which has set out to determine whether the system conforms to the "public safety, convenience and comfort."

Bulk of the opening testimony was given by 27 citizens groups, representatives of the police force and PUC engineering division, and a host of individuals who felt the service imposed on their comfort.

Twenty-four of the 27 citizens groups approved the service through resolutions, with 12 actually present to offer their views. None of the three associations which oppose musically-soothed rides appeared before PUC.

The Police Dept. said its check revealed no evidence Transit FM would impair, under "normal circumstances," the operation of bus and street car operators. An engineer of the Commission said he felt there is no relation between the public accident rate and the radio installations now in 65 busses and 148 street cars.

EXTRA LISTENERS

WNEW Promotes Pulse Data

WNEW New York last week began a slam-bang sales campaign based on new concepts of total audience size derived from Pulse Inc. studies of out-of-home listening in New York. "It's about time that radio counted the entire house," is the theme of the station's campaign.

WNEW, first subscriber to the quarterly Pulse out-of-home survey begun last August, pointed out that the impressive numbers of listeners found outside their own homes increased by a whopping figure the total audience. Because of Pulse measurement techniques, the at-home audience and out-of-home audience figures can be combined and the figures projected to total population, the station said.

The Pulse August survey showed that one out of every four New Yorkers listened out-of-home on the average weekday—a daily audience of more than 2,750,000; that on Saturdays the out-of-home audience was more than 2,000,000; that on Sundays it swelled to more than 3,280,000. The figures were obtained by projection to the 11,202,100 inhabitants seven years of age and older in 10 counties of The New York metropolitan area.

Add the out-of-home audience to the at-home audience, and the total audience is beyond the time salesman's wildest dreams. "In effect," WNEW said, "the radio stations in New York have been giving their advertisers a huge bonus. . . . Radio has always been fabulously low in cost in number of people reached at home per dollar. The fact is that radio's actual audience is considerably larger and its cost is considerably lower than it's being given credit for. It is high time for radio to claim full credit for its total audience—out-of-home as well as at-home."

In a comprehensive promotion booklet based on Pulse figures, the station showed comparisons between the out-of-home and at-home audience as to size, number of listeners per set, and other factors.

The Pulse figures are expected by WNEW not only to provide sure-fire sales ammunition but also to be of value in programming. The out-of-home audience does not seem to respond to programs exactly as does the at-home audience. Proof of this was indicated in one period on Sunday evening in which WNEW's out-of-home audience was more than three times the size of its at-home audience.

WNYC DENIED

FCC Refuses 2d Election Plea

WNYC, New York's municipally-owned station, for a second time was denied special temporary authority by FCC last week to broadcast local election returns after its normal sign-off time of 10 p.m. on Nov. 8. Comr. Frieda B. Hennock again issued a strong dissent.

In again turning down the station's bid for waiver of the rule prohibiting such operation, as it did a year ago [BROADCASTING, Nov. 1, 1948], the Commission majority indicated that if it made an exception for WNYC "there would be no reason for refusing to grant waivers in any other number of cases and thus the purpose [of the ban] would be defeated."

Comr. Hennock, pointing out that WNYC utilizes the police and Board of Election facilities to provide such service that commercial stations cannot offer, stated in part:

> It is on election day that the people of this nation fulfill their greatest duty as citizens. No service that broadcasting can render could be more important than complete coverage of this uniquely democratic institution. This Commission has recognized the value of such service by granting this very station special authority to broadcast election returns on election night for many years prior to the last election . . . services such as these are too valuable to be lost because of complete inflexibility of administrative rules.

NEWS CLINIC

Stress On Local Reports

STRESS on good local news coverage highlighted speeches made at the Radio News Clinic, sponsored jointly by the Illinois Broadcasters Assn. and the School of Journalism at the U. of Illinois, held Oct. 25 at Allerton Park near Monticello. Featured speaker was Dr. Wilbur Schram, director of the Institute of Communications Research at the U. of Illinois, who summarized research in newscast listening.

Other speakers at the one-day session included:

Laverne Waltman, WLP LaSalle news editor; Arthur F. Stringer, NAB, on "The News Director and the Cash Register"; Prof. Donald E. Brown, of the U. of Illinois, reporting on newscast sampling by students; Dick Faler, WTAD Quincy news director, on local news sources; Jim Bormann, WMT Cedar Rapids, Iowa, news director, on handling of correspondents; Glen Farrington, WTAX Springfield program director, on tape recording; Dr. Frederick S. Siebert, Director of School of Journalism, U. of Illinois, on legal problems for the newsman and Dick Oberlin, WHAS Louisville, Ky., news director, who discussed editorializing on the air.

Presiding at clinic sessions were Merrill Lindsay, WSOY Decatur and president of Illinois Broadcasters Assn., and Frank E. Schooley, assistant journalism professor, U. of Illinois.

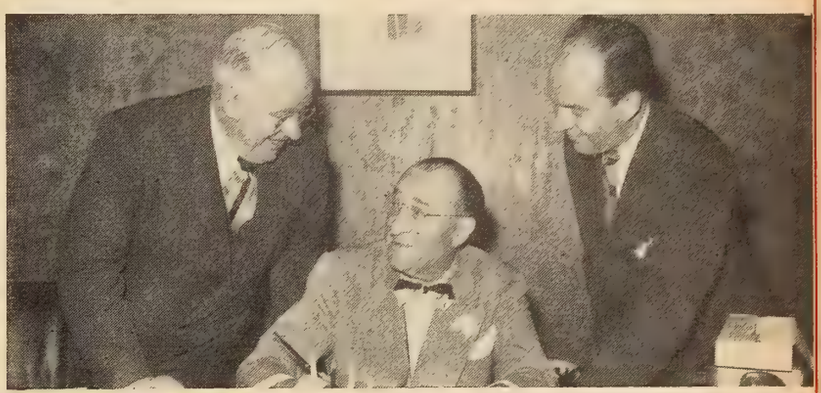
'Voice' Booster

THE State Dept. has put into operation in Munich, Germany, a new 150 kw transmitter, developed by RCA International Div., for high power, medium frequency broadcasting. The government hopes, with the new equipment, to augment existing facilities to carry Voice of America programs deeper into eastern Europe and Russia.



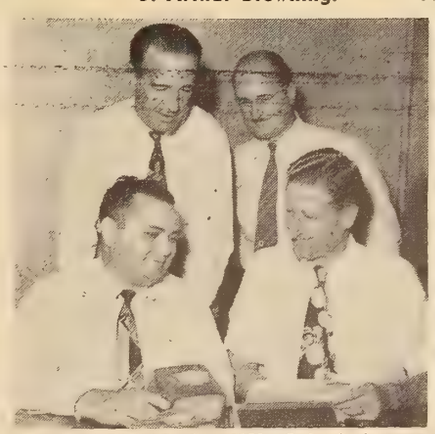
CONTRACTING for new KDKA Pittsburgh musical show *Welcome Aboard* are (seated) Pres. Lou Koenig of Duquesne Brewing Co., sponsor; standing (l to r), Walter Benoit, Westinghouse v.p.; Vic Maitland, Walker & Downing acct. executive; George D. Tons, KDKA sales mgr., and KDKA Gen. Mgr. Joseph E. Baudino.

THE Stroh Brewing Co. will sponsor the 35 telecasts of the Detroit Red Wings home hockey games over WWJ-TV Detroit. The contract is made official by (l to r): Jack Adams, manager of the Detroit Red Wings; Walter F. Zimmer, Zimmer-Keller Inc. agency; Robert T. Schlinkert, WWJ-TV.



ROBERT BURR (seated l), mgr. of American Bakeries in Miami, smiles with Lee Ruwitch, WTVJ (TV) Miami gen. mgr., over three-year contract to sponsor the *Lone Ranger* series on WTVJ. Standing (l to r) are WTVJ Sales Mgr. Harold Batchelder and American Bakeries Sales Mgr. J. Arthur Browning.

ARRANGING contract for WJPS Evansville, Ind., *The D-X News* for 52 weeks are (seated) Dale C. Rogers, Mid-Continent Petroleum Corp. (sponsor) advertising, sales prom. mgr.; standing (l to r), WJPS Gen. Mgr. Robert J. McIntosh; WJPS D-X Newscaster George C. Compton; N. B. Ingram, Mid-Continent.





CONTRACTING for KSL Salt Lake City's *This Business of Farming* (l to r): C. Richard Evans, KSL gen. mgr.; Mickey Buchman, Axelson Agency acct. exec.; Nelson W. Aldrich, public relations dir., Kennecott Copper Corp. Utah Div.

RENEWING MJB Co., San Francisco, 52 weeks participating sponsorship of *It's a Neat Trick* on KTSL (TV) Hollywood are (l to r) Bob Hoag, KTSL sales mgr.; Ray Viani, MJB Co. sales mgr.; Eddie Silverman, star of show.





Editorial

Class 'Q' Time

"Perhaps today's dollar is more important than future stability."

IN that laconic line, Linnea Nelson, chief time-buyer of J. Walter Thompson Co., summed up her appraisal of the snow-balling trend toward more and more "per inquiry" business in radio, and to its bad-business companion, rate-cutting. Because the P. I. practice has become more widespread, the American Assn. of Advertising Agencies has found it expedient to notify its membership of its availability. The story was told, with no holds barred, by Miss Nelson in BROADCASTING's Oct. 24 issue.

The P. I. is based on mail pull. The station is paid a percentage of the total sales, in lieu of its card rate. Reputable newspapers and magazines outlawed this barter method years ago. The result is that few advertisers dare approach reputable publications with such propositions.

A station's time is worth an established rate, or it isn't. Radio has had a tough enough battle establishing ethical standards. The influx of new stations, and the sale of time on a catch-as-catch-can basis hasn't eased the problem.

Mail pull is a factor in establishing audience. Rates are based on circulation and coverage, and program popularity. These constitute basic standards. To sell on any other basis destroys the integrity of the rate-card.

We hope that everyone who has anything to do with the buying and selling of time will heed Miss Nelson's words. The swiftest means of undermining confidence in the media is to introduce cut-throat competition without regard to established rates.

Other-than-rate-card business exists only because there are stations that accept it. Agencies obviously must protect their clients' best interests by insisting upon a rate no higher than anyone else pays for similar time.

Time was when some stations sold time for anything they could get, including due-bills on merchandise. Those were the trading post days. Then radio, in its evolutionary business development, acquired standardized rate structures, standard order blanks and standards of business practice, commonly called the Code.

Times and conditions and competition change. Business ethics do not.

Radio's Thanksgiving

MUCH that is good and efficient in the modern era is taken for granted by 150 million Americans, and radio naturally gets its share of this treatment. But each November broadcasters lock arms, lay aside innate modesty and join in an inspired effort to tell the public the facts behind 80 million loudspeakers (and now 3 million kinescopes).

Although the annual "week" idea has been overworked, National Radio & Television Week has developed in three short years into a potent weapon for advancement of the radio arts. By the very nature of their service, broadcasters are able to bring their story to the public with great impact and frequency. Modesty and discretion have been employed indirectly to sell the public on the virtues of radio by the American Plan of free competitive enterprise.

Centerpiece of the broadcasting "week" setting it apart from the scores of others featured throughout the year is the Voice of Democracy contest. Some 250,000 high school students competed last year, tenfold increase over the original contest in 1947. The number will multiply again this year. Thus America's youth is learning the benefits of freedom in a competition that carries the blessings of the U. S. Office of Education, Federal Security Agency, and the U. S. Junior Chamber of Commerce.

The benefits are mutual. Broadcasters and all private enterprise benefit from any effort that promotes free government. The youth of America benefit from participation in a contest that develops forensic talents and literary skill. More important, the nation's younger segment gets a dramatic and effective lesson in what makes democracy tick and, incidentally, what makes American radio best.

Move Over, Sam!

FCC, which instinctively jumps when Congress moves, can join all private radio in looking with pleasure to the latest investigation on foot on Capitol Hill. We refer to the effort of the Senate Interstate and Foreign Commerce Committee's communications subcommittee to accomplish a fairer division of the spectrum between government and non-government users [BROADCASTING, Oct. 17].

The evil of the existing situation, as we have said repeatedly, lies not only in the dictatorial methods employed by the ether hogs of government, but in the system itself. For the system permits government agencies, of which the military services are notable spectrum squatters, to commandeer great chunks of space almost at will. This is accomplished through the Interdepartment Radio Advisory Committee (IRAC), which "recommends" to the President. What's left goes, through FCC, to private users—broadcasters, safety and special services, and the like.

The least that should be done is to require government, as private applicants are required, to justify their frequency demands in the light of public interest. In his announcement of plans for the investigation Sen. E. W. McFarland (D-Ariz.), subcommittee chairman, showed an encouraging sensitivity to that fact.

"FCC," he added, "cannot allocate what it does not have."

Television is a notable example. Experts say a few extra channels in the neighborhood of the present 12 could effectively satisfy demand for the immediate future, calm the furore over the opening of the UHF region, and allow television to progress normally and evenly.

Such a development would be a godsend to a Commission already harried beyond its expectations by the turn and temper of the color TV fight. What started out as a three-week look-see at color has turned into an all-Fall and Winter project, and consideration of equally important questions—such as UHF, revision of black-and-white standards, and lifting of the freeze—must be pushed back accordingly.

A few channels wrested from government non-use certainly would shorten by that much the wrangling which otherwise is in store. The needs of other vital services could be served more adequately, and, above all, the principle of fair-sharing would replace the squatters tactics currently employed by government.

Sen. McFarland deserves the support of all private users and of the FCC, and if a little head-knocking is needed to convert the government services, he has our support on that, too.

Our Respects To —



RUSSELL WILLARD TOLG

ELEVEN years of video-dreaming and waiting for the miracle medium to "arrive" have finally been resolved into reality for Russell Willard Tolg, radio and television director of Batten, Barton, Durstine and Osborn, Chicago. In 1938, when TV was still being explored in the experimental laboratories, Mr. Tolg avidly studied sparse literature detailing it, daydreamed of its potential and made predictions about its potency and application.

This preoccupation began when he was continuity chief and sales promotion manager in the radio department of the *Milwaukee Journal*, working under Walter Damm, then director of the *Journal's* promotion department and now vice president in charge of radio for the *Journal* stations, WTMJ-AM-FM-TV.

Russ Tolg had worked at the *Journal* since 1928, when he was hired for promotion by a "patient and understanding copy chief." With no previous copy experience, his sales copy on pianos and perfumes was necessarily "fresh and original," and sometimes that was the *only* merit, as Mr. Tolg cheerfully admits today. Practice later developed his special talent for intangible and institutional copy.

Although he was intrigued with advertising during high school days at Waukesha, Wis., where he was born March 2, 1908, Mr. Tolg had even longer been absorbed in writing and literature. In grammar school, between basketball practice sessions at the local "Y," he developed an enthusiam for reading everything from "the Rover Boys to the classics." From high school through Carroll College and the U. of Wisconsin he continued to study writing techniques, adapting them as editor of school papers. At Carroll, although straddling a fence between advertising and law, law took the edge. Hopes of courtroom histrionics were fostered by successful debating of pros and cons on such subjects as capital punishment, the League of Nations and dollar imperialism. Debate and speech work gave him common ground for friendship with current movie stars Fred MacMurray and Dennis Morgan, the latter "jerked sodas in our favorite candy store" and later was a fellow-employe and singer-announcer at WTMJ while Mr. Tolg was writing copy.

After two years at Carroll, and another at Wisconsin, young Mr. Tolg chose to test his aptitude for law. He worked for an attorney in nearby Lake Mills, arriving each morning at 8 to placate legally-entangled farmers, who were impatiently awaiting the arrival of his late-rising boss. By mid-afternoon, he usually

(Continued on page 42)

BUY WITH

...and get a big money's worth!

STATION	HOOPER SHARE OF AUDIENCE*	WHAT YOU PAY**
WITH √	15.2 √	$16 √
A	15.0	$70
B	19.8	$55
C	8.7	$30
D	17.2	$50

*Total rated time periods, August-September, 1949.

**This column shows the rates for a 125-word spot announcement, Class A, one time. (Standard Rate & Data Service.)

As these figures show, the best buy in Baltimore is WITH. Call in your Headley-Reed man and get the whole WITH story.

WITH

BALTIMORE
MARYLAND

TOM TINSLEY, *President*
HEADLEY-REED, *Representatives*



Political Problem

PROTEST against tactics used by high political figures to obtain time on stations was voiced by Pennsylvania broadcasters at the NAB District 3 meeting at Skytop, Pa. Top-level office holders have threatened to get stations in wrong with the FCC if they failed to carry obviously political broadcasts on a public service basis, it was declared. Stations were advised to stand up for their rights although it was pointed out that situations of this sort often have public relations angles.

NAB District 3

(Continued from page 25)

substituted for Mr. Doherty during his absence in Geneva.

Full cooperation of district broadcasters in the 1950 U. S. census was pledged. Another resolution called for continued operatiton of a TV department in NAB on a level with AM and FM.

Director Coleman was thanked for his organization of the convention and selection of the mountain lodge as a meeting site.

A resolution new to the present district meeting series called on member stations to promote NAB by use of station breaks mentioning the station is a member of the NAB, and advocated preparation of a membership plaque.

The resolutions committee was headed by C. J. Moss, WLPR Bloomsburg, Pa. Other members were Gordon Gray, WIP Philadelphia, and George Joy, WRAK Williamsport, Pa.

Dr. Baker explained progress of the second nationwide coverage project to appear within a few weeks. He predicted the figures on three or more time listening per week will prove most useful in meeting competition of other media. He showed a series of hand-tabulated maps typical of the second study.

Smith Presides

Frank Smith, WBVP Beaver Falls, Pa., District 3 employe-employer relations chairman, presided at the labor meeting at which Charles H. Tower, assistant director of NAB's Labor Dept., was principal speaker. Mr. Smith paid tribute to Richard P. Doherty, department director, who was chosen as one of the two representatives of American industry at the International Labor Organization meeting in Geneva, Switzerland.

Mr. Tower discussed station operating costs, including technical, programming and selling operations. He presented NAB's economic studies, which he said provided broadcasters with yardsticks for comparative cost analysis. He reminded that most station labor costs do not vary directly with business volume, as is the case in most industries. At the end of his talk he conducted a question-answer forum.

Clair McCollough, WGAL Lancaster, Pa., director-at-large for small stations, introduced Judge Miller at the Wednesday afternoon session. As at previous meetings the NAB president reviewed the recent NAB reorganization and gave a general analysis of problems facing the industry.

Following Judge Miller's review, Mr. Haverlin told of the industry-operated bureau's improved position in the popular field and said several new publishers had joined the fold.

Mr. Haverlin said BMI is sending out a new categorical index of 4,000 popular and standard compositions, classified and cross-indexed according to title value and lyric content, rhythm and music type. The index is primarily designed to meet the needs for scene-setting songs or appropriate backgrounding music. Some 250 categories, all recorded, are listed.

Kolin Hager, SESAC, referred to that copyright bureau's recent expansion in the popular field, and cited continuity and program services provided broadcasters.

Ed Darlington, WCNR Bloomsburg, Pa., chairman of the district's Unaffiliated Stations Committee, presided at the Wednesday evening dinner meeting.

Maurice B. Mitchell, director of NAB's Broadcast Advertising Bureau, took over the Thursday session for the "Mitch's Pitch" that has high spotted this year's district meetings. Pulling no punches, Mr. Mitchell told broadcasters they were missing important chances to get a larger share of the total advertising dollar and then advised them how to go out and get it.

J. Robert Gulick, WGAL Lancaster, Pa., presided at the all-day meeting as District 3 sales managers chairman.

Mr. Mitchell said current industry rate and per inquiry practices, including quotation of local rates to local dealers in national business, are responsible for the frank comment by Linnea J. Nelson, chief timebuyer of J. Walter Thompson Co., in the Oct. 24 BROADCASTING.



WAGA-AM-FM-TV Atlanta, Ga., receives exclusive television and radio rights to the baseball games of the Atlanta Crackers for five years. Completing the agreement are (l to r) James E. Bailey, managing director of WAGA-AM-FM; George Storer Jr., managing director of WAGA-TV, and Earl Mann, president of the Atlanta Crackers, member of the Southern Assn. Mr. Storer said acquisition of the baseball games was an extension of the station's policy toward a complete service to sports fans.

SMITH ELECTED

Heads Pa. Broadcasters

FRANK R. SMITH, WBVP Beaver Falls, Pa., was elected president of the Pennsylvania Assn. of Broadcasters at a meeting held Thursday after the NAB District 3 meeting at Skytop, Pa. He succeeds George D. Coleman, WGBI Scranton, who was not a candidate for re-election.

Other officers elected were C. G. Moss, WLTR Bloomsburg, vice president; David J. Bennett Jr., WKBO Harrisburg, secretary; George E. Joy, WRAK Williamsport, treasurer.

Directors elected were Leonard Kapner, WCAE Pittsburgh; Gordon Gray, WIP Philadelphia; Clair R. McCollough, WGAL Lancaster; J. S. Booth, WCHA Chambersburg; Victor C. Diehm, WAZL Hazelton; W. K. Ulerich, WCPA Clearfield; David M. Baltimore, WBRE Wilkes-Barre.

The association decided to investigate legislative proposals to erect a master FM educational station operated by the state, described as the first step toward state operation of stations.

Skytop Registration

Addison Amor, RCA Thesaurus; Edward L. Anderson, WEST; James Appel, WGAL; Kenneth H. Baker, NAB; David M. Baltimore and Louis G. Baltimore, WBRE; Dolly Banks and William A. Banks, WHAT and WINX; J. Frank Beatty, BROADCASTING; David J. Bennett Jr., WKBO; Harry Bergkamp, ASCAP; Stanley Binkoski, WISL; John S. Booth, WCHA; John O. Border, WNOW; Paul M. Breining, AP.

T. K. Cassel, WCHA; Joseph E. Cavanaugh, WARD; Clifford M. Chafey, WEEU; George D. Coleman, and John S. Crego, WGBI; K. Richard Creitz, WEEU; Roy Danish, MBS; Mr. and Mrs. Ed. Darlington, WCNR; H. E. Dougherty, WNOW; Victor C. Diehm, WAZL; Nat. V. Donato, C. P. MacGregor Inc.; W. Ward Dorrell, C. E. Hooper Inc.; Ross Downing, UP; Robert L. Dreher, Robert Meeker Assoc.; C. B. Engelke, UP; Lester P. Etter, WLBR; Jones Evans, WHWZ; Richard G. Evans, WIZZ; Mr. and Mrs. Robert R. Eyerly, WCNR.

Jim Flenniken, Capitol Transcriptions; Frank B. Foster, WNAE; F. X. Gallagher, WILM; Raymond A. Gaul, WRAW; Murray L. Goldsborough, WNOW; Gordon Gray, WIP; Raymond S. Green, WFLN; J. Robert Gulick, WGAL WGAL- -TV; Kolin Hager, SESAC; Elton Hall, WVPO; Carl Haverlin, BMI; E. B. Hawkins, WILM; I. Howett, WRAW; George E. Joy, WRAK; Kathryn E. Kahler, WAZL; Leonard Kapner, WCAE; Bob Keller, Robert S. Keller Inc.; Milton Laughton, WHWL; Win Levi, BROADCASTING; E. B. Lyford, NBC.

Grace MacKenzie, WGBI; G. Emerson Markham, NAB; J. E. Mathiot, WGAL; R. E. McDowell, WGBI; Clair R. McCollough, WGAL; Robert Meeker, Robert Meeker Assoc.; Mrs. M. E. Megargee, and Madge A. Megargee, WGBI; Alethea Mattern, WMAJ; Tom Metzger, WMRF; L. Waters Milbourne, WCAO; Clare I. Miller, WORK; Harold E. Miller, WGAL WGAL-TV; Walter O. Miller, WGAL-TV; Maurice B. Mitchell, BAB; Roy E. Morgan, WILK; Bob Morrison, World Library; Louis J. F. Moore, Robert Meeker Assoc.; C. G. Moss, WLTR; James Murray, KQV; Louis H. Murray, WPAM; Jack Nedell, WGBI; Robert Nelson, WARD; David Newborg, RCA Victor; Tom O'Neil, AP; Lloyd O. Nicely, WEST; Mr. and Mrs. John J. O'Connell, Associated Program Service.

Lin Pattee, BMI; Mr. and Mrs. Paul F. Peter, Frazier & Peter; Charles R. Petrie, WISL; George J. Podeyn, WHIB; David Potter, and James W. Potter, WNAE; Philip J. Reilly, WLBR; Robert M. Richmond, WCAO; A. Boyd Siegel, WJPA; Julian Skinnel, WLBR; Mr. and Mrs. Frank R. Smith, WBVP; Joseph H. Snyder and Frank M. Stearns, AP; Hoyt H. Stout, WMGW; Leroy K. Strine, WORK.

Frank Tamulonis, WPAM; W. J. Thomas, WCPA; A. V. Tidmore, WPPA; Charles H. Tower, NAB; Thomas Tinseey, WITH; Thomas A. Tito, WAZL; William K. Ulerich, WCPA; J. Gorman Walsh, WDEL; Pierre Weiss, Lang-Worth; David R. Williams, Standard Radio; Lowell Williams, WNOW; Mr. and Mrs. Thomas W. Wilson, attorney, Washington, D. C.

Late Registrations

Frank R. Collie, WGPA; E. J. Fitzsimmons, Weed & Co.; L. W. Haeseler, RCA Victor Div.; Herbert Kendrick, WHGB; Daniel Lanshe, WGPA; Edward Miller, RCA; Homer R. Smith, WKOK; Rodney Snyder, WGPA.

Pa., Del. AP Meet

ASSOCIATED PRESS member stations in Pennsylvania and Delaware held a joint meeting Wednesday at Skytop, Pa., during the two-day NAB District 3 sessions. Tom O'Neil, AP radio news editor, spoke briefly on the association's service to stations, and subscribers joined in a discussion of local news coverage. George Coleman, WGBI Scranton, Pa., named Ed Darlington, WCNR Bloomsburg, Pa., chairman of a committee to select a place and site for the annual AP area meeting.

CAA AUTHORITY

Assuming Role Of FCC?

THE QUESTION of jurisdiction over broadcast antenna structures—whether there is a conflict between FCC and CAA authority, or whether they have concurrent jurisdiction—was raised in letters sent to the Commission and the aeronautics agency fortnight ago.

Core of the question is CAA's practice of sending certain FCC grantees a set of forms to be filled out and filed, including one called an "application."

Arthur W. Scharfeld, Washington radio attorney who raised the question, wrote CAA that "it has been my opinion that the Commission has exclusive authority to license radio broadcasting stations and I am therefore at a loss to determine the basis for the jurisdiction now being assumed by the CAA." He sent a copy of his letter to FCC.

He said he was writing on behalf of a station which had been requested by CAA to file the CAA forms "because it was contemplating construction of a new antenna structure pursuant to authority of the FCC." CAA authorities maintained the procedure had been followed by CAA in certain antenna cases for years.

In official reply to Mr. Scharfeld's letter, CAA Acting General Counsel Robert P. Boyle neither claimed nor denied that broadcasters are required to file the "application," but cited the Civil Aeronautics Act as the authority under which it is sent out. He also cited the Act as requiring "all persons to give adequate public notice, in the form and manner prescribed by the Administrator, of the construction or alteration, or of the proposed construction or alteration, of any structure along or near the civil airways where notice will promote safety in air commerce."

FCC's consistent position has been that FCC has sole authority in the licensing of broadcasting stations, even though it refers applicants' antenna proposals to the CAA for advisory opinions or clearance. On this basis authorities felt CAA has no power to compel the filing of additional material after FCC has made a final grant.

Mr. Scharfeld noted that two CAA forms were involved. One (ACA 117) is entitled "Notice of Construction or Alteration of Structures, or Construction of New Landing Areas." He said it indicated "that the penalty for failure to comply with the regulations of the Administrator of Civil Aeronautics is a possible fine of $500."

The other form (ACA 114) is entitled "Application for Rating of Air Navigation Facility and Lawful Authority to Operate a 'True Light'." Mr. Scharfeld said it "calls for certain information with respect to lighting the structure and at the same time constitutes a voluntary request by the station for an Air Navigation Facility Certificate."

Mr. Scharfeld wrote CAA that "my client and myself are desirous of cooperating with the CAA as well as with other agencies of government in the furnishing of information or in any other ways that may seem helpful, but the filing of any document which might subject the station to a fine or which might serve to place it voluntarily under the jurisdiction of an agency other than the FCC is not a perfunctory act. . . ."

He said he "would therefore deeply appreciate it if you would inform me of the legal basis for requiring that the aforementioned notice and application be signed under oath and filed with the CAA prior to commencement of any construction work."

He told FCC that he felt the question involved "a matter of deep concern to the Commission as the regulatory authority over broadcast stations." He continued: "If the Commission should decide to take any steps in connection therewith, I would appreciate being so advised in order that a determination may be reached as to whether or not there should be submission to the jurisdiction of the CAA."

Spokesmen for the aeronautics agency told BROADCASTING that CAA for years had followed a policy of sending such forms to stations which get FCC grants for antenna structures requiring use of 300-millimeter flashing code beacons. The purpose, they said, is to permit CAA to certify the lights as an air navigation facility which pilots can rely upon in flight.

Once certified, they noted, the lights may not be turned out without CAA approval. They conceded, however, that FCC itself requires that the towers be kept properly lighted.

They denied that the forms involved any attempt to assume jurisdiction from the FCC, and said a total of 2,671 such certificates had been issued for radio towers of all types, including broadcasting.

WARL Featured

SUBURBAN Washington station, WARL Arlington, Va., is featured in "March of Time" movie short about Arlington's public school system currently being exhibited. The movie shows how community cooperation can be effectively employed to advance such public projects as improving school conditions. The manner in which the local station takes part is shown in WARL, which since its inception in 1946 has given the Citizens Committee for School Improvement a quarter-hour each Saturday morning in addition to other promotion.

Upcoming

NAB DISTRICT MEETINGS

Oct. 31-Nov. 1: Dist. 1, Somerset, Boston.
Nov. 3-4: Dist. 2, Berkeley-Carteret, Asbury Park, N. J.
Nov. 21-22: Dist. 8, Book Cadillac, Detroit.
Nov. 28-29: Dist. 16, Paradise Inn, Phoenix.
Dec. 1-2: Dist. 15, Mark Hopkins, San Francisco.
Dec. 5-6: Dist. 14, Utah, Salt Lake City.
Dec. 14-15: Dist. 17, Benson, Portland, Ore.

* * *

Oct. 29-Nov. 5: Canadian National Radio Week.
Oct. 31-Nov. 2: IRE-RMA Engineering Dept. meeting, Hotel Syracuse, Syracuse, N. Y.
Nov. 3-4: Florida Assn. of Broadcasters, Sarasota, Fla.
Nov. 4: AFA 5th District, Indianapolis, Ind.
Nov. 4-5: AFA 6th District, Racine, Wis.
Nov. 5-6: AWB Dist. 2, Hotel Astor, New York.
Nov. 9: AFM-AGVA Trial, New York Supreme Court, New York.
Nov. 9-10: Second General Radio and Television Conference of the Lutheran Church, Missouri Synod, Claridge Hotel, Chicago.
Nov 9-10: Ohio Assn. of Broadcasters Sales Clinic, Statler Hotel, Cleveland.
Nov. 11-13: Southwest Assn. of Advertising Agencies, Tulsa Hotel, Tulsa, Okla.
Nov. 19-20: AWB District 13, convention, Radio House, U. of Texas, Austin, Tex.
Jan. 9-13: NRDGA 39th annual convention, Hotel Statler, New York.

VETERANS active in radio, advertising and publishing in San Francisco Bay Area have organized their own professional chapter of American Veterans Committee.

IBEW-WBT CASE

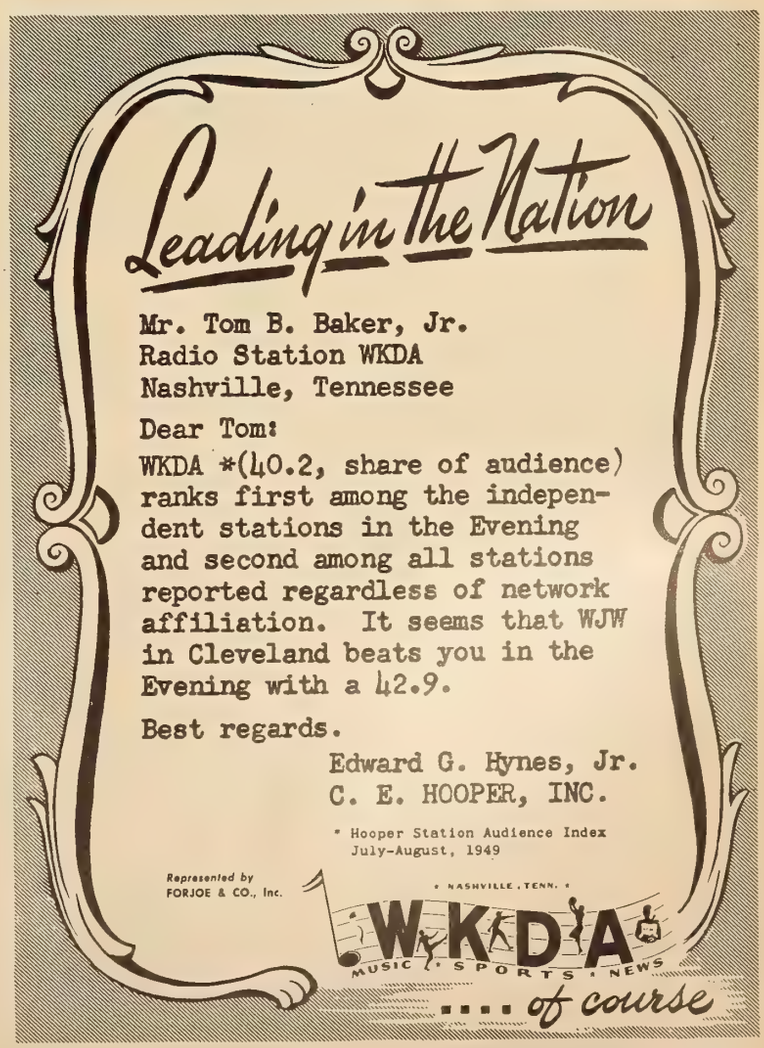
Union Circulates Handbills

CHARGES and counter-charges continued to fly last week in the nearly two-months old dispute between the IBEW and WBT Charlotte, N. C. The latest union move was the circulation in the WBT area of handbills accusing the station of discharging 10 technicians "without just cause" and refusing to arbitrate the matter.

WBT, in its behalf, stated the matter should be handled judiciously within the NLRB. Charles H. Crutchfield, WBT vice president and general manager, said the station "does not want to get into a word battle" and that its position was made clear in a letter circulated to its clients [BROADCASTING, Oct. 17]. The station says it is insisting in negotiations with the union on the right to decide if an employe's services are unsatisfactory.

Dolcin Answers

DOLCIN Corp., New York, maker of a medicinal preparation, has denied charges of false advertising brought by Federal Trade Commission. Its officer-directors admitted the broadcast of advertising specified in the complaint but denied the representations were false and misleading. Answer denied virtually all other allegations made by FTC.



Respects

(Continued from page 38)

had written two dozen collection letters, burrowed through several legal briefs, made bill collections and sold a few insurance policies, "a rent-paying sideline." By the time his boss arrived, fresh as a court order and full of ideas, Russ Tolg was already "pooped."

Six months of this convinced him he'd be a better businessman. He returned to Waukesha, bought a mimeograph machine, and set-up the town's first letter service. This lasted only a few months, and Mr. Tolg entrained for Milwaukee and a job. He was hired for the *Journal's* promotion department after answering a blind ad.

After three years, the 23-year-old adman was transferred to the radio section. There he wrote and edited all station commercial copy as well as WTMJ's promotion and newspaper advertising, which was extensive (WTMJ was then considered a promotional medium for the paper. He originated what was probably the first daytime children's serial with an all-child cast. *The Adventures of Jimmy Baxter.* For two years he wrote scripts and commercials, and supervised merchandising stunts. Listenership in the area promptly exceeded that of all other kid shows, including the many Chicago network originations.

In the spring of 1939, assigned to build WTMJ's share of audience between 7 and 9 a.m. ("the only time when the opposition wasn't licked"), Mr. Tolg devised the *Gift Song,* actually a giveaway—a word relatively new to radio then. Six mornings weekly, listeners were asked to identify a song, played during the 7 to 9 a.m. period. Later that same day, an announcer rang doorbells around town, giving 10 radios daily to those who could identify the song title. In one month, the share of audience increased from 20 to 86%.

TV Era Begins

Shortly before this time was the period of Mr. Tolg's conversion to television. He wrote inter-office memos and buttonholed all who would listen, giving his (then) wild ideas of its potential and impact. Now that many of his TV expectations have materialized, he has some new predictions—or "guesses" as he prefers to call them—in a few years metropolitan areas will be covered almost exclusively by TV, supplemented with FM outlets serving special interests, such as labor and religious groups; super-powered (100 kw) AM stations in large cities will be beamed to rural areas, which will be covered also by direct-relay FM networks.

Other beliefs and hunches: The practicality of daytime TV, with many shows written and produced first for the ear and then for the eye, because housewives are necessarily hop-skip viewers; adaptability of 16 mm silent films with voice over at time of broadcast to supplement live-action, low-budget shows; and an almost "dead certainty" that television must and will develop new performing talent.

Contemplative of the future, Mr. Tolg left the *Journal* early in 1942 for Chicago and ABC, where he wrote special feature scripts for six months. Deciding to jump into agency work "cold," he invested five cents in a phone call to a BBDO official. Several appointments later he joined the radio department. In six months Russ Tolg had taken over duties of radio director and was given the title.

Now TV chief as well, Mr. Tolg originates shows and program formats, buys time, supervises production and handles many clients contacts. His current AM accounts are essentially the same as those seven years ago.

Business includes Peter Fox Brewing Co. (Meister Brau beer), Chicago Cubs and White Sox baseball on WGN-TV Chicago this summer, and Midwest AM programs and announcements; Chamberlain Sales Corp. (hand lotion), national year - round announcements; The Murine Co. (eye preparation), national spot announcements 52 weeks yearly; F. W. Cook Co. (Cook's beer), regional programs and announcements in 20 southern markets; Carnegie-Illinois Steel Co., seasonal spots and programs; Hart, Schaffner and Marx (clothier), Chicago spots.

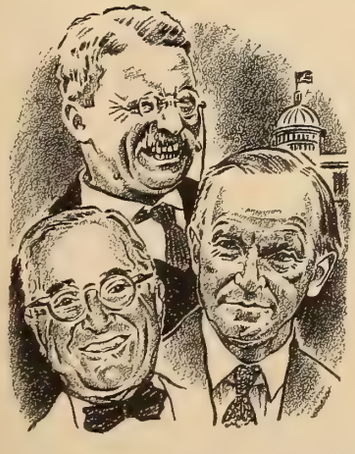
A soft-spoken man with a subtle sense of humor and a deep-rooted feeling of responsibility, Mr. Tolg applies to his job the first requisite of a capable advertising executive —an ability to know what the average person wants, needs and believes.

Vice president of the Chicago Television Council and an active member of the Chicago Radio Management Club, Mr. Tolg nevertheless catches the 5:45 nightly (almost) to suburban Lombard. Three major reasons for this promptness are his wife, the former Bernice Taylor of Milwaukee, Tommy, 8, and Trudy, 4.

In his off-work hours, Mr. Tolg indulges in two hobbies. The first, a natural for a television enthusiast, is photography with Tommy and Trudy as chief subjects. He emphasizes that his interest is centered in black-and-white stills and that he has no plans for going into color or movies hobby-wise. His other hobby is infrequent tennis—a slow game of doubles.

FIGURE THE ODDS... by KXOK

in spite of TEDDY, COOLIDGE and TRUMAN in our time . . . its 4½ to 1 against a VICE-PRESIDENT ever becoming PRESIDENT



BUT THE ODDS ARE IN YOUR FAVOR when you pick Charley Stookey's "Town and Country" program on KXOK to sell farm products. Persuasive salesman, Charley Stookey, is widely known in KXOK-land, with legions of listeners from 6:00 to 7:30 a. m., Monday through Saturday. To build sales in the vital-to-advertisers 112-county, 5-state coverage of KXOK . . . phone, wire, write for availabilities today . . . or call your John Blair man.

630 KC 5,000 WATTS FULL TIME BASIC ABC

IN BIG ST. LOUIS

KXOK

George Allen Named

GEORGE V. ALLEN, Assistant Secretary of State for public affairs charged with supervision of Voice of America broadcasts, last Thursday was nominated by President Truman as ambassador to Yugoslavia. He will succeed Cavendish Cannon. Yugoslav government has approved Mr. Allen as new ambassador.

Telecasting Insert

Pull Out for Filing

NARBA Note

(Continued from page 25)

said, was the 540 kc channel case in which Mexico's action was argued to be legally defensible. In addition, they pointed out, Mexico has lived up to the agreement by notifying all nations, through the OIR, of her assignments.

Other parts of the resolution were sliced from context and taken to task. The NAB district resolution's charge of Cuban disregard of its pledges to continue the *status quo* until a new treaty is ratified was soundly denied.

Delegates argued Cuba did not agree to maintain the *status quo* and filed notifications at Berne although not with OIR as provided under the Interim agreement.

Meanwhile, most of the formal activity at the conference concerned the many intricate details still to be cleared up in the numerous small subcommittees. The main action involved preparation of station-by-station lists of each country's objection to every one of the individual station assignments.

The Juridical Subcommittees slowly were putting finishing touches on details regarding treaty length procedures while technicalities hampered speed in the work on co-channel interference problems.

Agreement, however, was reported near on the section stating "permissible daytime interference from a new station is not to exceed 50% exclusion rule or 50% of 1/20 of the protected contour whichever is the greater." Class I stations would be protected to .1 millivolts while others would be set at .5 millivolts.

Not considered were problems of adjacent channels. It was believed spurious radiations would be solved by cooperation among the various countries.

Protests China Ban

EDMUND CHESTER, director of CBS news, fortnight ago cabled a protest against Communist government censorship of news in China. In a message addressed to Mao Tze-Tung, chairman of the Central Peoples Government, Peiping. Mr. Chester said CBS hoped "your government will reconsider this action against freedom of the press." The Communists have restricted the action of correspondents whose governments have not recognized the Peoples Government regime.

OCTOBER 31, 1949

TELECASTING

A Service of BROADCASTING Newsweekly

WOR-tv

channel 9, New York

one of America's great television stations

What's New in Television? AT WPTZ —Practically Everything!

WE seem to recall having pointed out on several occasions that 1949 marks our *tenth* year of actively programming Television Station WPTZ. Quite probably we've mentioned that the station received its original television license in *1932*. And we may even have told you that our ancestors began dabbling in what was to become television in the spinning disk era.

Maybe we've overplayed our hand a little.

In case being on the air with television for 17 years makes us sound antediluvian, this will clear the record. In the past couple of years—

. . . WPTZ has replaced its transmitting tower with a tremendous new structure that puts the WPTZ antenna higher than anything else in the metropolitan Philadelphia area

. . . installed the very latest transmitter on the market

. . . built all new studio facilities which many TV experts consider as a model of efficiency and flexibility

. . . discarded six assorted ikes, orthicons and baby ikes and replaced them with eight of the latest studio and remote image orthicon cameras

. . . replaced all existing studio control, master control and projection equipment with the latest and best the equipment makers have to offer

. . . added two complete mobile units

. . . designed and built another new trailer truck for remote pick-ups

. . . replaced all VHF relays with microwave equipment.

In short, in a little over two years WPTZ has replaced well over a half-million dollars worth of television equipment and facilities. Every single item in the entire WPTZ operation is strictly post-war.

As a matter of fact, the only thing we have that dates 'way back is *experience;* a commodity that's almost impossible to buy and for which there is no substitute.

A long list of advertisers have found WPTZ's combination of facilities and know-how in the second largest television audience to be the most profitable parlay in the field of television time buying. For information write direct or see your NBC Spot Sales representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building • Philadelphia 3, Penna.
Telephone: LOcust 4-2244

WPTZ

NBC
TV-AFFILIATE

FIRST IN TELEVISION IN PHILADELPHIA

A Service of Broadcasting Newsweekly

TELECASTING

OCTOBER 31, 1949

TV VICTORY

Philadelphia Judge Rules Against Censorship

THE TV broadcasting industry won an important victory on Oct. 26 in Philadelphia when Chief Judge William H. Kirkpatrick, in U. S. District Court for the Eastern District of Pennsylvania, handed down his long-awaited opinion on the Pennsylvania TV censorship case, which had interstate ramifications.

Judge Kirkpatrick issued a declaratory judgment completely in favor of five TV stations which had brought suit against the Pennsylvania State Board of Censors to restrain it from censoring motion pictures used by the stations.

In his opinion, Judge Kirkpatrick held:

(1) That the regulation promulgated by the State Board of Censors to require censorship of motion picture films used on TV was invalid because it infringes on a field of interstate commerce that has already been occupied by Congress by Congressional legislation:

(2) That the regulation is invalid and unenforceable because it imposes an undue and unreasonable burden on the interstate commerce of TV.

Earl G. Harrison, former dean of the U. of Pennsylvania Law School who represented the stations when the case was first heard last May 9, said the decision is broader still because the court affirmed certain requests by Mr. Harrison for conclusions of law bearing on freedom of speech.

The State Board had decreed on Jan. 24 that all motion pictures obtained from local distributors for TV broadcasts must be shown to the censors three days before they were scheduled for transmission and that films produced outside of Pennsylvania must be reviewed five days in advance of a scheduled broadcast.

Judge Kirkpatrick held this "impinges on a field of interstate commerce which Congress has preempted and is inconsistent with the statutes and the national policy adopted by Congress for the regulation and control of radio and television."

The judge pointed out that the Communications Act of 1934 established a "comprehensive scheme" for regulating the broadcasting business and, although it denies the FCC the power of censorship, does give that agency the power to suspend licenses and penalize any violation of its regulations. Judge Kirkpatrick said that is a far better system than censorship and "avoids the danger of whittling away the Constitutional guarantees of freedom of speech and the press."

Pending a decision by the court, it had been agreed not to enforce the Pennsylvania regulations, and so they had never been made effective.

The suit had been brought by Allen B. DuMont Labs Inc., operating WDTV (TV) Pittsburgh; the Philco Television Broadcasting Corp., operating WPTZ (TV) Philadelphia; Triangle Publications Inc., operating WFIL-TV Philadelphia; WCAU Inc., operating WCAU-TV Philadelphia, and WGAL Inc., operating WGAL-TV Lancaster, Pa. Suit was brought against the Pennsylvania State Board of Censors comprising Edna R. Carroll, John Clyde Fisher and Beatrice Z. Miller, seeking to restrain them from censoring motion pictures used by the stations. Basis of the action was the Federal Communications' Act.

Last May, during five days of hearings, Mr. Harrison had stated:

"In this proceeding, the five plaintiffs, constituting all except one of the television stations operating in the Commonwealth of Pennsylvania, seek the declaratory judgment of this court that the defendants, who comprise the Pennsylvania State Board of Censors, are without right or authority in any way to regulate, interfere with or censor any portion of the programs being transmitted over stations operated by the plaintiffs.

"The case arose by defendants purporting to act under authority of the Pennsylvania Act of May 15, 1915, P.L. 534, as amended, which act created the Pennsylvania State Board of Censors and provided for censorship of motion picture films, reels or stereopticon views or slides to be shown within the Commonwealth, promulgated on Jan. 24, 1949, a regulation seeking to require censorship of motion picture films, reels and slides intended for projection or broadcast over television.

"Position of the plaintiffs is that television like radio of which it is of course a part, is interstate in character. It knows no state boundaries."

COLOR MOVE

FCC Sets Up New Time Table

In an unexpected compromise FCC last Friday ordered at least two comparative color TV demonstations expected to run well into 1950.

The Commission unanimously denied RCA's request for a postponement of the Nov. 14 comparative showings but provided for additional tests in Washington on Feb. 8.

Cross-examination, slated to start Dec. 5, will be delayed until the comparisons are complete. Plans for official demonstration of the Color Television Inc. system in San Francisco Nov. 28 were rescinded, and the demonstration was rescheduled for Feb. 6 in Washington. The Nov. 14 comparisons will include RCA and CBS color, and monochrome. CTI will be in the Feb. 8 comparisons (see story page 82).

FCC's ruling marked a week—the color hearing's fifth—which also produced these deveolpments:

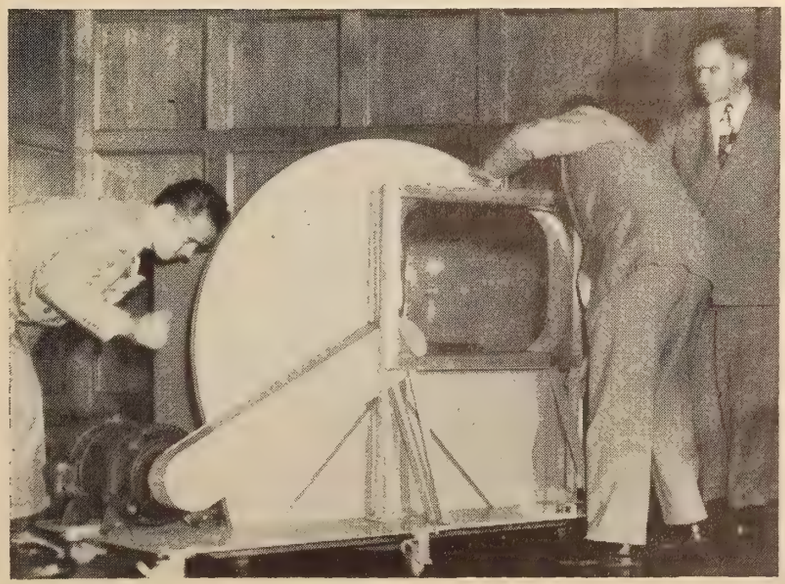
* * *

● Allen B. DuMont Labs, advocate of delay on color, undertook to demonstrate a 4½-foot CBS-type converter for a DuMont 20-inch set, and was stopped short by FCC Chairman Wayne Coy's admonition that "we are not in the sideshow business."

● David B. Smith, Philco vice president, said he thought another color hearing would be necessary, but recommended adoption of "a set of principles" to protect existing set owners and suggested that a technical body be formed to work with FCC on development of standards.

● RCA's report that it cannot furnish FCC with one of its color sets until Jan. 15 was labeled "unsatisfactory" by Chairman Coy, while Color Television Inc., spon-

(Continued on page 55)



DuMONT'S surprise-package unwrapped before the FCC during color hearings Wednesday to show "what the CBS-type color converter would look like with the giant 4-foot spinning wheel required for a 20-inch tube TV set." Dr. Thomas T. Goldsmith (r), DuMont research director, directs two of his assistants in placing the attachement to the company's Hampshire model (which retails at $2,500).

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Telefile:

Trail-Blazing WBAP-TV Marks Its First Anniversary



* * *

AN old term in Texas—pioneering—has been given modern meaning by WBAP-TV Fort Worth in a year of trail-blazing the Southwest as the region's first television operation; a year in which it held the combined Fort Worth-Dallas market by itself with the new medium.

When the station flashed a telecast of President Truman's campaign stop in Fort Worth a year ago, it heralded the advent of the first sight-sound programming in Texas, Oklahoma and several surrounding states.

As the Fort Worth *Star-Telegram's* station turned one-year old last month, the first Dallas TV station, KBTV (TV), was bowing in; another, KRLD-TV, was in the offing for early next month, and Texas could count one other on the air, KLEE-TV Houston, and one in early prospect, WOAI-TV San Antonio.

In its trail-blazing role, WBAP-TV showed that television can be costly as an enterprise, but it also showed confidence by using a bold, free-spending hand to put the new operation on the soundest basis.

* * *

Estimates are that something like $2 million went into the new WBAP Radio-Television Center, east of downtown Fort Worth in the direction of Dallas. Experts have recognized the TV set-up as one of the most elaborate in the country.

WBAP-TV's growth, and its tendencies, in the somewhat experimental first phase of a new industry in the colorful "Where-the-West-Begins" locale affords indications worth scanning.

* * *

FROM a scattered 400-set audience when the station started, the two-city market had grown to more than 16,000 sets as WBAP-TV marked its first anniversary Sept. 29. Interestingly, more viewers of the Fort Worth station's programs have been in Dallas which is the larger city.

From a five-day weekly schedule of some 15 after-dark hours, programming has expanded to a full seven-night-a-week basis, plus studio programs, or films, weekday afternoons. Schedule will run about 50 hours weekly this fall.

* * *

Commercially, WBAP-TV's advertisers have increased steadily, currently including an array of the big-name national sponsors as well as local department stores, automobile dealers, utilities and others who have stayed from the start.

Sampling the list, one spots such sponsors as Hoffman, Bulova, Chesterfield, Philco, Motorola, Admiral, RCA, Kools, General Electric, Buick, General Mills, Singer Sewing Machine Co., etc.

Numerous WBAP-TV sucess stories in selling are cropping up. Recently a local fur establishment (Koslow's) sold $4,000 in merchandise after a one-time, 10-minute test, whereupon the store signed up for a 13-week sponsorship.

A Hotpoint kitchen is a stationary prop in one corner of the big 45-by-85-foot main studio, for a cooking show. Two $400 refrigerators were sold out of one program.

A test of *Stop the Music*, ABC-TV program on kinescope, drew over 2,000 letters asking for continuance of the show.

When the station announced a prize of a Shetland pony for naming a Palomino horse donated to WBAP-TV, 900 letters and cards came in during the two-week contest.

* * *

"BOUNDGEE," as the horse was named, typifies the western side of WBAP-TV's personality, as it has emerged as a sort of ranch-style television unit. Livestock props are frequent.

On Saturday night, several hundred square-dancers from Fort Worth and Dallas do-si-do in front of cameras on the *Hoffman Hayloft* show. Registered hogs and tractors have been among items seen on *Merchandise Mart*.

Life magazine featured the horse-opera flavor of this otherwise urbane and up-to-the-minute station operating in an immediate combined metropolitan area of 1,115,512 population.

WBAP surprisingly has found its telecast consistently received over a sprawling territory in Texas, with signal reception in a single month reported from as many as 20 states.

While Director Harold Hough and Manager George Cranston acknowledge the satisfaction that comes from pioneering and being "first in the Southwest" with a host of TV exploits, they also explain that carrying the full load in creating a new industry in their market has been expensive, fatiguing and at times a punishing task.

But, passing the first milestone, WBAP-TV executives say the signs for reaping the rewards of the effort are multiplying.

* * *

CLOSE cooperation with set dealers and distributors has been part of the station's work. Copies of advance weekly TV program schedules were furnished dealers, and pattern times scheduled for convenience in installation.

Since WBAP's first telecast, the

(Continued on page 49)

* * *

ART department of WBAP-TV Fort Worth produced this layout for a Frito commercial to be used during the Friday night high school football games telecast by the station. Players spell out the word Fritos on the field. Giving the commercial the final once over are (l to r) Pat Cranston, Glenn Advertising account executive; Harlan Mindenhall, WBAP-TV cameraman, and George Cranston, station manager and father of Miss Cranston.



* * *

FIRST birthday of WBAP-TV Fort Worth is observed as Harold Hough, station director, gets ready to blow out a television tower anniversary candle which was lighted by Wilma Rutherford, TV star. Miss Rutherford and "Maurice," the "Bum Steer," puppet above camera, represented station talent for the occasion. The station's way of celebrating the birthday, Sept. 29, was to forego festivities and dig in for a busy fall schedule.



ABC'S TV CENTER

Is $2.5 Million Investment

ABC'S TELEVISION Center in New York, comprising three adjoining buildings on West 66th St. with approximately 35,000 square feet of floor space and representing a capital investment of roughly $2.5 million, was displayed to the radio and TV press on Thursday.

Largest TV studio set-up in New York, the ABC video layout was described as the most economical from an operating standpoint by top network executives. What comes out of the home receiving screen depends in large measure on the facilities in the studio, they explained, declaring that ABC can now offer the best TV production facilities in New York.

Core of the operation is studio TV-1, 50 by 100 feet and stretching 45 feet from floor to ceiling. Easily accommodating four cameras, one mounted on a motion picture type crane adapted for television use, this studio also contains about 30 sets of counter-weighted lines for hanging scenery and lights and has room for another score if they are needed. Most unusual feature of studio TV-1, however, is a steel bridge 50 feet long and five feet wide, extending completely across one end of the room. Raisable—or droppable—by power, this vast bar is used for hanging large back drops, which can be painted in this position much more swiftly and efficiently than if they had to be spread out on studio floors.

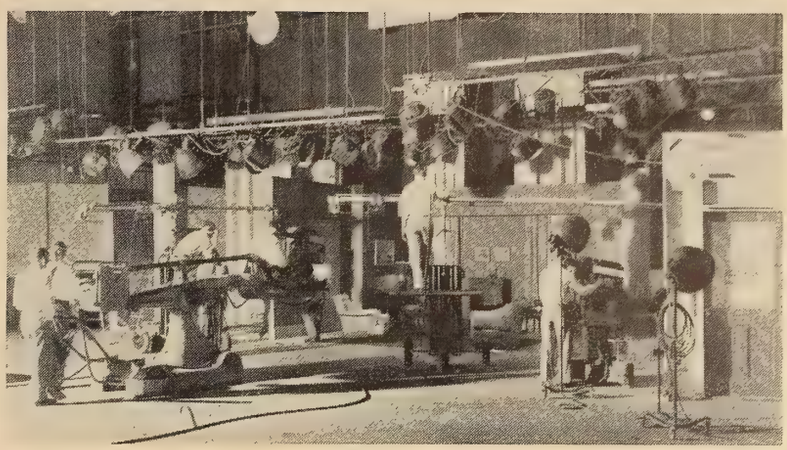
Other Studio Facilities

Three other studios, each measuring 20 by 20 feet and with 14-foot ceilings, are housed in the same building with studio TV-1. This unit also contains the film laboratory, kinescopic recording and film storage rooms, dressing and retiring rooms and a first aid room.

Adjoining on one side is a building housing studio TV-4, the reception lobby, clients' viewing room and five floors of offices. On the other side, a five-story building devotes one floor to the paint and design shop, one to the carpentry shop and the remainder to scenery and prop storage. Equipped with a freight elevator capable of handling the largest sets, this building holds every bit of scenery used on every ABC video show, enabling sets to be re-used with or without adaptation over and over again. This represents a great saving, it was explained, over the sky-scraper studios of other TV stations, where sets must be built in the studios in which they are to be used and dismantled before they can be removed after the program has been broadcast.

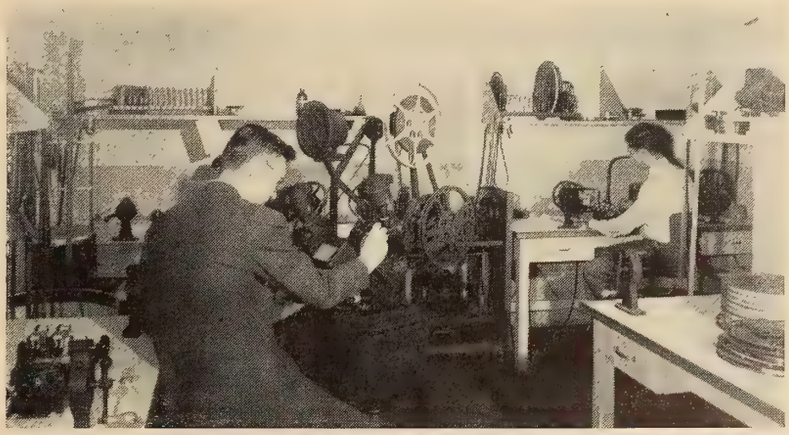
Sets are designed and prepared three weeks in advance of the time they are to be used on the air. Camera positions are charted and lighting planned in advance, also, enabling a great saving in rehearsal time according to a studio executive, who said that rarely does any program require more than six hours of camera rehearsals.

Television personnel employed at the ABC-TV Center total 152, including three administrators, 11 program people, three announcers, 28 directors, 33 producers, five electricians, 14 carpenters, three property men, one shop apprentice, two script writers, one sound effects man, 47 engineers and a make-up artist. There also are 163 non-television employes at the Center.



BEE-HIVE action in ABC's mammoth television studio (TV-1) showing rehearsal of network's ambitious dramatic production, *Look Photocrime*. Idea of studio's size and equipment is indicated by four cameras operating on this one show, with five separate stage settings spread across the front end of the studio. If necessary, according to the company, a similar show could have been staged at the rear of the studio without interfering with the rehearsal or telecast.

* * *



IN ABC's film laboratory in the network's Television Center on West 66th St., two lab workers view footage for future telecast. Others have the task of cutting, editing, splicing and repairing of TV film in this room. Rooms also are set apart in a special section of the basement for storage, kinescope recording, etc.

Philip Morris Plans

PHILIP MORRIS, New York (cigarettes), through its agency, Biow Co., New York, is negotiating with Herb Shriner as replacement for *Ruthie on The Telephone*, five times weekly on CBS-TV. The firm's deal with Victor Borge (see page 14) was dropped due to the comedian's previous concert tour which makes it impossible to originate telecasts so frequently.

KTLA(TV) RATES

20% Boost Announced

POINTING to an increase of 500% in Los Angeles television circulation since its last rate card was issued, KTLA (TV), Hollywood outlet of Paramount Television Productions Inc., last week announced a 20% hike of all time segments over one minute in length.

A check of the city's six other stations disclosed no immediate intent to up prevailing prices. In the case of KTLA, one minute spot announcements will rise to $90 for film commercials and $120 for studio commercials.

However, Klaus Landsberg, Paramount's west coast director of television, pointed out that all KTLA clients presently on the air may continue under old rates for 26 weeks from Nov. 1; all other clients contracting for programs before Nov. 1 and commencing their telecasts before Nov. 15 could enjoy the old rates for 13 weeks.

GUM TESTS TV

Dubble Bubble To Use Spots

A NATIONALLY-KNOWN penny product, Dubble Bubble Gum, is going to try television as a test in competition with other advertising media. Placement of a commercial in six cities, to serve as test markets, has been announced by Frank H. Fleer Corp., Philadelphia, gummaker.

Mr. Fleer described the test commercial as designed to achieve maximum sales response on a national scale. Lewis and Gilman Inc. is handling the account.

Spots will be placed adjoining established juvenile programs appealing to the age range from 6 to 14. Central figure in the comic spot series is an animated character accompanied by a Fortune-Fact-Funnies wrapper for the square-cut bubble gum. Spot is used with a musical jingle.

WBZ-TV RATES

Class A, B Time Established

NEW increased rates for time and facilities charges and inauguration of Class A and Class B time periods are included in WBZ-TV Boston's new Rate Card No. 3T, announced by W. C. Swartley, manager of the Westinghouse outlet. The higher rates become effective tomorrow (Nov. 1).

Class A time periods have been set for the 6-11 p.m. periods Monday through Friday, and from 12 noon to 11 p.m. on Saturday and Sunday. All other times are designated Class B.

In the live studio Class A category, the new rates range from $135 for a five-minute segment to $550 for a full hour. Class A all-film telecast is $105 for a five-minute period and $425 for a full hour. Twenty-second and one-minute slide or film announcements are listed at $70 Class A, $60 in Class B time. This compares with $50 for 20-second and one-minute time charges in the previous rate card.

Mr. Swartley stated that current WBZ-TV sponsors will be protected at the rates in effect prior to Nov. 1, 1949, until April 30, 1950, provided no lapse in schedule occurs. The rate card is the outlet's third since its establishment of commercial television in the Boston area June 9, 1948.

Lewis Food Adds on TV

LEWIS FOOD Co., Los Angeles (Dr. Ross dog and cat food), is extending its half-hour television show *The Ruggles*, now on KECA-TV Hollywood, to three other California stations within the next 30 days. Stations are KGO-TV San Francisco, KFMB-TV San Diego and KING-TV Seattle. Show to be kinescoped from Hollywood. Agency is Rockett-Lauritzen, Hollywood.

WOC-TV PLANS

Programming Starts Nov. 1

WOC-TV, Davenport, the first television station in Iowa and the Quad-Cities, will start programming tomorrow, Nov. 1, it was announced by Manager Ernie Sanders.

Local studio programs, film, sports, special events and non-interconnected network shows will be presented. Kinescope recordings of chain programs will be shown until the relay system between Davenport and Chicago is completed sometime in 1950.

WOC-TV will operate on Channel 5, between 76-82 mc with power of 22.9 kw visual, 22.9 aural. Station is licensed to Central Broadcasting Co.

WOC-TV feels that it gained an advanced eye-opener into television buying habits in its area while laying groundwork for further research into video habits and program preferences. The plan as conceived last April was to register all sets purchased within the Quad-City area (Davenport, Rock Island, Moline and East Moline) but now the processing has quickened to include surrounding communities.

As reported by Raymond E. Guth, WOC-TV research director, the plan not only is providing information on registration for research purposes but also is doing much to build station-dealer relations and bring nearly every set owner in the area into correspondence with the outlet. Since the plan was projected dealer response has been heavy—nearly 100%.

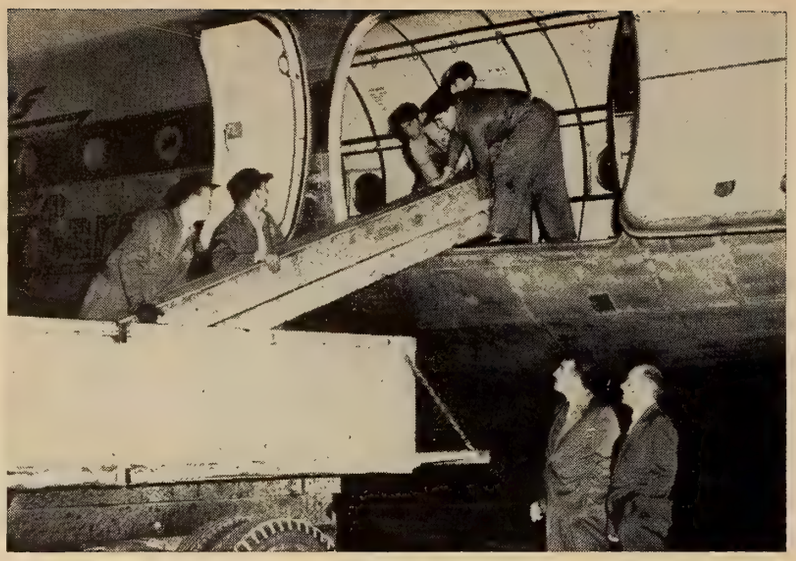
Dealer Cards

Each dealer is supplied with two sets of postcards. One asks for the buyer's name, address, date of sale and dealer's name. The other goes further and requests receiver make, number in the family, set location and number of standard radios in the home. In return, the dealer is sent news about television, bimonthly dealers' status and development reports, all compiled by the station's research unit.

The purchaser, on his part, is offered regular issues of the station's program log plus a booklet of "TV facts." Some 1,750 sets already were registered by the second week in October with the station intending to continue the program until at least 5,000 sets are registered.

Screen Guild to Meet

ANNUAL general membership meeting and election of Screen Actors Guild is scheduled for Nov. 13 in Hollywood Legion Stadium, Hollywood. According to a notice, the SAG board of directors will "present all the facts regarding the crisis caused by the attempt of live talent unions to create a new, vertical type of union called Television Authority which would conflict with and challenge SAG in the field of motion pictures."



STANDING by as air freight men begin unloading the station's new model directional TV antenna at Oakland Airport are Harold See (l) and Charles Thieriot, director and general manager respectively of KRON-TV San Francisco. The antenna, weighing almost four tons and especially built by RCA for the San Francisco station, was flown to the West Coast to meet deadline for KRON-TV debut Nov. 15.

* * *

KRON-TV TESTS

Formal Opening Nov. 15

KRON-TV, San Francisco's third television station, is scheduled to take the air with a regularly scheduled afternoon test pattern tomorrow (November 1).

The station will begin regular programming with a large dedicatory program featuring talent and a roster of civic, religious and business leaders on the evening of Nov. 15, General Manager Charles Thieriot announced.

Affiliated with NBC and owned by the *San Francisco Chronicle*, KRON-TV will be on the air six nights a week, Sunday through Friday, during its initial period. It will operate on Channel 4 from facilities atop Television Peak in San Francisco's San Bruno Mountains. Offices and studios for local production will be located in the Chronicle Bldg. at Fifth and Mission Sts.

The station's antenna, weighing almost four tons, was flown to San Francisco last weekend to meet the Nov. 15 debut deadline. It is a type T.F.D.A. directional antenna especially built by RCA for operation on Channel 4 in the San Francisco area.

Antenna consists of 12 dipoles mounted on an equal number of reflector screens and reflector wings. It will be mounted in three tiers.

Because of the FCC policy against directionals the 12 radiating units will be mounted equally on all four sides of the transmitter. This arrangement will give the station an initial effective radiated power of 15 kw visual and 7.7 kw audio.

When and if FCC changes its policy the radiating units can be rearranged to make use of the directional quality which is expected to boost effective radiating power to almost 100 kw. The transmitter has been erected with an eye to directional radiation which will allow the entire effective radiated power to be concentrated on the Northern California land areas, losing none in transmission out to the Pacific wastes.

There is only one other similar antenna in use in the United States, Mr. Thieriot said. That is operated by NBC's Cleveland station under special FCC permission, which was necessary to allow the station to operate without violating TV agreements with Canada. The directional quality is used to beam the station's signal away from the Canadian border.

TV FILM EDITORS

IATSE To Fight AFM Plan

TROUBLE loomed for James C. Petrillo, AFM czar, at week's end in Hollywood where IATSE stood ready to battle his intentions of seeking jurisdiction over film editors employed in television (see story, page 57).

Roy Brewer, IATSE international representative, said that the matter had been turned over to Richard Walsh, IATSE international president. All film cutters have been affiliated with IATSE since 1944 and have been organized since 1937.

In addition to opposition from IATSE, there also is opposition from television film producers who will not accede to such AFM demands which would make their film libraries obsolete. While some thought is being given to evolution of the TV film editors local under IATSE, feeling prevails that such personnel will be blanketed in under existing locals.

ABC-TV SCHEDULE

Curtails Sustaining Shows

IN a move to minimize its television losses, ABC last week revealed that its video sustaining program schedule was being curtailed. Network officials pointed out that in addition to saving the direct costs of these programs, their elimination would also make possible reductions in TV engineering and program personnel.

These cuts are not inconsistent with the network's capital investment of $7.5 million in TV studios and equipment in five cities, Robert Kintner, ABC executive vice president, stated. Good facilities, he declared, make for more efficient, more effective and more economical production of programs, factors that in the long run will attract video advertisers to ABC; therefore they are worth their cost. On the other hand, he said, large investments in sustaining programs at this time cannot be justified.

Thursday, Friday and Sunday are already good commercial nights for ABC television, Mr. Kintner said. As the other evenings develop, the network's TV schedules will expand accordingly, he stated. He added that ABC has not discarded sustaining video shows entirely but is still spending a substantial amount on them—$1,200,000.

Other Shows Cut

Major casualty among ABC's TV programs is *Actors Studio*, which last spring received a Peabody Award for "uninhibited and brilliant pioneering" in the field of video drama. The half-hour weekly program, with Marc Connolly as M. C., received other critical acclaim but it is an expensive program and in a year on the air it failed to find a sponsor.

The comedy-musical program, *A Couple of Joes*, which has been sent over the ABC-TV network Thursday from 11:15 p.m. to midnight, will make its final appearance Nov. 3. A quarter-hour children's film program, *Sleepy Joe*, broadcast 6:45-7 p.m., Monday through Friday, also has been dropped from the ABC-TV network schedule, as has the Tuesday 8-8:15 p.m. religious program, *I Believe*.

These eliminations have been accompanied by a general revision of the program schedule, both for the network and for WJZ-TV New York, ABC's key video station, which also has curtailed its local sustaining schedule. The evening starting time for both WJZ-TV and the ABC-TV network has been pushed back from 6:30 to 8:30 on Monday, from 6 to 9 on Tuesday, from 6 to 7:30 Wednesday, from 6 to 7 on Thursday, from 6 to 7 on Friday and from 6:30 to 7 on Saturday. The network Sunday schedule is not affected, but the 11 p.m. to midnight bowling program on WJZ-TV that evening has been dropped.

On the plus side, a new half-hour variety show with Paul Whiteman, sponsored by Goodyear Tire & Rubber Co., starts Nov. 6 on the ABC-TV network in the Sunday, 7-7:30 p.m. period, which has been occupied with movie shorts.

Telefile: WBAP-TV

(Continued from page 46)

Fort Worth-Dallas area has seen 480 dealers and some 25 distributors emerge to serve a new multi-million-dollar local industry.

To Roy Bacus, WBAP commercial manager, fell the educational job of selling agencies and advertisers, first, on television as an institution and then to sell television time. After a year, the job has become easier.

Technically, and in programming, advances have been rapid in the year, station staff people report. Some 30 hours of live shows weekly will be this autumn's schedule against one-fourth that amount in the early months.

Currently, the breakdown is: 20% remotes, 20% studio, 30% film and 30% network (kinescopes from both ABC and NBC networks).

Commercial and sustaining time were about at the 50-50 point year after the start, and a bright outlook for fall, plus advance contracts in hand, pointed to a substantial increase on the side of the sponsors.

To serve clients on the new medium, WBAP-TV set up a complete film department, and over 95% of film commercials used on the station are station-produced. Many WBAP-produced commercials (e.g., Pi-Do, Fritos) are being used by clients in other television markets.

Local and regional accounts cite the advantage of station-produced commercials in that the clients enjoy full control by being able to be present at shooting and developing in contrast to work farmed out to individual film companies.

* * *

RATE structure at WBAP-TV has a one-hour Class A base of $200 for time charge; $52.50 base for one hour film studio; $150, one hour live studio, and a one-minute-or-less announcement rate base of $30 film and $40 live.

Affiliated with both ABC and NBC, as WBAP-570 and WBAP-820 are on AM, WBAP-TV does not expect the coaxial cable to be available for television before 1951 in Fort Worth.

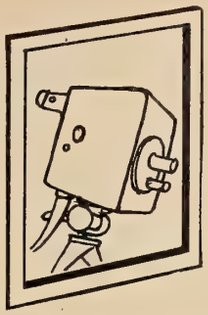
Forward-looking station plans call for a fourth-unit addition of a 800-seat auditorium and cafeteria to the present 70,000-square-foot plant, which divides into a maintenance and radio unit (completed in May) in addition to TV.

Operationally, in its initial year WBAP-TV lost a total of only five hours off the air, exclusive of power failure over which the station had no control.

Chroniclers of Southwest social history will look to WBAP-TV for all kinds of "firsts" in regional television.

The WBAP-TV promotion department lists nearly 50 firsts, some of them national claims. It was a year in which the station showed Texans for the first time on a TV screen a Fort Worth flood disaster, the Cotton Bowl football classic in Dallas, elephants in a studio, all kinds of sports events, Santa Claus, a midnight mass, the Fat Stock Show rodeo, and many news events regularly filmed the same day.

WBAP-TV's first year indicates again that much is happening in a short time in the new industry.



Reel Takes

JERRY FAIRBANKS

ANY man who has survived an earthquake and a revolution is more than ready to face television. This, together with an extensive background in the motion picture field, happily qualifies Jerry Fairbanks, head of the Hollywood film producing firm which bears his name.

Since signing a television film production contract with NBC in January 1948, he has produced or readied for the camera a total of 277 television featurettes—the equivalent of 58 one hour feature pictures, or more footage than any one major studio turned out last year for the entire theatrical market. These several series included *Paradise Island, Crusader Rabbit, Jackson & Jill, Going Places with Uncle George, Quizology, Public Prosecutor, Television Closeups* and *Musical Journeys*. He has also produced a number of film commercials for Dodge, Eastern Airlines, Camels, Pabst and Petri Wines, among others.

At the age of two, Jerry witnessed the San Francisco fire and earthquake of 1906 in his native city. As a direct result of the disaster the family suffered a total loss and moved to Tucson, Ariz. After some five years there, Fairbanks Sr.'s employers, the Southern Pacific Railroad, shifted him to Mazatlan, Mexico, where he was supervisor of the company's Mexican lines.

During this time, the family lived through the Mexican revolution of 1912 and 1914. Surviving was one thing but when the city was shelled and one shell in particular crashed through their house, they decided to leave, returning to Tucson.

At the start of World War I, Jerry's Dad was commissioned as a major in the Quartermaster corps and assigned to San Antonio. But wherever they lived, Fairbanks Sr. always busied himself with photography. So much so, that he always built a dark room in each of their homes.

* * *

THUS is was natural for young Jerry to acquire an early interest in photography. Before completing high school, he and a schoolmate opened the Lone Star Theatre in a large barn back of their San Antonio home, with showings every Friday and Saturday. Success was theirs until the local fire department ruled the theatre a fire hazard.

While his theatre career came to

* * *



Mr. FAIRBANKS

* * *

and end, the profits made possible the purchase of a movie camera—and the career of the cameraman was launched. After a couple of years at the U. of Arizona, Jerry returned to San Antonio where Macklyn Arbuckle had come to build a studio and make pictures. Possessed of a camera, he was assured of a job but only one picture was made. When the company failed, Jerry took a fling at producing a two-reel serial himself.

But he was anxious for bigger things and came to Hollywood where the movie industry was starting to grow. When a job as cameraman was not forthcoming, he found work as a projectionist. In 1925 he turned back to his camera and photographed *Rip Van Winkle*. After shooting many subjects for others, he had a strong hankering to be self-employed.

So in 1930 he started photographing John Hix's *Strange As It Seem* series, distributing through Universal Pictures. In 1935 he added *Popular Science* for Paramount and in 1936 added *Unusual Occupations*. Later he developed *Speaking of Animals* in which the animals were made to appear as though they talked like humans. This led to his first Academy Award in 1942. He won another again in 1944 for another episode in that very same series.

A pilot for more than 20 years, Jerry has logged more than 4,000 hours aloft. Owning his own plane, he flies for business and fun.

KNBH

now operating 7 nights a week

a few choice periods still available

NBC's Hollywood TV outlet, KNBH, hit full stride on October 2, with a daily operating schedule.

And what a schedule it is...crammed with top network shows, top network stars! KNBH will have the cream of the shows, which will appeal to a high percentage of viewers in Southern California this fall and winter!

There are still some choice times available on this schedule . . . including a few extraordinary adjacencies to the big name national programs. For details, consult your nearest NBC Sales office.



The National Broadcasting Company
Sunset and Vine, Hollywood 28

A Service of Radio Corporation of America

PEQUOT MILLS

Earmarks $100,000 for Television

ONE of the oldest (more than 100 years) manufacturers of bed sheets and pillow cases, Pequot Mills, New York and Salem, Mass., expects to spend $100,000 for its first major television campaign this year.

Hitherto the firm has used national magazines to promote its pillow cases and sheets, but with the appointment in July of the Jackson Co., New York agency, to handle its television, the company has supplemented its magazine schedule with video spots.

Under the supervision of Wallace H. Lancton, radio and television director of the Jackson Co., three spot announcements have been created and developed. A firm believer in low cost TV presentations, Mr. Lancton has produced the three spots at a cost under $6,000.

Mr. Lancton explained that he was able to produce the announcements at that price because of the expert meshing of talents of the Jam Handy organization, which developed the prints, and his own agency staff.

During the month of October the spots were placed on all New York video stations (except WJZ-TV) for one month duration to promote a sale.

Sponsor identification already has proved itself, for when the spot ran on WATV (TV) Newark, 7:40 p.m., Saturday night, more than 26 calls came into the L. Bamberger Co. store on the following Monday before 10 a.m. mentioning the announcement and the Pequot sheets. Mr. Lancton, himself, was in the store supervising the installation of a movie projector, when the calls were recorded.

The movie projector, incidentally, is another merchandising tie-in with the store, whereby the spots are projected all day long within the premises.

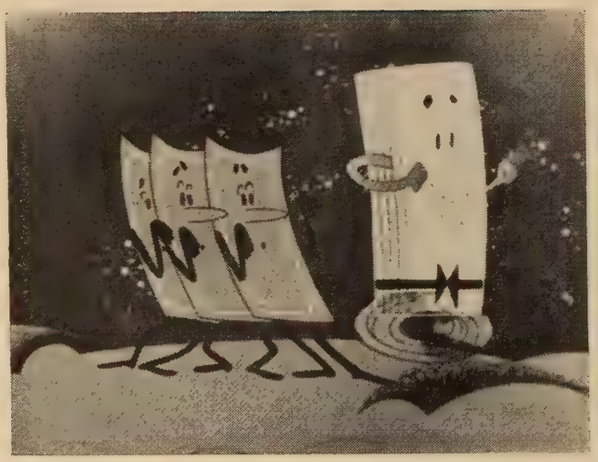
"The month of October, according to research is normally the poorest from point of sales," Mr. Lancton said. "The result of this month's schedule will help determine television sales appeal." The findings will be submitted to the Pequot Mills board in November.

The first spot consists of a 25 second animated sequence featuring three $1 bills (see photo) singing in rhyme "We go so fast . . . that few can catch us . . . or make us last." Whereupon Mr. Pequot appears and replies, "I know your faces, I'm Pequot sheets and pillow cases, I'm also used to running races, for those of thrift and saving graces." The sequence dissolves to a girl sleeping. She awakens, sits up, and studies the sheets while observing happily that "the best is cheapest in the long run" (see photo).

The second spot opens on two tough, boastful characters (see photo) "Wear" and "Tear" ("We break the stoutest heart"), when in marches the indestructible Mr. Pequot who picks up Wear and Tear, spins them over his head and flings them to the ground, saying, "I know your faces, I'm Pequot sheets and pillow cases, Your very worst will leave no traces, I'm master of all saving graces."

The third and last commercial features twin animated wash tubs in a boxing ring (see photo) boasting about leaving sheets "frazzled, weak and out of sorts." Mr. Pequot enters and strikes the wash tubs, which then fall to the canvass beaten, while Mr. Pequot exclaims, "I know your faces, I'm Pequot sheets and pillow cases. We've fought before in many places, for those of thrift and saving graces." This dissolves into scene with girl awaking.

Mr. Lanston estimated that it took from six to seven weeks to complete the work on the commercials. The spots will run in nine major markets for 52 weeks, three times weekly beginning in November. Each spot carries a four second trailer for tie-ins with local department stores.

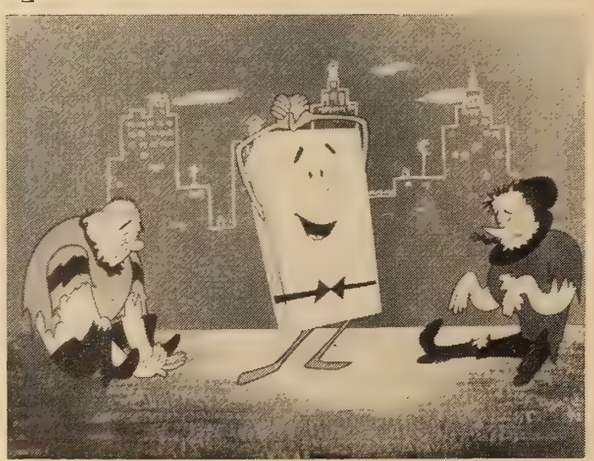




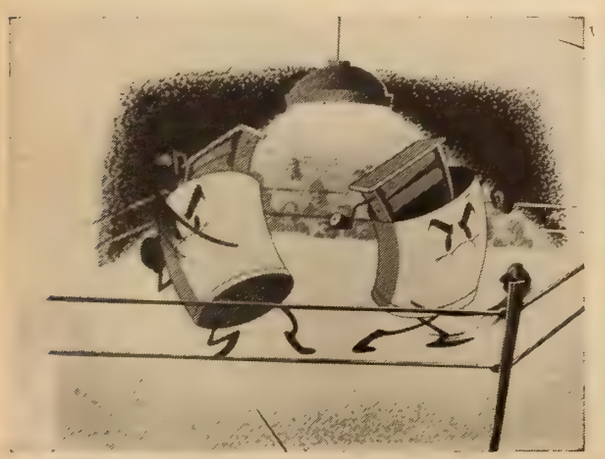
Mr. Pequot in the dollar-bill sequence . . .

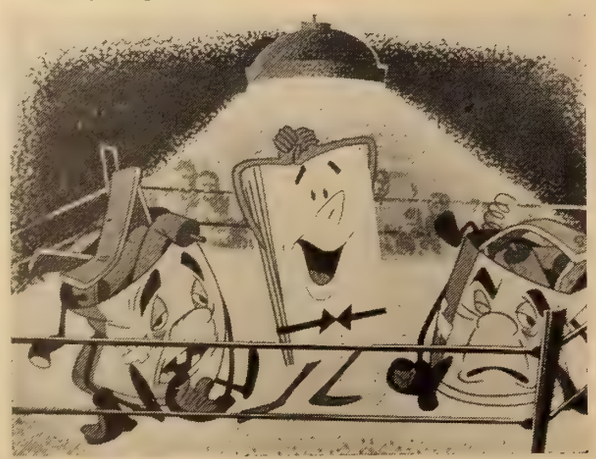
* * *





Wear and Tear are handled by Pequot . . .





The wash tubs meet their match . . .

POLAROID FILTER

TV Promotion Planned

POLAROID, which recently introduced its new television filter, uses considerable time on television, will extend its budget, and possibly return to programming, "if the new filter goes well," its agency, Cayton Advertising Co., said.

Pioneer Scientific Corp., New York, Polaroid's parent concern, said the filter eliminates not only the excessive light from the tube, but surface reflections from lamps or windows. The filter, having the "exclusive glare-lock feature," is described as applying commercially for the first time the principle of circular polarization, which, combined with the linear polarization of the company's primary filter, traps reflected light that ordinarily bounces off video screens.



—and it's practical, too!

(TO SEE HOW PRACTICAL TURN TO BACK PAGE OF PROGRAM SCHEDULE)

SUNDAY

ABC	NBC DuMont CBS	ABC
Canada Dry Co. Super Circus L (E-M)	Derby Foods Super Circus L (E-M)	*Cartoon Tellales* L (E)
Overseas Press Club	*Chuck Wagon*	A.T.&S.F. B. Holmes

NBC DuMont CBS	ABC
Kellogg Co. Singing Lady L (E-M)	
Mr. I. Magination	Esso Tonight on Broadway
	Front Row Center L (E-M) K
	Leave It To The Girls

ABC	NBC DuMont CBS	ABC
ABC Penthouse Players L (E-M)	*Jacques Frav Music Room* L (E-M)	*T*
Crosley This Is Show Business	Lincoln-Mercu Toast of the To	
	Co-op Chicagoland Mystery Players L (E-M)	
General Foods Aldrich Family L	Chesterfield Perry Como L	C

MONDAY

ABC	NBC DuMont CBS	ABC
	Author Meets the Critics L (E-M)	Pl W
Ted Steele Show	*Chuck Wagon*	*Lucky Pup* / *Bob Howard*
	Small Fry Club L/F (E-M)	*Magic Cottage* L (E)
	Howdy Doody L (E-M) / Mars Inc. Howdy Doody L (E-M)	

NBC DuMont CBS	ABC
Your Sports Special L (E) / A. C. Gilbert Roar of Rails	Oldsmobile CBS-TV News / *Sonny Kendis Show*
	Manhattan Spotlight L (E) / *Vincent Lopez* L (E-M)
RCA Victor Kukla, Fran & Ollie L (E-M)	Mohawk M. Downey L (E) / Reynolds News F (E-M)

ABC	NBC DuMont CBS	ABC
International Silver Silver Theatre		T
Newsweek Views the News L (E-M)		The
Chevrolet On Broadway L		Fires Voi

TUESDAY

ABC	NBC DuMont CBS	ABC
	Sleepy Joe (F-K)	*Oky Doky Ranch*
Ted Steele Show	*Chuck Wagon*	Ipana Lucky Pup L (E-M) / *Bob Howard*
	Small Fry Club L/F (E-M)	*Magic Cottage* L (E)
	Howdy Doody L (E-M) / C-P-P, Howdy Doody L (E-M)	

NBC DuMont CBS	ABC
	On Trial L (E-M)
Messing Prize Party	Oldsmobile CBS-TV News / *Sonny Kendis Show*
	Manhattan Spotlight L (E) / *Vincent Lopez* L (E-M)
National Dairy Kukla, Fran & Ollie L (E-M)	Mohawk Roberta Quinlan / Reynolds News F (E-M)

ABC	NBC DuMont CBS	ABC
Film Theatre of the		
Court of Current Is (L) (E-M)		
Texas Co. Milton Berle Sho L		

WEDNESDAY

ABC	NBC DuMont CBS	ABC
	Sleepy Joe (F-K)	
Ted Steele Show	*Chuck Wagon*	Philips Packing Lucky Pup / *Bob Howard*
	Small Fry Club L/F (E-M)	*Magic Cottage* L (E)
	Howdy Doody L (E-M) / Intnl. Shoe Howdy Doody L (E-M)	

NBC DuMont CBS	ABC
Your Sports Special L (E) / TBA	Oldsmobile CBS-TV News / Masland Rug Earl Wrightson
	Manhattan Spotlight L (E) / *Vincent Lopez* L (E-M)
RCA Victor Kukla, Fran & Ollie L (E-M)	Mohawk Morton Downey / Reynolds News F (E-M)

ABC	NBC DuMont CBS	ABC
		Actors' Studio L (E-M)
Liggett & Myers Toba Godfrey and His Fr L (E-M) K (N		
Crisis		

THURSDAY

ABC	NBC DuMont CBS	ABC
	Sleepy Joe (F-K)	
Ted Steele Show	*Chuck Wagon*	Ipana Lucky Pup / *Bob Howard*
	Small Fry Club L/F (E-M)	*Magic Cottage* L (E)
	Howdy Doody L (E-M) / C-P-P Howdy Doody L (E-M)	

NBC DuMont CBS	ABC
	General Mills Lone Ranger F (E-M) Start: 9/15/49
Wine Industries Scott Paper Dione Lucas	Oldsmobile CBS-TV News / *Sonny Kendis Show*
	Manhattan Spotlight L (E) / *Vincent Lopez* L (E-M)
National Dairy Kukla, Fran & Ollie L (E-M)	Mohawk Roberta Quinlan / Reynolds News F (E-M)

ABC	NBC DuMont CBS	ABC
Stop the Music Admiral & P. Lorill L (E-M)		
Front Page	Su Inside	
TBA	*Mary*	

FRIDAY

ABC	NBC DuMont CBS	ABC
	Sleepy Joe (F-K)	*Fitzgeralds* L
Ted Steele Show	*Chuck Wagon*	*Lucky Pup* / *Bob Howard*
	Small Fry Club L/F (E-M)	*Magic Cottage* L (E)
	Howdy Doody L (E-M) / Unique Art Hwdy. D'dy L (E-M)	

NBC DuMont CBS	ABC
	Touchdown (Chrysler) F (E-M)
Your Sports Special L (E) / TBA	Oldsmobile CBS-TV News / Trimount Clothes Amazing Dr. Polgar
	Manhattan Spotlight L (E) / *Vincent Lopez* L (E-M)
RCA Victor Kukla, Fran & Ollie L (E-M)	Mohawk Morton Downey / Reynolds News F (E-M)

ABC	NBC DuMont CBS	ABC
Majority Rules L (E-M)		
General Foods Mama		
Hands of Murder L (E-M)		*I*
TBA		W (S

SATURDAY

ABC	NBC DuMont CBS	ABC
	Co-op Oky Doky Ranch	
	Red Barber's Clubhouse / *Lucky Pup* / *Film Shorts*	

NBC DuMont CBS	ABC
	Hollywood Screen Test L (E-M)
	Quincy Howe in the First Person / *Blues by Bargy* 7:45-7:55
You Are An Artist L / *Leon Pearson News*	

ABC	NBC DuMont CBS	ABC
Paul Whiteman TV-Teen Club L (E-M)		
Winner Take A		
Meet Your Congress		M

Programs in italics are sustaining. Time is EST.
L: Live; F: Film; K: Kinescope Recording; E: Eastern Network; M: Midwestern Network; NI: Nonintercon-nected stations.

CBS Daytime

Monday-through-Friday, 4-4:30 p.m. Homemakers Exchange, L. (E): 4:30-5 p.m. Variety Fair, L. (E-M).

CBS

Ruthrauff & Ryan for Philip Morris & Co. 7:55-8 p.m. every night except Wednesday.

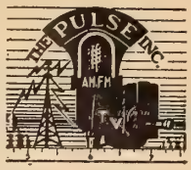
DuMont Daytime Schedu

10:30	Morning Chapel
10:45	Amanda
11:00	Kathi Norris' Your T Shopper
12:00	Headline Clues—with F. Putnam

9:00	:15	:30	:45	10:00	:15
'lle Revue E-M)		*Sing-Copation* L (E-M)	*Skip Farrell Show* L (E-M)	B. F. Goodrich Celebrity Time L (E-M)	
	General Electric Fred Waring Show			Barbasol *Week in Review*	
	Cross Question L (E-M)				
Theatre	Philco Television Playhouse L (E-M) Starts July 17			*Garroway at Large* L (E-M)	
lay Time Barrie E-M)	*Barn Dance* L (E-M)	*Dr. Black* L (E-M)	Chevrolet Roller Derby (To Conclusion)		
n Tea Scouts	Philip Morris Candid Camera	General Foods The Goldbergs	Westinghouse Studio One		Ansonia Shoes, Diana Barrymore Show
-op organ Show E-M)		Co-op Wrestling (From Sunnyside Arena) L (E-M)			
Rubber Co. Firestone	*The Black Robe*	Cities Service Bands of America	Miles Quiz Kids L		
		Movie Shorts F (E)	Co-op, Boxing (to midnite)		
	Gulf Oil Corp. We the People L (E)	Auto-Lite Suspense	Sheaffer Pen This Week in Sports	*Blues By Bargy*	Chevrolet Pantomime Quiz	*News Reel*
	The O'Neills L (E-M)				
	P & G (F)	Pabst The Life of Riley	P. Lorillard Original Amateur Hour		
ook ocrime E-M)		Co-op, Wrestling L (E-M)			
Co.	Bigelow-Sanford Donninger-Winchell	TBA	P. Ballantine & Son Tournament of Champions International Boxing Club Bouts		*Telefinds of 1949*
	The Plain-Clothesman L (E)				
r Bros. Clock L	Kraft Foods Co. TV Theatre L (E-M)		Bristol-Myers Break the Bank		
	9-9:25 Time-Life Crus. Europe F (E-M)	9:25-9:30 Pal Blades Pal Headlr.	*Starring Boris Karloff* L (E-M)		Chesebrough Mfg. Co. Blatz Brewing Co. Roller Derby	
ill Times ining) —Chevrolet ating	Speidel Ed Wynn		*Film Theatre*	TBA	*Blues by Bargy*	
	Morey Amsterdam Show (Dumont Telesets) L (E-M) (NI)		Co-op Boxing (From Sunnyside Arena) L (E)			
& Johnny	TBA		U. S. Tobacco Martin Kane Private Eye			
l Date E-M)	Libby, McNeill & Libby Auction-Aire L (E-M)	Int. Cellucotton (Kleenex) Fun for the Money L (E-M)	*A Couple of Joes* L (E-M) (11:15 pm)			
Against ime	Ford Theatre 54th Street Revue		Household Finance People's Platform	Blues By Bargy	Newsreel	
ne Clues (E)	*Fishing & Hunting Club of the Air* L/F (E-M) (NI)		Co-op Amateur Boxing L (E-M)			
ulf : People Nov. 4)	Bonny Maid Floor Show L	American Cig. & Cig. Big Story (alternates with Believe It or Not) L	Gillette Fights L		Chesebrough Greatest Fights (F)	
	Feature Movie F (E-M)					
	Premiere Playhouse					
	Cavalcade of Stars L (E-M) (NI)		Co-op Wrestling L (E-M)			
Doubles	Crosley (Oct. 8) Who Said That L (E-M)	*Film*	*Meet the Press* L			

12:30 Johnny Olsen's Rumpus Room
1:00 Dennis James' Okay Mother
1:30 Man on the Street—with Dan Peterson
1:45 Needle Shop - with Alice Barrows

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
October 31, 1949
Copyright 1949



WHAT IS *GOOD* TELEVISION RESEARCH?

A SATISFACTORY Television Audience Measurement service must fulfill the following requirements:

1. **It must be CURRENTLY representative as the degree of ownership increases. No static panel can do this.**
2. **The sample must be BIAS-FREE and representative of make and age of sets. No service dependent on ownership lists from stations, dealers, distributors or manufacturers can do this.**
3. **The sample must be based on TELEVISION FAMILIES and not all families, if sensible programming and management policies are to be established.**

THIS is why THE PULSE cannot do television audience research in cities other than its present radio markets at a reasonable cost. To produce a sample meeting the above requirements in other areas is extremely costly.

THE PULSE will not do bad research!

PRESENT TelePulse cities where monthly audience reports are available are:

Chicago	**New York**
Cincinnati	***Washington**
***Los Angeles**	**Philadelphia**

For information about televiewing in these markets

Ask The Pulse

THE PULSE INCORPORATED
ONE TEN FULTON STREET
NEW YORK SEVEN

* First report in October

CBS is eye-witness proof of how to catch and hold —TV audiences.
Last year's big evidence, Toast of the Town, Mama, Suspense, Godfrey, is now backed by exhibits like Inside U.S.A., Ed Wynn, Ken Murray's Blackouts.
For information leading to the arrest of a declining sales curve, take your case to CBS—the best not-at-all-private "eye" in all television.



CBS-TV

NOW OPERATING IN 47 MAJOR MARKETS

Color

(Continued from page 45)

sor of another color technique, was taken to task for its own inability to show greater progress. RCA said it now hopes to make an earlier delivery.

● CBS said it would deliver a table-model direct-view set to FCC on Oct. 27, the date specified by FCC, and about Nov. 10 would also provide an all-electronic projection set even though it is not proposing this type for commercial use. CTI said it would have a receiver available to the Commission in early December.

● Comr. Robert F. Jones, FCC's most outspoken proponent of color now, hammered away at the "complete compatibility" thesis with this insistent question: "Should three million set owners stop the rest of the U. S. from having color television, even with an adaptable system?"

RCA, in its petition for a two-month delay in the comparable demonstration scheduled for Nov. 14, had argued that it needs the extra time to field-test its system and develop additional equipment, and also that postponement would permit CTI to participate and obviate the need for two separate showings.

CBS, in a 12-page reply, claimed RCA had given "no valid reasons whatever" and suggested the real motivations "lie elsewhere." CBS charged that "RCA's primary interest is in preventing the adoption of the CBS color system" and that "various systems" offered by RCA in recent years were, "like its petition," intended "only to further that interest by setting up roadblocks of delay."

Claims CTI Exclusion

Columbia considered it obvious that CTI cannot, by mid-January, reach the stage of readiness which RCA seeks for itself. Thus, the petition asserted, "RCA's own standards for readiness . . . would exclude CTI for an indefinite period, and would indefinitely postpone comparative tests if RCA's contentions were accepted."

CBS also said it would try to arrange to fly its equipment to San Francisco in late November, if CTI can be ready by that time, so that it would be possible to evaluate all three systems "within the framework of the Commission's original schedule." This assumed that the comparisons of RCA and CBS color and DuMont black-and-white would be held Nov. 14 as planned.

Columbia asked for oral argument if RCA's petition is not "promptly denied."

The CBS petition suggested the "true" basis for RCA's petition "may well be" (a) that RCA considers its system inadequate and hopes in the next two months to "come upon something that will rescue RCA from its present embarrassed position"; (b) that RCA "wishes to put off as long as possible the day of direct comparison" with the CBS system; (c) that RCA, as NBC's parent, would like to extend the current black-and-white freeze for NBC's competitive advantage in single-station markets, or (d) that RCA wants to forestall "encroachment" on its "dominant patent position."

In a prompt and short answer RCA called these suggestions a "fabrication" which is "as presumptuous as it is false." It said CBS "does not challenge" the engineering reasons advanced for postponement, and that Columbia's arguments are "no more than efforts on the part of CBS to obtain a premature decision, based upon inadequate facts, in favor of its system."

Columbia, RCA charged, "completely ignores the fact that the public interest can be served only by a sound decision and not necessarily by a quick decision."

RMA's petition, also asking postponement, claimed each system is entitled to be judged with the use of the best equipment available, and that CTI's opportunity should not be restricted "merely because CTI has limited financial and engineering resources in comparison with those of RCA and CBS."

RCA Endorses Principle

RMA, which opposes immediate standardization of color but endorses the principle of "complete compatibility," maintained that "neither CTI nor RCA, nor for that matter CBS, presently possesses adequate and satisfactory equipment to demonstrate the full capabilities or shortcomings of their systems."

Sacrificing "a few weeks or months now" to permit each system to reach a state of readiness, RMA continued, "may prevent a mistake which will plague the public and the industry for years to come." The petition asked for postponement "until such time as each of the systems has adequate and satisfactory apparatus available."

Inside the hearing room, while the petitions and replies were being filed through customary channels, the Commission completed hearing the bulk of CTI's and Philco's direct testimony, and launched into that of DuMont.

Under the new time-table, hearings will be held tomorrow (Tuesday) through Thursday noon, and Nov. 8-9-10. After the comparisons the week of Nov. 14, they will be recessed until the CTI demonstration Feb. 6.

DuMont's Surprise

DuMont launched its testimony Wednesday afternoon with a surprise "demonstration" which threw the proceedings into a brief turmoil. With DuMont Research Director T. T. Goldsmith Jr. on the stand, DuMont engineers wheeled in a color disc converter which they said was the actual size necessary to convert a 20-inch black-and-white set to CBS color.

The converter was about 6½ feet long, 4½ feet high, and 4½ feet from front to back, and employed a five-horsepower motor. Dr. Goldsmith said it was intended to show such conversions, far from being as simple as CBS claims, are actually "ridiculous."

He showed that the device would blow ordinary fuses, but when he cautioned Commissioners to move back "for safety's sake." Chairman Coy snapped: "We are not in the sideshow business. This demonstration will have to be called off."

Hennock Hits DuMont

Comr. Frieda B. Hennock told DuMont representatives: "You can ridicule anything when you don't meet the issue. CBS has gone to the trouble to produce a color system and you have not." She also noted that CBS had not claimed direct-view conversion for sets larger than about 12½ inches.

Counsel for CBS labeled the exhibition an expensive "publicity gag," adding: "If that is the extent of DuMont's experimentation, CTI had better watch out." DuMont is assisting CTI in tube development work.

The color wheel was demonstrated after the hearings recessed, with Comrs. Jones and George E. Sterling the only FCC members present.

In his prepared statement, Dr. Goldsmith suggested a new approach to compatible color, declaring that principles used in the continuous motion picture projector could be used in video to reduce flicker, a "fundamental" problem.

Equipment which would be used for such a system, he said, would include storage tubes in which electric energy would be stored and released as needed to produce images without flicker. Line interlacing probably would be employed to give continuity of motion, as in present monochrome systems.

Flicker Problem

He said flicker exists in "varying unsatisfactory degrees" in the CBS, RCA, and CTI systems and that, although additional laboratory work is necessary to bring equipment to a point where it could be used as a "national color system," the principles show high promise.

Mr. Smith, of Philco, meanwhile was subjected to sharp questioning, particularly by Chairman Coy and Comr. Jones, as to whether the "principles" advocated by Philco would not effectively preclude adoption of the CBS color proposal.

He maintained that CBS could revise its system but declared that, if Columbia intended to have a non-compatible system, then it should submit a plan for transition to the new standards.

In any any event, he said, Philco feels that ultimate standards should be in accordance with these principles:

1. The standards must be such as to

(Continued on page 56)

SEN. JOHNSON

'Impressed' by Color Systems

SEN. EDWIN C. JOHNSON (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, last week expressed himself as "greatly impressed" with demonstrations of the RCA all-electronic compatible and CBS sequential systems of color television.

At the same time Sen. Johnson, staunch advocate of early commercial color TV, told BROADCASTING that "compatibility is a very interesting development and highly desirable but not fundamental." He made the statement in denial of published reports that he favored the RCA system on the premise it is necessary to have a compatible system that can be integrated into existing monochrome low band allocations.

Sen. Johnson said he was "agreeably surprised" at the RCA demonstration he attended because he understood it showed "great improvement" over the initial test held earlier before FCC.

He indicated he is reasonably satisfied with the progress of the Commission's color TV hearings thus far, and that time consumed and delays were to be expected. He characterized testimony offered to FCC as a matter of separating "the chaff from the wheat—the wheat has been small in quantity, but it is very important." The color TV art must forge ahead as steadily as possible, he asserted.

ONE

FOR THE MONEY

ONE big market—a population of ONE million under the WLA-TV umbrella.

TWO

FOR THE SHOW

All west Michigan showing interest and dependence on WLAV-TV shows.

THREE

TO GET READY

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FOUR

TO GO

Yes, go! From the start with FOUR great networks ABC-CBS-DUMONT-NBC.

MICHIGAN'S
ONLY OUT-STATE T.V. STATION

WLAV-TV

Grand Rapids, Mich.

Channel 7

Represented by
The John E. Pearson Co.

Color

(Continued from page 55)

permit the public individually, and at their personal option, to be able to have either black-and-white or color reception with no loss of program service either way.

2. Both color and black-and-white must be transmitted on a single set of standards so that each type of signal can be received interchangeably on either a black-and-white or color receiver.

3. The standards must provide a quality of service at least as good as that now provided by the present commercial standards.

4. The continuity of existing service to receivers in the hands of the public must be maintained. Any proposal of non-compatible standards must include a detailed program to accomplish this purpose.

5. In arriving at these standards there shall be no experimenting at the expense of the public, and the Commission will require assurance that the system has been thoroughly proven in before authorization of commercial service.

Philco proposed that FCC lift the VHF licensing freeze upon conclusion of the overall TV hearings. The company also thought UHF could be opened "to a limited extent" without blocking an ultimate decision on color standards. Mr. Smith said "some UHF permits for black-and-white should be issued to get things going in this part of the spectrum." He continued:

"The lifting of the freeze on the UHF will provide more than enough channels to supply the immediate demands for monochrome service and still provide sufficient channels for the temporary assignment of duplicate channels for color until such time as final color standards can be determined, if this should turn out to be necessary."

If FCC adopts color standards that are non-compatible with present black-and-white, he said, a transition program must be utilized to accomplish these objectives:

1. It must maintain and even expand current black-and-white services on present standards to avoid hardship to the public and serious setback and unemployment in the industry.

2. It must provide a real incentive to the public to purchase new receivers incorporating both the present standards and the new non-compatible standards by offering them sufficient value to make that extra expense justifiable and worthwhile to the individual purchaser.

3. After a substantial audience has been built up with receivers incorporating both standards, it must provide a procedure for gradually reducing service on the old standards—again at no inconvenience nor harm to the public.

Mr. Smith said Philco does not favor dual-channel operation (one for monochrome, one for color), but that this might be "inevitable as a transition measure" if a non-compatible color system is adopted.

He said his insistence upon an ultimate single set of standards for both black-and-white and color did not necessarily mean adoption of present standards for both—for example, he said, new black-and-white standards compatible with color standards might be evolved.

Chairman Coy contended that "implicitly" Mr. Smith was arguing against adoption of the CBS color standards. Mr. Smith replied that that was not entirely accurate. He maintained, however, that CBS has failed to provide a plan for transition to its standards, and that black-and-white reception of the CBS color signal was not as good as current black-and-white television.

Cites Situations

Comr. Jones wanted to know how Mr. Smith could urge that FCC "take the chance" on opening the UHF and not be willing to "take the chance" on color. Mr. Smith insisted the situations are not comparable. Further, he said, a non-compatible color system would require existing set owners to buy adapters in order to continue present services, whereas a UHF converter will permit reception of a new service.

He contended that "all other things being equal," most people would prefer color. But he thought cost would be an important differential. The demand for a $120 monochrome set, he predicted, would exceed that for a $220 color receiver.

Philco estimated that adaptation of existing 10 or 12-inch black-and-white sets to receive CBS color in monochrome would cost $75 to $100, and that conversion to receive in color would cost "considerably higher."

Mr. Smith said Philco is building equipment to test all three systems and is also working on its own system, but would not ask FCC to wait until this development is completed.

Not only Mr. Smith, but all other principal witnesses during the week, presented analyses of the various systems.

Mr. Smith maintained that the CBS system, with "45% less definition than our present system" is not "good enough" and lacks sufficient room for improvement. He also claimed CBS had submitted inadequate technical data on its system, and that the CBS converters do not appear to be "either a practical or a reasonable solution to the transition problem," even if they are technically satisfactory.

"We are not recommending at this time that systems of this type be ruled out," he said, "but we do not believe the specific proposal meets the requirements either as to the five principles for ultimate standards or the method of attainment of the ultimate goal."

He said the RCA demonstration was "very impressive" in its showing of compatibility and that he saw "no fundamental weakness" in RCA's proposed standards even though "we were not at all impressed by the color pictures or the color apparatus." He did not think there is "sufficient information" presently available to permit a decision on whether the system could ultimately be adopted.

He reserved judgement on the CTI system pending the CTI demonstration.

Frank H. McIntosh, consulting engineer, testified on behalf of CTI that Columbia's rotating mechanical disc and field-sequential operation have "certain advantages of similicity." But, he said, the system also has major drawbacks: Reduction in picture resolution, the requirement of "double standards of operation," and what he implied is a waste of frequency space.

He felt the RCA system "can undoubtedly be improved with time" but that "its practicality for commercial broadcast purposes seems doubtful for several reasons." He cited its "high cost, its great complexity, and its inherent sensitivity to the slightest misadjustment of either its transmitting or receiving equipment, accompanied by inevitable color loss or inversion."

Mr. McIntosh said he considered CTI's system a workable compromise between the RCA and the CBS proposals. Two disadvantages, were cited, however: Problems of registration, and interline flicker or crawl. He said registration problems must be solved for any all-electronic system and would be minimized by the single-tube operation envisioned by CTI.

Several Plans

He thought there are several solutions to the problem of interline flicker, including use of a suitable color scanning sequence, use of long-persistence phosphors, use of color primaries that will allow white to be transmitted with an equal signal intensity for all three colors, and use of primaries whose luminosities are nearly equal.

DuMont's brief held the CBS system is particularly susceptible to the effects of 60 and 120-cycle hum; that picture quality and size and the angle of view are limited; that the color phasing pulse was omitted in the official demonstration; that converted sets produced "degraded" pictures by comparison with those on specially built color sets, and that "satisfactory color performance cannot be met by



RAIBOURN

Video To 'Move Ahead' Regardless of Color

THE 117 black-and-white TV stations either operating or with construction permits cover 35% of the area of the United States, 78% of the country's population and 82% of the nation's effective buying income, Paul Raibourn, vice president of Paramount Pictures, told Tuesday's meeting of American Television Society.

"There is no freeze of black-and-white television," he declared, "and it is going to move ahead regardless of whether they sit and talk about color television for the next five or ten years."

What is really frozen is color TV, Mr. Raibourn stated. He explained that the record of the hearings now in progress before the FCC show why this is so. "The questions asked and the answers given don't convince anybody of anything," he averred.

Citing a recent survey which indicates a back-up demand for about six million TV sets, worth roughly $1.5 billion, he predicted that production of video receivers will rise from 2¼ million this year to three million in 1950, five million in 1951, seven million in 1952, until within six years the country will have 40 million TV sets, or one for every family.

Pointing out that gross national production dropped from a rate of $265 billion a year in the last quarter of 1948 to a rate of $250 billion a year in the middle of 1949, Mr. Raibourn stated: "It would appear that more advertising is needed to stimulate consumer demand if the high level of prosperity in the immediate past is to be maintained. Television is the only instrument in a long time which has the potentialities of the mail order catalogue in showing people what they want to buy along with some interesting entertainment, and will do more to expand distribution than even the mail order catalogue or the chain store ever did."

David Hale Halpern, radio and TV director of Owen & Chappell, ATS president, announced that the next meeting on Nov. 15 would be devoted to WOR-TV, New York's newest video station. Like last week's session, it will be held at 8 p.m. at the Park Sheraton Hotel, New York.

'relatively minor modifications' as specified by the FCC."

The RCA system, DuMont continued, involves a limitation on the degree of color saturation possible, leaves the dot structure visible at normal viewing distances, and results in monochrome reception when the color signal passes over a 2.8 mc coaxial cable. The RCA demonstration, it was charged, showed misregistry, lack of color fidelity, picture degradation due to the "sampling" process, difficulty with color phasing, and generally inadequate brightness of pictures.

Though CTI has not demonstrated its system, DuMont told FCC the system possesses limitations with respect to color crawl, registration and resolution, and that converters using present techniques and apparatus "will be expensive, bulky, and produce a picture of reduced quality."

DuMont's brief also reported the company is working on a direct-view tube similar to the one described earlier by Dr. Charles Willard Geer, but that "this tube development is still in its primary stages where it is not possible to estimate its ultimate practicability."

Earlier in the week, winding up CTI's testimony, Col. Donald K. Lippencott, San Francisco attorney and engineer, estimated that CTI color could be ready commercially "in two or three years" after FCC approval, given "reasonable conditions."

At one point CBS interposed an offer to lend two electronic projection tubes to CTI.

Comr. Sterling wanted to know whether CTI could proceed faster in setting up its equipment if its official demonstration, now scheduled for Nov. 28 in San Francisco, were called off. Col. Lippencott said it could.

Meanwhile, the vice president of the Philadelphia Radio Servicemen's Assn., Richard G. DeVaney, wired FCC Chairman Coy that the public welfare demands that video manufacturers educate installation and service men thoroughly in monochrome television before considering color. The servicing industry, he charged, has not been supplied with proper information, and poor installations and customer dissatisfaction have resulted.

NETWORK PLANS

Set by KOTV (TV), WNBF-TV

KOTV (TV) Tulsa, which was scheduled to start commercial operations yesterday (Oct. 30), will be affiliated with all four networks. Affiliation agreements are already signed with CBS-TV, NBC-TV and DuMont, and an agreement is in the process of being signed with ABC-TV. The station also will carry the Paramount TV Network of Los Angeles.

The new station has appointed Adam Young Television Inc., New York, as national representative, it was announced by the Young firm.

Another multi-affiliated station is WNBF-TV Binghamton, N. Y., which CBS-TV last week announced had signed as a primary affiliate. Station also was signed with NBC-TV and DuMont.

KOTV (TV) operating on Channel 6, is owned and operated by the Cameron Radio and Television Co., with Marie Helen Alvarez as general manager.

WNBF-TV is owned and operated by Clark Assoc. Inc., with Cecil Mastin as general manager. It will commence Dec. 1 on Channel 12.

KECA-TV Hollywood has put into service four new portable combination dimmer switchboards, of 20,000 w capacity each. Each unit can handle six banks of lights individually or collectively.

TV MUSIC

Opposition Mounts to Petrillo Proposals

JAMES C. PETRILLO last week issued his proposals covering services of musicians for television films—and they fell on management with the impact of a blockbuster.

It had been a foregone conclusion that industry would not like the proposals, but the reaction that has been building surpassed expectations.

It seemed likely, according to some industry spokesmen, that one result of the proposals would be a coalition of management forces unprecedented in the entertainment field. Not only television stations and networks might form an organization to oppose the proposals but, joined with them, might be the big Hollywood studios, Eastern film producers, transcription companies doing TV packaging and advertising agencies.

A television network authority in labor matters said flatly that the industry would not operate under the Petrillo proposals.

A producer active in television films called the proposals "an ultimatum and not a negotiation." He could foresee only a long series of talks before any pact could be arrived at if the Petrillo proposals were made the starting point of an effort to reach an agreement on use of musicians in TV films.

Eastern Meeting Today

On the East Coast, an effort was being made to arrange a meeting for today (Oct. 31) of television network personnel experts and film producers. Presumably they would work out a plan of action and then ask Mr. Petrillo to meet with them to discuss modification of terms of the proposals.

On the West Coast, a meeting of the 98 film producers who are members of the Television Film Producers Assn. was being arranged by President Hal Roach Jr. Mr. Roach himself, who was in New York, was not expected to attend, although it was expected he would be in close touch with the situation by telephone.

Mr. Petrillo's proposals were sent out to the industry in a form which took up six and a half single-spaced, typewritten pages, set forth in 31 major paragraphs, many of which contained several subsections.

They were developed by the AFM president after meetings several weeks ago with telecasters, film producers, show packagers and agencies at which he announced he was desirous of changing the position of the AFM, which at present bans use of musicians in TV films. Subsequently, the AFM executive board met with him to work out the proposals.

The lead-off proposal calls for $27 per man for each 15 minutes or less of TV film program, the rehearsal, recording or photographing of which does not exceed one hour. The leader is to get $54.

That compares with the live TV network rate, on a single engagement basis of $16.20 per man for 30 minutes or less.

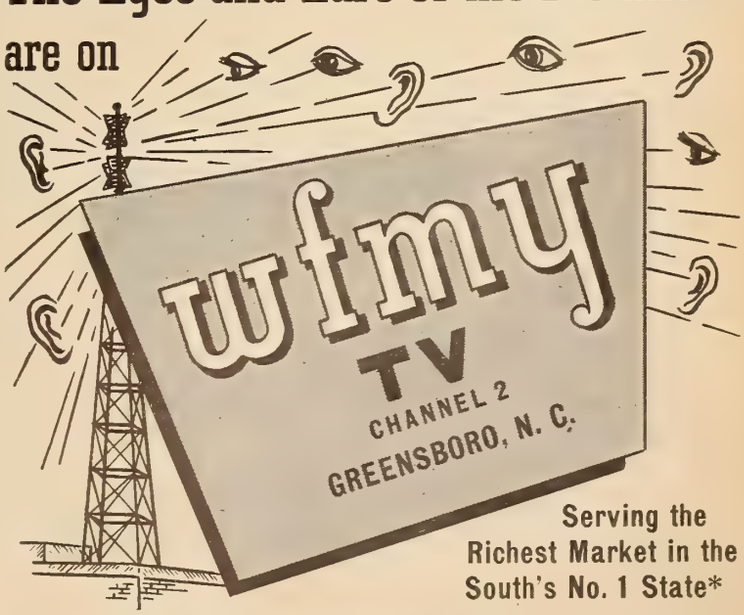
Several other proposals develop the rate picture. Overtime rate for rehearsing for each 15 minutes or less is $4.50 per man; minimum pay for any call, not exceeding three hours, $22.50; doubling, 50% extra. Elaborate provisions are set forth for rates of musical arrangers, copyists and proofreaders.

The proposals also require that musicians shall be engaged as librarians and film music cutters. These provisions, it was said by one film industry spokesman, are not in line with present motion picture practices and could lead to a jurisdictional fight between AFM and other unions with employers in the middle. Librarians are to get $2.50 per hour, assistants, $2 per hour.

Another provision gives the AFM the right to cancel any contract on 60 days notice. That clause is regarded as unrealistic by industry spokesmen, because TV program series require production over long periods—say to produce a 13-week or 26-week effort.

The final provision set forth the AFM philosophy that a royalty fund, similar to that now in use in the recording and transcription field, be created. Presumably, if the procedure in records and ET's were to be followed, TV film manufacturers would pay the royalties, although it was said several weeks ago that Mr. Petrillo favored the payment of such royalty fees by television stations themselves. The royalty provision closed with the message that the federation was "prepared to consider the most practical methods of applying this formula to these similar circumstances."

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*Source: Sales Management's "Survey of Buying Power"—1949
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Telestatus



Local Talent for TV

(Report 83)

By RICHARD MARVIN

TELEVISION programming has developed its full share of headaches for stations located in metropolitan areas where there is a reservoir of professional talent available to carry out program ideas. But what about TV stations located away from the glamour areas, in cities which have very few professional entertainers available?

Lack of talent or no lack of talent, these stations must turn out programs day after day which keep viewers interested in their sets, which maintain station prestige and which capture the enthusiasm and—most important—the dollars of local advertisers.

With television so new, a certain number of inept and unimaginative local programs may be excused by this very newness, but it's an excuse which wears thinner every day the station is on the air. People who have paid money for TV sets expect programs they enjoy, and the mere fact that they live in a city which does not have much professional talent available makes no difference. They want results!

True, there are local sports, and those tired movies, and quiz shows, and hillbilly music, and a pleasantly increasing flow of good kinescopic programs from entertainment centers. These fill up the schedule, but there still must be a considerable quota of locally originated entertainment programs.

Fortunately there are several precepts which, if accepted as true, can help TV stations in this situation to develop a strong group of local programs. These involve a series of three definitions—definitions which try to establish one of the primary advantages of TV.

The first definition is about radio. It says, "Radio brings us people as we want them to be!" This seems true enough. We listen to a girl singer via radio, and through her voice we build up a mental picture. Regardless of what she actually looks like we revise her to fit our own mental pictures. To you she may be a willowy blonde, to the next person a petite brunette, to the next person a sultry redhead. Her actual appearance is unimportant—everyone builds his own mental picture of her as he wants her to be.

* * *

NEXT we come to a definition of motion pictures, which reads, "Motion pictures bring us people as we wish they were!" Again, this seems true enough. Hours and hours are spent in makeup, lighting, and shooting people so they appear ideal. We're all familiar with the fact that many of our most glamourous stars look much different when we meet them on the street. And we're all familiar with the picture scene where the hero escapes from a speeding car, jumps down an embankment, climbs aboard a moving train and ends up with not a hair out of place, not even breathing hard, and with not a spot on his well pressed suit! Yes, motion pictures bring us people as we wish they were!

Then, finally, we can define television by saying, "Television brings us people as they are!" If they have unruly hair, if they have boney knuckles—brother, they have them on television, too! If they have personality, television reflects it. With little opportunity for elaborate makeup, with little time for extensive rehearsal, with no opportunity for retakes in case of an error—television brings them to us as they are.

* * *

Eventually, as TV becomes more experienced in camera angles and makeup, and reaches the point where more and more time may be devoted to rehearsals and smooth production, the medium will lose some of the "people as they are" quality and pick up attributes of motion pictures. But for local TV with limited studio facilities and limited camera rehearsals this stage will not be reached for several years to come.

In the meantime, local TV can accept the maxim "Television brings us people as they are!", and make it the keynote of their program policy. Foreget about professional talent, and concentrate on people as they are—looking the way people look, saying the things people say, doing the things people do!

Every city has dozens of residents who have distinguished themselves by doing what people do so well that they have established themselves in local entertainment circles. They're not professional entertainers, but sometimes they're better than many of the so-called professionals who come sliding across our screens.

For example, every city has its local "card." He may be a character who acts as m.c. at clambakes and fishfrys and in-between times holds forth in front of the firehouse. Or, he may be a banker who convulses society and the Country Club. Every city has its "card" (maybe several of them) and local TV should scout him out. He has proven that he understands local people and the local sense of humor.

Also, every city has its local Elsa Maxwell when it comes to giving amusing and novel parties. This person may be found either in the Country Club district or on the other side of the tracks. But local TV should find her (or him) and profit by this person's knowledge of local entertainment standards.

Every city has numerous clubs which periodically stage entertainments. Eevery city has organized entertainment groups in the Police Department, Fire Department and other civil service units. Every city has its quota of barbershop quartets. Every city has High Schools with their bands, glee clubs, dramatic clubs and other entertainment groups. Every city has people who do their native folk dances. Many of the larger unions have entertainment groups. Every city has pretty girls. Every city has people who play every instrument from the bagpipe to the bugle. Every city has singers galore!

* * *

To a degree this method of locating talent sounds like a perpetual series of amateur hours. But don't let the term "amateur" discourage you. Remember, these people have their own work, or profession, or attend school. Their families and interests are located in the town. Many of them have no desire to ever become professional entertainers. They entertain because it's fun—not because they ever expect to do much about it. You'll find them cooperative, interested, hard working and—if you are patient—you'll find a lot of g-o-o-d entertainment.

These are the people who are doing the things which people do—and doing them well enough to provide local entertainment away from television. These are the people television should seek out.

There's a very good possibility that through this method a TV station may develop a "stable" of local personalities.

Suppose, for instance, that a very excellent singer turns up as soloist with the High School glee club. Suppose this same singer turns up again as the son of a policeman and sings with the Police Quartet. Suppose he turns up again on two or three other programs. He is beginning to become a local star! The same thing applies to dancers, musicians and comedians. The cream will rise to the top, and pretty soon the TV station will have an accurate file of the most popular entertainers in town—who can then be combined in a local variety show, or given regular programs of their own.

So stop worrying if you haven't a local reservoir of professional talent. Start looking around your own back yard. Give your viewers entertainment of the people, by the people and for the people. Bring the neighbors who have entertained you and your friends for years to TV, doing the things they do best and naturally.

Remember that "Television brings us people as they are!", and capitalize by moving in front of your cameras the people in your city who had proven capacities for entertainment before TV ever came into the picture.

* * *

ALWAYS a champion of local stations, Richard Marvin in his 21 years of radio experience "discovered" many local programs which he developed into network commercials—including *Vox Pop* from Houston, *Grand 'Ole Opry* from Nashville and *Double or Nothing* from Washington. Now free-lance, and concentrating on television, he believes the TV counterparts of network successes such as these exist or may be developed on local television stations.



Mr. MARVIN

Campaigns on TV

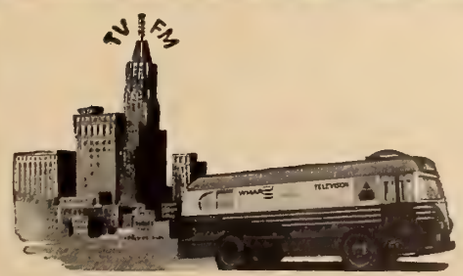
AT least one political candidate in Boston will use television in his bid for office. Starting last week, Mayor James M. Curley appeared in a series of eight 15-minute broadcasts on WNAC-TV in his campaign for re-election. He will wind up his video series on election night, Nov. 7. The Build Boston Committee is sponsoring Mayor Curley's appearances. The agency is Harry M. Frost Co. Inc.

--- Of Time and a Tower ---

Two years ago yesterday (October 30, 1949) the tall tower of WMAR-TV put Baltimore's first television programs on the air. *Sunpapers Television* played to a modest audience then, but now Baltimore boasts 87,676 receivers and the incomparable reception of CHANNEL TWO yields a tremendous bonus of viewers from Harrisburg to Wilmington to Washington.

Two years of Television—a short space in *The Sunpapers'* century of service—have provided Baltimore's televiewers with 7,628 hours of broadcast service and a continuing schedule of 65 weekly program hours. WMAR-TV's travelling cameras and mobile controls have done 536 "remotes," or on-the-spot telecasts, and her film cameramen cover 3,000 news stories a year.

Many a fine tradition built through mellow decades by *The Sunpapers* now applies to programs on Channel Two . . . just one of the reasons why, in Baltimore, most people watch WMAR-TV.



WMAR-TV

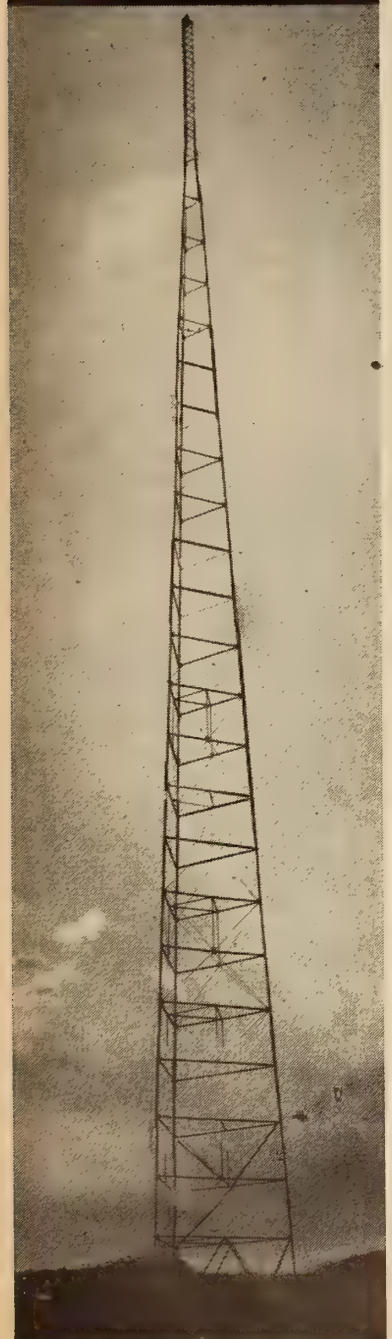
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TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

AM • FM
TELEVISION
TOWERS



330' Insulated AM radiator in SANTIAGO, DE CUBA—CADENA ORIENTAL DE RADIO LOMA DE QUINTERO.

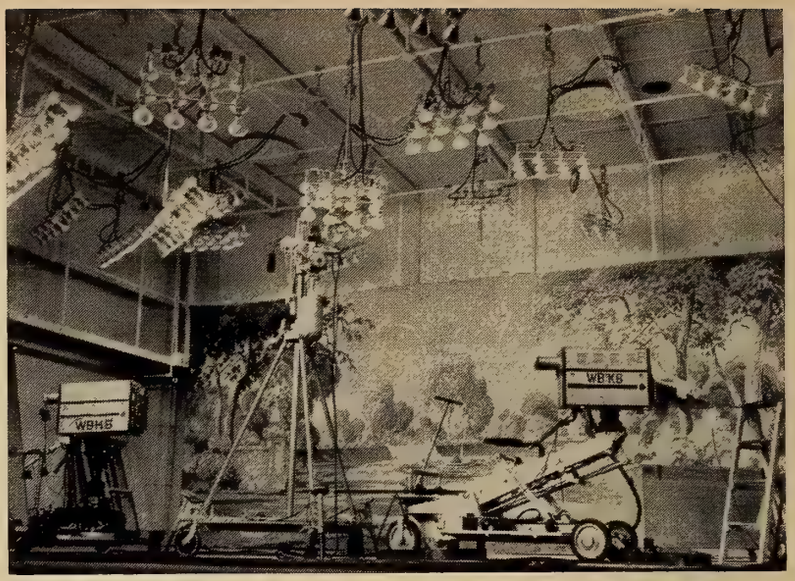
STAINLESS, INC.
50 CHURCH STREET,
N. Y. C.
PLANT: NORTH WALES, PA.

STUDIO LIGHTING

RCA Has Packaged System

PACKAGED studio lighting systems designed for use with television cameras are now available through the Broadcast and Television Studio Equipment Section, RCA Engineering Products Dept., the company announced last week.

Studio lighting fixtures include specialized equipment items for commercial TV operation. Featured are high intensity fluorescent banks, high intensity spots and incandescent banks. All lights are designed for pyramid-mounting on studio ceilings and are mechanically-controlled. Lighting systems will improve the output of TV stations, the company said. RCA broadcast engineers are available for consultation in planning correct studio lighting, RCA also revealed.



RCA's new packaged studio lighting system for television stations shown in a typical studio layout.

Film Report

"TELETEASERS," series of 30-second, open-end film introductions for local slide commercials, applicable to any retail product, has been produced by **Cinecorders**, 525 Walnut St., Cincinnati. **Ray Shannon**, veteran radio character actor, delivers comic business around key advertising words. Firm plans release of five new characters monthly. . . . **Jerry Fairbanks Productions**, Hollywood, producing two one-minute animated spots for TV for **Coastal Savings & Loan Assn.**, Los Angeles. Agency: **Lee Ringer Advertising**, same city.

Stokey & Ebert Television Productions, Los Angeles, has produced half-hour film for television, of Charles Dickens' "Christmas Carol." Package will be sold as special Christmas presentation by **Music Corp. of America** to individual stations throughout country. **Arthur Pierson**, film director, prepared script and directed film. . . . **Video Varieties**, New York, has completed series of nine film commercials on behalf of Vaseline Hair Tonic for **Chesebrough Mfg. Co.**, through **McCann-Erickson Inc.**, both New York.

Allen Furniture Co., Roslindale, Mass., has signed with WNAC-TV Boston for unique film series to run through October 1950. Titled *Curiosities in the News*, film is produced and narrated by Hollywood's famous **Walter Fudder**. Program is quarter-hour feature and will be telecast Friday 7:30 to 7:45 p.m. Commenting on company's use of television, **Irving Petkin**, president, said: "Television will play a very important part in the merchandising and promotion of Allen Furniture in our coming year's campaign. Different and unusual treatment of merchandising is planned through our television program." Agency: **Silton Brothers Inc.**, Boston.

Youth Films, Los Angeles, has signed **American Releasing Corp.**, same city to distribute series of six 40-minute TV films based on dramatizations of Biblical Psalms. . . . **Riteway Inc.**, Toledo, Ohio, (manufacturer and distributor of gas conversion units), has purchased 20 episodes of **Telefilm Inc.'s** *Roving Camera* series to be telecast on WSPD-TV Toledo, placed direct. . . . **Stephen Bosustow**, president **United Productions of America**, Burbank, Calif., recently announced plans for firm's studios involving building of 13 additional offices to accommodate recent 25% personnel increase. Mr. Bosustow is presently on two weeks business trip to San Francisco, Chicago and New York.

Polio Films

March of Dimes, Los Angeles committee, will utilize eight film shorts based on Hollywood television programs for 1950 March of Dimes campaign. Films now in making are for distribution to TV stations all over country. **John Swallow, TV Ads Inc.**, Los Angeles, is producing and directing series. Included are 15-minute film based on KFI-TV *Let's Talk Sports* with Tom Harmon; 20-minute film on KTTV (TV) *Pantomime Quiz* with Mike Stokey; ten-minute film of KTLA (TV) *Sandy Dreams* (all Los Angeles stations) and shorts featuring Jack Smith, Hoagy Carmichael, Larry Stevens, Tim Holt and Hungarian dancers Gisselle and Francois Szonyi.

When **Alfred Levy, TEEVEE Productions Inc.**, eastern representative, returns to his New York offices from Hollywood, he will have record-breaking audio-video audition film under his wing. Speeding through 11 hour shooting schedule at **Rudy Vallee Studios**, television producer **Bob Koenig** of TEEVEE completed filming 36 pages of script of *Veronica Show*. **George Tobin** acted as technical advisor and **Michael Road** handled direction and authored script. *Veronica* is 30-minute open end show.

KRLD-TV HOME

Rembert Reports on New Bldg.

KRLD-TV Dallas, due to start in November, will represent a $600,000 investment when its new building is completed, Clyde Rembert, managing director of the station, told the Dallas Advertising League. He addressed the group's weekly luncheon Oct. 14.

KRLD's present AM and FM operations also will be moved to the new building, which will have 20,000 feet of floor space, Mr. Rembert said. Studios now are in the Hotel Adolphus.

A staff of technicians, announcers and business personnel numbering 80 people will be housed in the new KRLD setup.

Top-Notch Shows Planned

"KRLD-TV will bring to Dallas-Fort Worth the topnotch CBS-TV commercial and sustaining shows, plus a wide variety of local events, particularly sports," Mr. Rembert added.

He pointed out that KRLD-TV will have a six-bay antenna, reportedly the first to be built in the country by General Electric Co. The 586-foot tower is ready, awaiting the antenna.

Mr. Rembert supervised showing of a CBS film on television at the luncheon. Bill Roberts, KRLD commercial manager and last year's Ad League president, was program chairman.



ANIMATED VIDEO CARTOONS

Complete service from ideas to story-board to final print.

1 MINUTE AND 20 SECOND SPOTS

Write, Phone or C. Wes Doty

322 VICTOR BLDG., WASHINGTON, D. C.

STERLING 2450

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Sales Representative

V. S. BECKER PRODUCTIONS

Producers of Television, radio package shows and spot commercials

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Available for television

SEND FOR CATALOGUE

729 SEVENTH AVE., NEW YORK, 19

JULIEN BRYAN PRODUCTIONS

AVAILABLE FOR TELEVISION

WRITE FOR INFORMATION

International Film Foundation

1600 BROADWAY, SUITE 1000, N. Y.

CIRCLE 6-9438

GRAY — O'REILLY

COMMERCIAL SPOTS

FOR TELEVISION

480 LEXINGTON AVE.

NEW YORK

PLAZA 3-1531

KISSINGER PRODUCTIONS

COMMERCIAL SPOTS

PACKAGE SHOWS

FOR

RADIO AND TELEVISION

1650 BROADWAY, NEW YORK

JUDSON 6-5572

OFFICIAL TELEVISION, INC.

SUBSIDIARY OF OFFICIAL FILMS, INC.

COMPLETE VIDEO

PROGRAM SERVICE

NEW SHOWS READY SOON.
CONTACT W. W. BLACK

25 WEST 45TH STREET,
NEW YORK 19, N. Y.

LU 2-1700

RKO PATHE, INC.

625 MADISON AVE.

NEW YORK, N. Y.

PLAZA 9-3600

SARRA, INC.

TELEVISION COMMERCIALS

MOTION PICTURES

SOUND SLIDE FILMS

NEW YORK - CHICAGO

HOLLYWOOD

TELEFILM, INC.

COMPLETE FILM PRODUCTION

SERVICES FOR

TV SPOTS-PROGRAMS

6039 HOLLYWOOD BLVD.

HOLLYWOOD 28, CALIF.

HOLLYWOOD 9-7205

TELESCRIPTIONS

ANIMATED TV SPOTS

20-SECOND AND 1 MINUTE

823 VICTOR BUILDING

WASHINGTON, D. C.

STERLING 4650

UNITED WORLD FILMS, INC.

A SUBSIDIARY OF UNIVERSAL PICTURES

37 YEARS' EXPERIENCE
MAKING HIT MOVIES

WORLD'S TOP TECHNICAL AND CREATIVE TALENT!
UNSURPASSED FACILITIES FOR LIVE AND STOP MOTION PHOTOGRAPHY!

Sparkling film commercials, tailored to your cost needs

Complete film programs available; features, novelties, sports, science

WRITE . . . WIRE . . . PHONE . . .
TELEVISION DEPARTMENT 8T

1445 PARK AVENUE
NEW YORK 22, N. Y.

VIDEO VARIETIES CORP.

TELEVISION PROGRAM FILMS
TELEVISION COMMERCIALS
BUSINESS MOVIES
SLIDE FILMS

—FROM SCRIPT TO FINISHED PRINT

OWNERS AND OPERATORS OF
WEST COAST SOUND STUDIOS
510 W. 57TH STREET, N. Y. C.

WITH EXPERIENCED MANPOWER AND COMPLETE FACILITIES

41 E. 50TH ST., NEW YORK
MURRAY HILL 8-1162

BROADCASTING - TELECASTING

FILM & PRODUCTION
DIRECTORY
IS PRINTED THE
LAST ISSUE OF
EACH MONTH

GUARANTEED PAID CIRCULATION
EXCEEDS 15,000

Standard Bearer In Radio . . .



WOW-TV is a complete television operation, first in its field—just as Radio Station WOW has been for 26 years.

Staffed by 40 full-time employees — with four years of intensive television training behind them — and by 70 more AM-TV workers, WOW-TV is operating 40 to 50 hours a week. It is a basic NBC affiliate, with a schedule of NBC and national spot kineoscope, plus local commercial programming which is growing every day.

WOW-TV locally produced telecasts have included every big major event in the Omaha Area in the past two months. Among them: University of Nebraska Football games, direct from Lincoln over a WOW-TV-owned microwave relay system (sponsored by General Electric Dealers); the AK-SAR-BEN Rodeo; "Little World Series" baseball; professional football; wrestling; good dramatics; good variety; good musical shows; locally produced film news and special events.

On October 7 there were 6,000-plus TV sets in use in the WOW-TV service area (within 75 miles of Omaha). Sets in use are increasing at the rate of 400 a week.

WOW-TV has the MARKET, the FACILITIES and the KNOW-HOW to do any kind of television production, at low cost to the advertiser.

Let any John Blair man or WOW salesman tell you the complete WOW-TV story. It pays to buy on a rising market.

WOW-TV

OMAHA, NEBRASKA

CHANNEL SIX

RADIO STATION WOW, Inc.

John J. Gillin, Jr., Pres. & Gen'l. Mgr.,

John Blair & Co., & John Blair T-V, Inc., Representatives.

Telecasting
Insert
Pull Out for Filing

Management

JOHN H. MORRISON named an assistant manager of KVER Albuquerque, N. M. He was on original staff of KVER, having aided in construction of station in July 1947. He served as transmitter operator and became chief engineer in August 1948; was formerly on the engineering staff of WBLK Clarksburg, W. Va., and chief engineer for state police operated radio stations in West Virginia.

THOMAS O. McCULLOUGH, president and general manager of WMBM Miami Beach, Fla., resigns effective Nov. 1. He organized Biscayne Broadcasting Co., operators of WMBM, in 1946 with station going on air Nov. 1, 1947. Prior to that, he was commercial manager of WIOD Miami, and before that was with Fort Industry Co. for 14 years at WSPD Toledo, Ohio, and WAGA Atlanta, Ga. He still retains his stock interest in WMBM. He will be associated with Gerity-Michigan Corp., New York.


Mr. McCullough

CAL PERLEY, formerly sales manager of group of southwest stations and before that with Harry Goodman transcriptions, appointed general manager of KTOW Oklahoma City.

JOHN J. HURLEY, general manager of WNEB Worcester, Mass., elected a director of Better Business Bureau of Worcester.

ROBERT W. FERGUSON, stations manager of WTRF WTRF-FM Bellaire, Ohio, elected president of Martins Ferry, Ohio, chapter of American Red Cross.

FLOYD FARR, general manager, KEEN San Jose, Calif., appointed to board of directors of Santa Clara County Safety Council.

BEN B. BAYLOR Jr., assistant general manager and sales director of WMAL WMAL-TV Washington, is in New York conferring with officials of ABC.

Lobbying Funds

HOUSE Administration Committee has approved a request for $40,000 enabling a House Select committee to proceed with its investigation of lobbying activities of government agencies and private firms. The seven-man group, headed by Rep. Frank Buchanan (D-Pa.), plans to announce its schedule of proposed hearings sometime next January when Congress reconvenes. [BROADCASTING, Oct. 17].

RADIO WOMEN

NAB Dist. 2 Meet Set

ASSN. of Women Broadcasters, NAB District 2, will hold its annual conference Saturday and Sunday, Nov. 5 and 6 at New York's Hotel Astor, conference chairman Doris Corwith of NBC announced last week. Conclave theme is "The Woman Broadcaster Looks Ahead," with panel discussions scheduled for Saturday morning and afternoon.

Panel on Saturday morning will discuss "This Week's Paycheck—Who Earns It, and How, Who Pays, and Why." Participants include Gertrude Grover, WHCU Ithaca; Barbara Welles, WOR New York; Nancy Craig, WJZ New York; Linnea Nelson, J. Walter Thompson; Mary Eileen Ranney, WROW Albany and Maurice Mitchell, BAB director.

Speaking on "The Importance of the Women's Shows," Lloyd Vernard of the Edward Petry Co. New York, will address the women broadcasters at Saturday's luncheon. Saturday afternoon's panel on "Tomorrow's Pot of Gold—TV," will have the following participants: Geraldine Zorbaugh, ABC, acting as moderator; Ruth Crane, WMAL Washington; Frances Buss, CBS-TV and past-president, AWB; Dorothy Doan, also CBS-TV; Elizabeth Neebe, TV producer at Campbell-Ewald and J. R. Poppele, vice president and chief engineer, WOR New York.

AWB members will hold a business breakfast Sunday morning with representatives from NAB member stations in New York and New Jersey expected to attend.

Serving with Miss Corwith as conference committee members are: Dorothy A. Kemble, MBS, vice chairman and director of publicity; Ruth Trexler, ABC; Alma Dettinger, WQXR New York; Miss Nelson and Agnes Law, CBS.

HALL OF FAME

Planned by Radio Pioneers

THE RADIO PIONEERS Club Oct. 19 voted to establish a radio Hall of Fame to honor those who have contributed significantly to radio's advancement. Plan was adopted unamimously at club's luncheon meeting at New York's Roosevelt Hotel.

The club also suggested that annual awards be established for individual achievements in the arts, science and administrative phases of broadcasting.

The Pioneers heard a report by Carl H. Haverlin, BMI president and membership committee chairman, that 2,000 other persons are eligible for membership in the club.

The recently intensified membership drive of the Radio Pioneers has resulted in 30 new members in the past week, William S. Hedges, NBC vice president and president of the club, reported.

To encourage new membership, the Pioneers are waiving the usual $10 initiation fee and offering memberships at $15 which includes 1950 dues and the silver microphone lapel pin of the club. Members are required to have spent at least the last 20 years in radio.



CALIFORNIA'S Number 1 job—the governorship—is discussed by (l to r) Gov. Earl Warren, John Elwood, general manager of KNBC San Francisco, and Frank Clarvoe, editor of the *San Francisco News*. Occasion was a special broadcast of *Public Affairs Are Your Affairs*, weekly public service program presented jointly by KNBC, the World Affairs Council of Northern California and the *News*.

SPOT RADIO BID

Made by NARSR in Maine

PRESENTATION on spot radio was delivered by T. F. Flanagan, managing director of National Assn. of Radio Station Representatives, and Dana Baird, manager of Weed & Co.'s Boston branch office, before the Maine State Development Commission in Augusta, Me., early this month.

Mr. Flanagan cited the large-scale use of spot radio by national manufacturers, stressed the expanding vacation market, and briefly discussed costs specifically related to vacation advertising by the state of Maine.

Commercial

HUGH FINNERTY, formerly of KBYE Oklahoma City, named sales manager of KTOW same city.

CHUCK SWEENEY, recently resigned as member of sales staff of WHAP Hopewill, Va., joins WNOR Norfolk, Va. in similar capacity.

KENNETH L. CARTER, recently on special sales assignment with WMAR-TV Baltimore, appointed local sales manager of WAAM(TV) same city.

ASSOCIATED BROADCASTING Co. Ltd., Toronto, has been enfranchised by the Canadian Assn. of Broadcasters.

GUY GRIFFEN, formerly general manager of WSSB Durham, N. C. and before that, sales promotion manager for WFBR Baltimore, appointed TV sales representative for WMAR-TV Baltimore.

WILLIAM R. ALDRICH, sales manager of WFTW Fort Wayne, Ind. for past two years, resigns effective Nov. 1. He will open a large package liquor store in downtown Fort Wayne.

LOU SIMON, commercial manager of KPIX (TV) San Francisco, is the father of a girl, Deborah.

FACTS ON WHICH TODAY'S RADIO DECISIONS ARE MADE

Only in BROADCASTING do you find news of ALL radio—AM, FM, TV—told all in one book, told in the week it happens. . . .

- ACCURATELY
- INTENSIVELY
- THOROUGHLY

Send Me



NAME

ADDRESS

CITY ZONE STATE

ONE YEAR AT $7.00
(Includes 1950 Yearbook)
TWO YEARS AT $12.00

I Enclose $_____

Please Bill Me ☐

mail to BROADCASTING TELECASTING
870 Nat'l Press Bldg., Wash., D. C.



World's Largest Manufacturer of Instantaneous Sound Recording Equipment and Discs

Production

ART LINICK, radio personality for 27 years returns to air with *Art Linnick's Musical Comedy Clinic* disc show on WENR Chicago under sponsorship of Erie Clothing Co., same city. Program, signed for 52 weeks through Gourfain-Cobb Agency, Chicago, is aired five-a-week, 11 to 11:15 p.m. CST.

HENRY CLARK, formerly of WEAV Plattsburg, N. Y., as staff announcer, joins WENT Gloversville, N. Y., in same capacity.

FRANK WILSON joins KEEN San Jose, Calif., announcing staff.

PEGGY GANNON and ALEX COURTNEY, assistant directors at WPIX (TV) New York since before station began operations in June 1948, advanced to full staff directors.

RUSSEL HICKS joins cast of KLAC-TV Hollywood *You Be the Jury.*

JANE TIFFANY WAGNER, NBC director of education, elected public relations chairman for National Home Economics in Business group. She also becomes vice chairman of association relations committee of American Home Economic Assn.

RONALD C. OXFORD, former KFI-TV Los Angeles television director, named production director of KOTV (TV) Tulsa, now on the air with test pattern.

RUTH CRANE, director of women's activities for WMAL and WMAL-TV Washington, unanimously voted member of women's committee of the National Symphony Orchestra.

DICK MULCAHY, KECA Hollywood writer-producer, named producer on five weekly *Norwood Smith Sings* show.

KCNI TAKES AIR

250 w Fulltime at Broken Bow

KCNI Broken Bow, Neb., is now on the air with 250 w fulltime on 1400 kc. The Mutual affiliate is owned by Custer County Broadcasting Co.

Bud Crawford, former "ham" operator and engineer, is president and 25% owner. He also serves as manager and chief engineer. His wife, Georgia A. Crawford, is secretary-treasurer of the firm and 30% owner. Clyde R. Losh, local rancher, serves as vice president and holds 10%. Commercial manager is George T. Backe, a former accountant on the New York Stock Exchange, who is 2.5% owner. Remaining interest is held by Gerald Thurman, county superintendent of schools, 2.5%, and Carl R. Swanson, an engineer from WCFL Chicago, 5%. Custer County Broadcasting Co., which received its construction permit Aug. 11, approximately one year after the application was filed, started programming Sept. 28. Service is directed to the rural audience and the station claims the first primary service to the area to the north and northwest of Broken Bow. KCNI uses UP news and Capitol transcription service.



SPEED tests for Rocky Mountain football officials find Lloyd E. Yoder (foreground), general manager of KOA Denver, more than holding his competitive own. Mr. Yoder, a veteran in officiating circles and former Carnegie Tech All-American tackle, has begun his 20th year as a gridiron official.

WINS EXTENSION

FCC Denies Bid for More Time

APPLICATION of WINS New York for additional time to complete construction of its facilities for operation on 1010 kc with 50 kw at night has been denied by FCC "because of lack of diligence."

Owned by Crosley Broadcasting Corp., which also is licensee of WLW Cincinnati, WINS is licensed for 1010 kc operation with 50 kw day and 10 kw night, directional fulltime. FCC reported that the present extension request is the 17th of its kind, asking extension to March 25, 1950. If a hearing is requested in 20 days the denial would be set aside pending outcome of the proceeding. WINS counsel last week said such a hearing will be sought.

Crosley has sold WINS, pending FCC approval, to Generoso Pope, owner of WHOM New York and Italian language publisher, for $512,500 [BROADCASTING, Sept. 26, Oct. 3]. Application for sale has not yet been tendered at FCC.

Meanwhile, the Commission also denied further extension of completion date to Treasure State Broadcasting Co. for KYES Butte, Mont. Hearing also would be designated if requested in 20 days. KYES was assigned facilities of 1 kw on 610 kc.

The Commission explained that WINS has been operating with 50 kw at night since 1946 under equipment test authority in an effort to make the directional array work properly with that power. Only 10 kw is used during regular evening broadcast hours, however. WINS must protect both Canada and Cuba at night, it was explained. Difficulties also have been encountered in re-radiation from other broadcast towers in the area.

WINS counsel stated that the engineers are fully confident the technical difficulties can be overcome in the next 90 days in view of the progress made so far.

duPONT AWARDS

Entry Deadline Is Dec. 31

PLANS for the 1949 duPont awards of merit for two stations and one commentator have been announced by the Alfred I. duPont Radio Awards Foundation for the eighth consecutive year. Entries are being accepted until the Dec. 31 deadline, according to W. H. Goodman, secretary of awards committee.

Awards will be made in recognition of actual merit and performance during the current year without regard to the fact that any station or commentator previously may have received such recognition. They will be presented early next year, probably in March.

Two station awards (of $1,000 each) are of equal size and merit, the Foundation pointed out, one going to a station of more than 5 kw, the other to a station of 5 kw or less. They are conferred "for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and to the communities served by these stations respectively." WBBM Chicago (50 kw) and KLZ Denver (5 kw) won the 1948 awards.

A five-man awards committee will review the entries and supporting data which must be delivered on or before Dec. 31, 1949. Shipments by express should be addressed to Mr. Goodman, Trust Dept., Florida National Bank, Jacksonville, Fla. No extensions can be granted, he stressed.

Entry is simply a resume of performance of the station, to be submitted preferably in loose-leaf form, 10 x 11½ inches, with such accompanying photographs or photostatic data as stations wish to enter. No original documents or papers should be included as all presentations become the property of the Foundation. No recordings will be considered. Foundation also stressed that presentation should be general and overall rather than based on a particular program or feature.

The commentator award, won for 1948 by Henry J. Taylor, is "in recognition of distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news by radio and the presentation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative, integrity, independence and public service. . . ." Award also is $1,000.

RCA THESAURUS

Adds Two New Programs

THESAURUS will add a Claude Thornhill show and a Fran Warren program in November as a lead-off in the transcribed program service's new era under the RCA setup, according to Donald J. Mercer, manager of RCA Recorded Program Services.

The Thornhill series, called *Win a Holiday*, will include a local-national tune-titling contest, with local monthly winners competing for the national monthly prize—a weekend in New York City at Thesaurus' expense. Awards to the local winners will include Claude Thornhill record albums from RCA Victor.

The Warren series, called *Fran Warren Sings*, includes vocals with present-day and nostalgic flavor.

Thesaurus, formerly a part of NBC, was transferred to RCA recently.

AP STATIONS

42 New Associate Members

ELECTION of 42 stations to associate membership in the Associated Press was announced Oct. 13 by Oliver Gramling, assistant general manager for radio. The new members increase AP's station total to 1,048.

Stations just elected:

WLYC Williamsport, Pa.; WJAR Providence, R. I.; WOPI Bristol, Tenn.; KAMQ Amarillo, Tex.; KIBL Beeville, Tex.; KPET Lamesa, Tex.; KTRH Houston, Tex.; WDAN Danville, Ill.; WABY Albany, N. Y.; WENY Elmira, N. Y.; WHDL Olean, N. Y.; WPNF Brevard, N. C.; KCLE Cleburne, Tex.; KPRS Olathe, Kan.; WMTC Vancleve, Ky.; WPKE Pikeville, Ky.; WPKY Princeton, Ky.; WJBW New Orleans; WGRO Bay City, Mich.; WTVB Coldwater, Mich.; WHDF Houghton, Mich.; WCEN Mt. Pleasant, Mich.; WSGW Saginaw, Mich.; WFDR New York; WTVN (TV) Columbus, Ohio; WCUO Cleveland; WOHI East Liverpool, Ohio; WMAN Mansfield, Ohio; KOME Tulsa, Okla.; KERG Eugene, Ore.; WFMH Cullman, Ala.; KVMA Magnolia, Ark.; KOSE Osceola, Ark.; KBRS Springdale, Ark.; KIBE Palo Alto, Calif.; KLZ Denver; KRPO San Jose, Calif.; WPCF Panama City, Fla.; WRLD West Point, Ga.; WGGH Marion, Ill.; WIBC Indianapolis; WWCA Gary, Ind.

MARK WARNOW

'Hit Parade' Leader Dies

MARK WARNOW, 47, orchestra conductor on NBC's *Your Hit Parade*, died Oct. 19 of a heart ailment at New York's Polyclinic Hospital, shortly after being admitted for a checkup. He had returned to New York on Sunday from the Richmond (Va.) Saturday night broadcast of his 493rd *Hit Parade* program, for American Tobacco Co., and mentioned that he felt exhausted.

He is survived by his brother, Raymond Scott, orchestra leader and composer; three children by his first marriage, Morton, Mrs. Elaine Anzell and Sandra Warnow, and two children by his second marriage, Suzanne and Josette Warnow.

Names Pischke

INTERCOLLEGIATE Broadcasting System, comprising 83 college campus outlets, has named Vail W. Pischke, radio attorney, as legal counsel. He will serve on the staff of the IBS Washington office.

ACHIN' TO GET MOUNT HEALTHY (Ky.)?

If you're plagued with anemic sales, Sir, don't expect Mount Healthy (Ky.) to bring about a cure! Despite its robust name, there ain't enough people *or* business in that little town, to bring your sales back to normal!

For a highly recuperative tonic, better follow WAVE's prescription and concentrate on the Louisville Trading Area, exclusively. This 27-county market does almost as much business as all the rest of the State combined — hence can heal almost any business!

Yessir! WAVE's what the Doctor ordered — guaranteed to put you in the pink, *not in the red*, here in Kentucky!

LOUISVILLE'S WAVE



5000 WATTS . 970 KC

NBC AFFILIATE

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,



There's one big reason why more than 250 stations are using it—

GREATER COVERAGE!

Take CBS, for example—

"All CBS-owned stations and many of our affiliates use the General Electric Limiting Amplifier. We find it a simple and economical way to increase coverage."



Howard A. Chinn

CHIEF AUDIO-VIDEO ENGINEER—CBS

MAIL THIS COUPON TODAY!

General Electric Company
Electronics Park—Bldg. 1, Room 1
Syracuse, New York

Please send me free bulletin with specifications and prices of the new G-E Limiting Amplifier.

NAME.....

ADDRESS.....STATION.....

CITY.....STATE.....

GENERAL ELECTRIC

Allied Arts

CARL B. MOLANDER, commercial manager of United Press, appointed assistant business manager. He will continue to supervise contracts for radio clients for U.P.

BURNS W. LEE, formerly public relations director of Rexall Drug Co., Los Angeles, opens public relations and publicity offices in Los Angeles at 635 Kenmore Ave. under name of **Burns W. Lee Assoc.** Prior to joining Rexall in 1946, he was public relations officer in U.S. Marine Corps and senior specialist in press section of U. S. Treasury Dept.; before that he was publicity director of Benton & Bowles Inc., New York. Associated with him is **FRANK LINDSAY RAND,** who formerly operated his own public relations counseling firm in Chicago. Previous to that he was CBS Chicago western division publicity director. Firm will handle industrial and association accounts.

IRVING (Hank) KEMPNER, lately program director at WKAM Warsaw, Ind., joins Harry S. Goodman Radio Productions, New York package firm, to cover Wisconsin and Minnesota territories.

VIC HAMILTON, formerly of KPHO Phoenix, joins teaching staff at Radio Production Studios, same city.

Equipment

LESLIE G. LANGILLE, recently general sales manager of Cummins Business Machines Corp., appointed vice president in charge of national sales for Magnetic Corp. of America, Chicago manufacturer of wire recorders.

FRANK B. POWERS, formerly assistant vice president of production of American Car and Foundry Co. and veteran of more than 20 years of service in engineering and manufacturing field, appointed director of manufacturing operations of Federal Telephone and Radio Corp., Newark, N. J.

RCA VICTOR, Camden, N. J., announces production of two new table model TV receivers with metal cabinets. They are Model T-121, with 12½-inch picture tube unit at suggested list price of $249.95, and Model 9-T-256, identical to 10-inch Special Anniversary Model except for "Close-up" control which electronically enlarges central portion of image to full screen size. Suggested list price is $229.95.

KALE PLANS

Sets Early 1950 Opening

A NEW 1 kw station serving the region of the Hanford Atomic Works at Pasco-Richland-Kennewick, Wash., will start operation about the first of the year, Robert S. McCaw, president and general manager of KYAK Yakima and KXRN Renton, Wash., reported last week.

The station, using the call letters KALE Richland (formerly the call of a Portland, Ore., station), is owned by the Yakima Broadcasting Corp., licensee of KYAK. Principal stockholders are Tom Olsen, president and general manager of KGY Olympia; J. Elroy McCaw, presi- of KELA Centralia, and Robert S. McCaw.

KALE will broadcast from sunrise to sunset on 900 kc. CP has been granted and, subject to FCC approval, the licensee plans to locate the transmitter on a site midway between the three cities. Lawrence Sparks, formerly with the *Olympia* (Wash.) *Daily Olympian,* will be station manager. Other personnel have not been selected.

NAB-NRDGA Awards

THE annual contest co-sponsored by the NAB and the National Retail Dry Goods Assn. to determine the best retail radio programs of 1949 was announced last week. Results of the contest will be announced at the 39th annual convention of the NRDGA Jan. 9-13, 1950, at the Hotel Statler, New York.



NAB AMENDMENTS

Eight Made in By-Laws

EIGHT amendments have been placed in the NAB by-laws by overwhelming pluralities following a referendum conducted by the office of C. E. Arney Jr., NAB secretary-treasurer. The amendments effectuate mandates of the board of directors, adopted in the July reorganization.

Principle amendment is that providing for election of two directors-at-large on the NAB board. Previously the by-laws had provided for one TV director when 25 TV stations were NAB members. The TV membership had passed the 30 mark in the late summer. Directors-at-large will serve two years instead of one.

Summary of Amendments

The amendments, with balloting (1,700 ballots had been mailed), are summarized as follows:

1—Defines status of associate members and their rights of participation in NAB affairs (Yes 708, no 47).

2, 3—Provide that in special cases the board of directors may set dues classifications on an interim basis, as in the case of television stations (No. 2, yes 693, no 61; No. 3, yes 692, no 62).

4—Provides for election of two directors-at-large to represent television stations on the board of directors (yes 712, no 39).

5—Allows the secretary-treasurer to count and tabulate votes in mail balloting, in place of a firm of certified accountants, and otherwise to conduct all elections (No. 5a, yes 704, no 50; No. 5b, yes 710, no 46; No. 5c, yes 696, no 59).

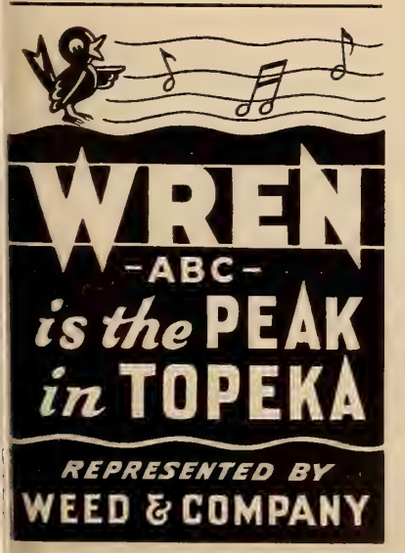
6—Provides for terms of office for NAB directors, and brings terms of directors-at-large in line with two-year terms of district directors, fixing the time when all directors take office (yes 709, no 47).

7— Cancels the board meeting held in the past immediately after the annual NAB convention, providing three board meetings each year (yes 715, no 41).

8—Eliminates the office of NAB executive vice president (yes 738, no 12).

Rozene Richards Weds

WEDDING of Rozene Richards, daughter of G. A. Richards, owner of KMPC Hollywood, WGAR Cleveland and WJR Detroit, and Frederick Sibley Moore took place Oct. 21 at the home of the bride's parents in Beverly Hills, Calif. Couple will make their home in Westwood, Calif.





NOT a whit fazed after a descent to slightly more than 900 ft. below the ocean's surface in a Benthoscope off California's Catalina Island is Calvin J. Smith (r), general manager of KFAC Los Angeles and 16th NAB District director. He is interviewed by Bill Sener, KUSC Los Angeles general manager and head of the U. of Southern California radio department. The university's radio activities and the Benthoscope research are endowed by the Hancock Foundation.

E. L. DAVIS

FTC Member Dies

EWIN L. DAVIS, 73, member of Federal Trade Commission since 1933 and former chairman of a House radio committee, died Oct. 23 after a prolonged illness which absented him from Commission duties for most of this year.

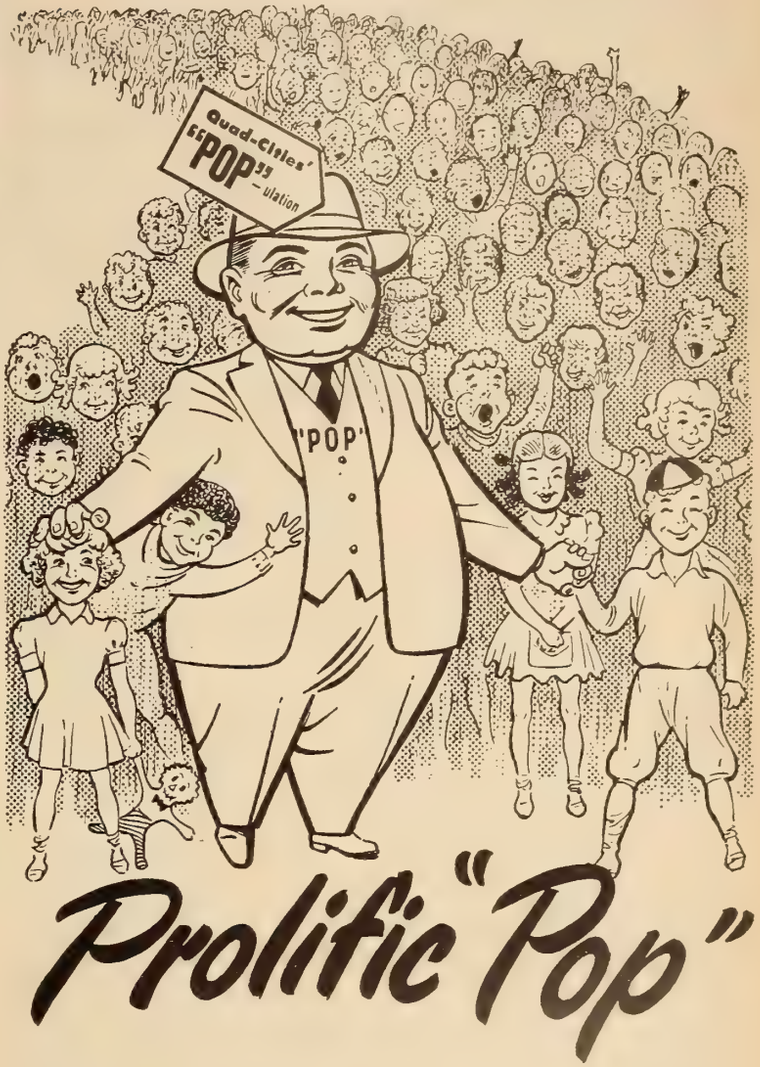
Mr. Davis was elected Democratic Representative from Tennessee in 1919 and served in Congress until 1933 when he was named to FTC. He was serving his third term when he died, and was chairman in 1935, 1940 and 1945.

Mr. Davis was one of the ranking Democrats on the House Merchant Marine & Fisheries Committee when it was considering the original radio act. He wrote a lengthy minority report on the bill, particularly urging further safeguards against monopoly. He was the author of the so-called "Davis Amendment" of the late 20's, which set up a quota system of allocations that was later carried over into the Communications Act of 1934 but subsequently abandoned.

Previously he had practiced law in Tullahoma, Tenn., where he became a Tennessee Circuit Court judge. Mr. Davis was a member of the Federal, District of Columbia, American and George Washington U. Bar associations.

President Truman, faced with submitting a third appointment to FTC since early 1949, last week had not indicated a choice.

Mr. Davis was a brother of the late Norman Davis, head of the American Red Cross and previously member of the American diplomatic corps. He was born in Bedford County, Tenn., and attended Vanderbilt U., and George Washington U., from which he received a LL.B. degree. He was buried in Tullahoma last Wednesday. Survivors include his wife, Mrs. Carolyn Windsor Davis, and five children.



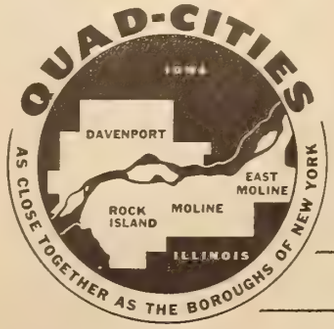
Prolific "Pop"

The population growth curve of metropolitan Quad-Cities resembles a water bug's view of the Cliffs of Dover . . . it's UP, and at a sharp angle.

Quad-Cities' population has more than doubled since 1930 . . . now exceeds 231,000 . . . the largest population market in Illinois and Iowa outside Chicago.

Combine Quad-Cities' SIZE with its buying power (effective buying income per family $5,693) and you have a broad base on which to build volume sales.

Market statistics are from 1949 Sales Management Survey of Buying Power



WHBF
AM - FM
BASIC ABC
Les Johnson, V. P. and Gen. Mgr.
Affiliate of Rock Island Argus
Avery-Knodel, Inc.
RADIO STATION REPRESENTATIVES

Promotion



TOY dog, "Lucky," has been sent as promotion piece to the trade as reminder of Gaines "Lucky Dog" contest launched on Gaines Dog Food show *Juvenile Jury* on MBS. Toy animal barks when handle is pressed. According to Benton & Bowles, agency handling the account, he will "give you his considered opinion of Gaines' 'Lucky Dog' contest." Canine contest ends Nov. 4 with winner to be housed and entertained in New York with suite of rooms at Plaza Hotel, night spots, restaurants and show places. "Lucky Dog's" prize Crosley station wagon is to be shipped to New York in time to have his name engraved on side doors. Chauffeur and footman will pilot fortunate pooch about the town. Agency says Crosley TV set is included in prize list so "Lucky Dog" can see the "Man Fights." Reception committee, comprised of New York's highest-ranking dogs, continues release, will greet the winner and present him with bone to the city.

'Counter-Spy's' Gun

ABC SERIES *Counter-Spy*, a program in the course of which many a shot is heard, now has acquired a specially designed electronic gun to provide the proper sound effects on a fool-proof and harmless basis. The device is called "Sono-Shot" and was designed by Aeronics Inc. *Counter-Spy*, a Phillips H. Lord program sponsored by Pepsi Cola through Biow Co., is heard Tuesday and Thursday, 7:30-8 p.m. over ABC.

Sales Service

DIRECT MAIL is being used by WHLI-AM-FM Hempstead, L. I., to get local merchants to use their facilities for increasing Christmas business. Merchants were advised to call station to have account executive visit them with no obligation.

Mail Pull

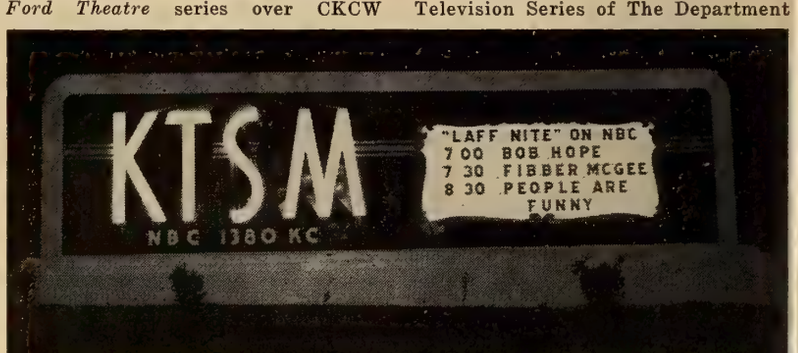
INTERNATIONAL News Service, New York, is mailing promotion piece on success of six one-minute video spots on its INS-Telenews daily newsreel, which pulled 1,071 returns from 86 cities in 19 counties. Item advertised was a dog comb in return for ten cents and a label from a can of Dr. Ross Dog Food. Offer was aired by KPIX (TV) San Francisco. Sponsor renewed for additional 13 weeks on strength of pull, mailer proclaims. Folder reproduces picture of mail-counting that appeared in BROADCASTING.

KVER Tells

PICTURE of young lady reclining in a bed of daisies, above words, "Daisies Won't Tell," make up cover of multi-colored leaflet in latest promotion of KVER Albuquerque, N. M. On reverse side is picture of another young lady with wording opposite "So . . . We're Giving You the . . . Good News Inside." Then KVER lists four of the programs now carried on full Mutual schedule of network co-op programs.

Food Parade

PUBLICITY for opening of 1949-50 *Ford Theatre* series over CKCW Moncton, N. B., consisted of 19-unit caravan of Ford cars through city's main streets packed with evening shoppers two hours before first program was aired. Headed by police escort and sound truck, parade featured placards on each vehicle heralding program and calling attention to vehicle's type.



NOVEL billboard, designed by Karl O. Wyler, manager of KTSM El Paso, Tex., is newest addition to station's promotion. Theatre-type marquee is changed daily for viewing of thousands passing up and down Montana St., one of city's busiest thoroughfares.

Series Record

WORLD SERIES listenership record of WNBT (TV) New York has been made the subject of a sales letter by George H. Frey, director of NBC network sales. In the letter, Mr. Frey said a Hooper survey during the fourth game gave NBC's New York television outlet a 24.9 rating and 41.4 share of audience, with the second station trailing at a 13.5 rating and 22.4 share of audience. Also set forth were pulse figures for three games and a three-game average. The three-game average figures gave WNBT 23.5; Station B, 17.2; Station C, 14.8; Station D, 5.7; Station E 6.2, and Station F, 4.7.

WSCR Exhibit

EXHIBIT of WSCR Scranton, Pa., was feature of Northeastern Pennsylvania Better Homes Show with Chief Engineer Willard Shimski constructing a miniature studio. Visitors to the booth were interviewed by the station's announcers and personalities. Interviews were recorded with the discs presented to visitors as souvenirs. Over a thousand such recordings were made during the eight day show period, station reports.

England Tie-in

HUMAN interest story from Berkhamstead, Eng., via Associated Press, made an appealing item this month on Marion Sexton's *Spice of Life* program over WTAD Quincy, Ill. Story told how Lady Hadden of Rossway Hall was enjoying marmalade made from oranges grown on a tree planted in a hot house from a sprig of orange blossoms in Lady Hadden's bridal bouquet 64 years ago. Miss Sexton tied in commercial for the Bueter Baking Co. with desire to send Lady Hadden loaf of Butter Crust to go with the marmalade. Mr. Bueter sent bread by air to England.

WHBC Cards

POST CARD series is being mailed to outlets of three sponsors, Birds Eye, Burkhardt's Beer, and Clabber Girl (baking powder), by WHBC Canton's promotion department. Cards bear reminders of programs on station in behalf of the grocers and other retailers and announce products' spot schedule.

Defense Prospectus

PROSPECTUS titled "A Network Television Series of The Department of Defense" has been sent to the trade by Dept. of Defense. It tells of format for *Armed Forces Hour* new show which started yesterday, Sunday, on NBC-TV, and also gives illustrated listing of TV hook-up plan.

Personnel

ELIZABETH GAHRE rejoins KXEL Waterloo, Iowa, resuming former position as head of station's department of promotion and merchandising.

VIVIAN J. COOPER, formerly with WIP Philadelphia and WKDN Camden, N. J., joins WTTM Trenton as director of promotion, publicity and women's activities.

BERTIE NICHOLS, photo editor of CBS Hollywood Press Information Dept., and William B. Crane Jr. have announced their marriage.

ORVILLE SHATTUCK appointed staff photographer for WAAM (TV) Baltimore.



LIBEL and SLANDER
Invasion of Privacy
Plagiarism-Copyright-Piracy
INSURANCE
For the wise Broadcaster
OUR UNIQUE EXCESS POLICY
provides adequate protection.
Surprisingly inexpensive
CARRIED NATIONWIDE
For details & quotations write
Employers Reinsurance Corporation
Insurance Exchange Bldg.,
Kansas City, Missouri

RENEWALS

WALE, KXLJ, KEYY
Hearings Planned

WALE Fall River, Mass., was ordered fortnight ago by FCC to file application for license renewal within 30 days so that proceedings may be instituted to compare qualifications with two other applicants—Bristol Broadcasting Co., proposed WALE transferee, and Bay State Broadcasting Co., which seeks WALE's assignment and was loser in initial competitive proceeding which authorized station's establishment. Bristol Broadcasting is licensee of WNBH New Bedford, Mass.

Meanwhile, FCC ordered revocation of the construction permit of KCRO Englewood, Col., on grounds of alleged misrepresentations by one partner in the firm regarding his financial position.

The Commission also designated for hearing the license renewal requests of KXLJ Helena, Mont., on program issues, and of KEYY Pocatello, Idaho, on ownership issues. The latter was set for Nov. 21 at Pocatello.

In its order on WALE, the Commission explained that in June and July 1946 the application of Narragansett Broadcasting Co., WALE licensee, for new station facilities of 250 w on 1400 kc was heard in competition with two other applicants for the same assignment at New Bedford. One of these was Bay State. At the hearing, FCC said, it was represented by Narragansett that two local residents, George L. Sisson Jr. and Lawrence P. Cohen, would devote full time to the station as general manager and technical supervisor, respectively.

The order noted that FCC had been told Messrs. Sisson and Cohen between them owned some 43% of the stock and held options to purchase up to 90%, and that Albert Pilavin was represented as largest stockholder with 42% interest and would devote parttime to the operation. FCC observed that its grant in October 1947 favored Narragansett over the other applicants on basis of greater ownership-integration.

"As of this date," the order continued, "Mr. Cohen has severed his connection with the station and sold all of his stock with the exception of two shares," while Mr. Pilavin "disposed of his 42% stock interest prior to the time construction of the station was completed." Other parties, "who were not parties at the time of the hearing, purchased substantial amounts of the Narragansett stock prior to the completion of construction," the order related.

Noting that the Bay State bid for the WALE facilities was pending as well as the proposed transfer to Bristol Broadcasting, FCC indicated that a comparative hearing should be held.

In the KCRO proceeding, FCC explained that the revocation of the station would be effective 15 days after receipt of the order unless a hearing were requested by the station within that time. KCRO is assigned 1 kw daytime on 1380 kc. The permit was granted in November 1948.

KCRO's Grant

FCC stated the KCRO grant was made without hearing and based in part upon the financial statement of R. L. Cunningham, one of three partners, dated Aug. 1 and filed Sept. 13, 1948, in an amendment to the application. The Commission said the financial statement showed "total assets as $16,788, liabilities of $1,887, and a net worth of $14,901."

FCC asserted that Mr. Cunningham "concealed from the Commission the fact that he had filed a petition in bankruptcy" on Aug. 25 which showed total assets under $100 and liabilities of $4,497.91.

FCC also claimed the partner stated that the $9,000 which he proposed to contribute to the station would be obtained from E. E. Bradford and Irma Bradford and would be secured by a chattel mortgage on his 32,847 shares of stock in Englewood Radio and Recording Co. "when in fact such stock had already been pledged by him to secure a loan from Ida Woodin."

In the KEYY proceeding, the Commission reported it wished to determine all agreements and contracts made by the station with Louis Haller relating to ownership and management of the station. FCC said Mr. Haller obtained an option to purchase all of the KEYY stock last March and that it wished to inquire if this or any other agreement had been executed in violation of Sec. 310(b) of the Comunications Act. KEYY is assigned 250 w on 1240 kc.

No details of the KXLJ hearing issues have been made available, but the Commission indicated it wished to determine whether proposals had been carried out with respect to time devoted to local talent, sustaining and other programs. KXLJ is assigned 250 w on 1240 kc.

45.0
"HOOPER"*
*(average 5 periods, Winter, 1948)
proves
the best buy
in
DANVILLE, VA.
is
WBTM
5kw (d) ABC 1kw (n)
Rep: HOLLINGBERY



BE FIRST ON THE AIR with these RCA VICTOR hits on "DJ" couplings*



TONY MARTIN
There's No Tomorrow
A Thousand Violins
DJ-790



The THREE SUNS with ELTON BRITT and ROSALIE ALLEN
Close Your Eyes And Dream
Merry Maiden Polka
DJ-791

ANDRE PREVIN
Dardanella
The Gypsy In My Soul
DJ-792



*"DJ" records are special pressings—for radio station use only!

RCA VICTOR RECORDS

Programs



HALF-HOUR program weekly on WWDC Washington tells story of lives and contributions of great Americans. Titled *These Great Americans*, first show concerned Wendell Willkie and was narrated by Quentin Reynolds. Friends of late Mr. Willkie, Former Congressman Charles LaFollette and Ralph Becker discussed Mr. Willkie's contributions to "one world" concept of international relations. Succeeding programs will deal with President Roosevelt, Woodrow Wilson, George Washington Carver, Jane Addams, Franz Boaz and Supreme Court Justices Oliver Wendell Holmes and Louis Brandeis. Discussions by friends of "Great American" of week is regular feature. Series is presented by station and Anti-Defamation League of B'nai B'rith.

Amateur Weather Men

TO OFFSET complaints when weather reports are incorrect, Jerry Arthur, m.c. of *Make Merry with Jerry* show over WLAD Danbury, Conn. invites listeners to predict weather for coming weekend. Predictions are read on program. Hundreds of listeners respond weekly.

College Variety

CREAM of Maryland's collegiate talent meets in weekly contest of college variety revues on *Collegiate Talent Tussle*, debuting on WAAM (TV) Baltimore today. Show is sponsored by Baltimore *News-Post* and *Sunday American*. Stadium complete with bleachers, college flags, goal post and benches for players is setting. Three presentations from each school are scored individually by prominent judges. Battle of sexes as men's colleges compete against women's schools will be additional feature of first eight contests.

Peaceful Moments

IN an attempt to make public more aware of what is considers an "apathetic and fatalistic attitude" towards another war, KEEN San Jose, Calif., has started daily noon program of recorded one-minute *Prayers for Peace*. Prayers have been recorded for program by all members of San Jose Ministerial Assn. in addition to those by lay people, including teenage children.

Dressmaking

WOMAN'S show. *Through the Kitchen Window*, on WNBK (TV) Cleveland spends two of its three half-hour segments weekly in demonstrations of cooking and homemaking. Third segment is made up of sessions in home dressmaking and millinery. First demonstration involved step-by-step lesson in making of woman's evening dress. Viewers saw three yard remnant turned into dress during show.

Mood Music

NEW and novel music-dramatization, *Music Makes the Mood*, spearheads local Sunday afternoon programming on WCAU Philadelphia. Show features station orchestra and full dramatic cast in half hour of music and impressions, orchestra setting mood with selections running to pops and light classics, and cast acting out its impressions over musical background. Straight listening music and instrumental varieties round out periods not devoted to dramatizing moods.

Tragic Ending

END of 46 hour search for six-year old boy who drowned in creek near his home was wire recorded by Ernie Tannen, Hecht Co. *Community Reporter* on WGAY Silver Spring, Md. Being only radio reporter on the spot, Mr. Tannen recorded announcement of finding of child's body, and interviewed men who made discovery. Child's father expressed wish to publicly thank hundreds of police, soldiers, marines and volunteer firemen who aided in search. Recordings were aired minutes later from station's nearby studios.

Symphony Rehearsals

PORTIONS of actual rehearsals of Hartford Symphony are broadcast by WTIC Hartford, Conn. in effort to rally support for new musical organization. Interruptions of conductor and brief commentaries by Ted Parker, music critic of Hartford *Courant*, and Allen Bole, music editor of Hartford *Times*, are included. This is reportedly first time that local symphony rehearsal has been aired.

New Shows

FIRST "amateur-type" production in area is one of two new shows on WBZ-TV Boston. *TV Talent Time* gives local television hopefuls opportunity to perform before camera. Tryouts are held weekly, with candidates writing to station giving information concerning their age and talent. Second new show features torch singer, Wynn Stevens, who accompanies her own songs.

Religious Highlights

FIRST Yom Kippur service ever broadcast in Rio Grande Valley of Texas was aired recently by KRIO McAllen, Texas. Service ran 45 minutes and included traditional prayers and hymns with Shofar and accompanying ceremonies directed by student rabbi from Cincinnati. Plans were made for service last Christmas, at which time arrangements were completed for broadcast of Christmas Midnight Mass from local Roman Catholic Church. Simultaneous translations into both English and Spanish from basic languages of services were made by station during services. Easter broadcasts were based upon Protestant services.

Good Neighbor Station

SPECIAL program was aired by KCMO Kansas City, Mo. on Oct. 12, Columbus Day, in honor of Cuban holiday which parallels anniversary of discovery of America. William Espinosa, Cuban Consul to Kansas City and honorary member of city's Chamber of Commerce, arranged show which highlighted events in Cuban history.

News Call-Ins

FIVE suburban daytime stations are "called in" each week to report news of their localities when WTOP Washington airs unique WTOP-CBS *News of Greater Washington* Saturday evenings. Program follows format of *CBS World News* and CBS *News of America* heard daily over WTOP. Instead of saying, "We take you now to Berlin," show takes "you now to WGAY Silver Spring" or WARL Arlington, WPIK Alexandria, WFAX Falls Church or WBCC Bethesda-Chevy Chase. Two minute suburban pick-ups are recorded just prior to broadcast in WTOP studios.

SEARLE & PARKS

Gets Show Rights For West

SEARLE & PARKS Inc., Hollywood packager, has obtained exclusive distribution and sales rights to *Let George Do It*, currently aired on Don Lee stations, in the territory beyond the 11 western states and British Columbia.

Wayne Tiss, Hollywood vice president of BBDO, representing Standard Oil of California, western sponsors of the program, handled the negotiation. Standard Oil is starting its fourth year of sponsorship of this program which maintained an average Hooperating of 12.1 during the first seven months of this year. Searle & Parks is making the program available to network accounts east of the Rockies.

WCAU Philadelphia Oct. 17 entertained more than 100 timebuyers of New York agencies at luncheon, timed to coincide with switch-over of station's sales representation in New York from its own office to Radio Sales Div. of CBS.



RADIO LEAGUE

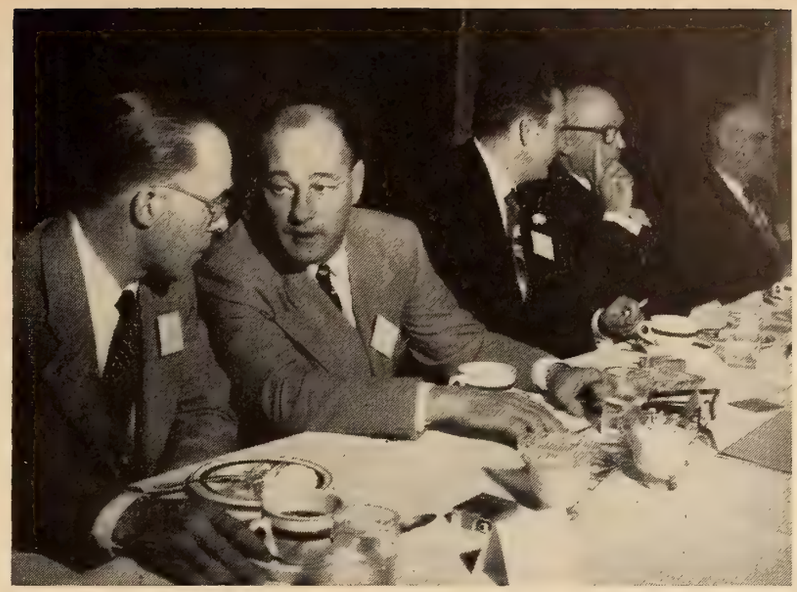
Studies Wisconsin Policy

ACTION by the U. of Wisconsin Board of Regents on a proposed schedule of operations of university-owned stations has been delayed successfully by the Wisconsin League of Radio Stations.

The League wired the Board of Regents requesting postponement of the university's "Statement of Policy for Radio and Television Broadcasting" until stations throughout the state could study the proposals. A vote on the measure was taken among the membership at a meeting of the League Oct. 14-15 in Madison.

At the meeting a new slate of officers was named. They were Ben Laird, WDUZ Green Bay, president, succeeding Charles J. Lanphier, WFOX Milwaukee; Joseph D. Mackin, WMAM Marinette, vice president, and Ken Schmitt, WIBA Madison general manager, re-elected secretary-treasurer.

New directors elected were, in addition to the officers: Bruce Wallace, WTMJ Milwaukee; Mr. Lanphier; Howard Dahl, WKBH La Crosse, and George Frechette, WFHR Wisconsin Rapids.



AFTER-DINNER talk by conferees at League of Wisconsin Radio Stations meeting in conjunction with U. of Wisconsin at Madison Oct. 14-15 included (l to r) Ken Schmitt, WIBA Madison and League secretary; Harry Stuhldreher, U. of Wisconsin athletic director; Charles J. Lanphier, WFOX Milwaukee, retiring League president; E. B. Fred, university president; Ira Baldwin, university vice president.

'RADIO CHECK-UP'

Audience Rise Reported

INCREASED radio audience has resulted from "Radio Check-Up Month" promotion of Associated Radio-Television Servicemen of New York, according to Max Leibowitz, president.

Mr. Leibowitz said that in a few weeks he expects to have figures on how many of New York's estimated two million out-of-order radios were fixed during the campaign which began the first of October. Part of the increase, he conceded, would be due to the World Series. The servicemen's promotion included 15,000 streamers announcing the month and spots carried cooperatively by WMCA WOR WNYC WNEW WEVD, all New York, and 16 FM stations, said Mr. Leibowitz.

ADMIRAL W. H. P. Blandy, Commander-in-Chief, U. S. Atlantic Fleet, paid personal tribute to WLOW Norfolk, Va., for its program, *This Is Your Ship.*

KNBC SWITCH

Fete Marks New Antenna

KNBC San Francisco switched over to a new powerful antenna last Monday (Oct. 24) and marked the occasion with a special half-hour broadcast utilizing every top personality on the local staff.

The station went off the air for 30 seconds while the actual switch was made.

Stars on the special program were Natalie Masters in her role of *Candy Matson*, girl detective of the KNBC-NBC Western Network mystery series; Jimmy Lyons, disc jockey; the Dave Brubeck Trio; baritone Stanley Noonan, of *Music You Love* and *Boysen Open House;* popular singers Barbara Ritchie, of *Light and Mellow*, Will Aubrey and Judy Deane of *Good Old Days;* Newsman Bob Letts; Tony Freeman and the KNBC orchestra, and General Manager John Elwood. Hal Wolf, chief announcer, acted as m.c.

The new antenna is located near Belmont, Calif., south of San Francisco. "The new vertical radiator," Mr. Elwood told the radio audience, "will add 10,000 square miles to KNBC's primary coverage area and will push the limits of the fading-free zone a considerable distance from the transmitter site."

COLUMBIA, RCA

Give Record Plans, Sales

ONE of the most extensive promotion campaigns in its history has been launched by Columbia Records Inc. to plug Christmas sale of records. Radio spots, including jingles for the first time, will be used, with dealers and Columbia cooperatively undertaking the cost.

Meanwhile, sales of RCA Victor's 45 rpm record equipment has jumped 260% in the past 90 days and production facilities cannot keep pace with demand, Frank M. Folsom, RCA president, has announced. He predicted that RCA's 45 rpm is destined to lead in record-players and records.

Columbia also announced that its *Masterworks of Music* transcribed program now is heard on 85 stations on the above-mentioned co-op basis.

WOUI (FM) Testing

WOUI Columbus, Ohio U.'s educational FM station, is now conducting equipment and program tests. Station officials report response by listeners has been excellent. WOUI began construction July 25, 1949, and is scheduled for regular broadcasting Jan 25, 1950. WOUI has Channel 201 (88.1 mc) with power of 10 w.

ACME
IN SOUND REPRODUCTION
★
THE NEW LANG-WORTH TRANSCRIPTION
★
LANG-WORTH
FEATURE PROGRAMS, Inc.
113 WEST 57th STREET, NEW YORK 19, N. Y.
Network Calibre Programs at Local Station Cost

There's a New Bold Look in Northeastern Ohio

IT'S A NEW LOOK because . . .
It sparkles with greater sales results from today's more conservative ad expenditures.

IT'S A BOLD LOOK because . . .
The pattern no longer conforms to old-fashioned and outmoded traditions in time-buying.

THREE THINGS HAVE HAPPENED DURING THE PAST TWO YEARS TO PRODUCE THIS NEW BOLD LOOK IN NORTHEASTERN OHIO

1. A station 58 miles from us increased its power and therefore a station 24 miles from us lost more than half its audience in the Canton Market.
2. Another station 58 miles from us lost some of its best features and therefore lost several percentage points in its Canton Market audience ratings.
3. WHBC increased its power to 5,000 watts . . . became an affiliate of ABC . . . and therefore another station 24 miles from us lost practically all its Canton Market audience.

RESULT:
WHBC in Canton is now the station that completes your coverage picture in NORTHEASTERN OHIO because WHBC has gained audience while listening to all other stations has split seven ways.

Check Taylor Borroff About . . .
. . . Brand New Hooperatings
. . . More listeners at less cost
. . . Retail sales that still hold firm
. . . Local promotion that sells
. . . A 5-county "BRIGHT SPOT" market

ASK WHBC CANTON
about the NEW BOLD LOOK in NORTHEASTERN OHIO

SERVICE
Twenty-four years of faithful service to American agriculture makes WIBW the most-listened-to-station in Kansas and adjoining states.
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October 21 Applications . . .

ACCEPTED FOR FILING

Modification of License

KUBA Yuba City, Calif.—Mod. license increase 500 w D to 1 kw D, on 1600 kc.

AM—1550 kc

KPRS Olathe, Kan.—CP change from 1590 kc to 1550 kc, increase power from 500 w to 1 kw.

AM—920 kc

WMIK Middlesboro, Ky.—CP change from 1490 kc 250 w unl. to 920 kc 5 kw-D 500 w-N unl. DA-N.

AM—1580 kc

KWED Seguin, Tex.—CP increase power from 250 w to 1 kw.

License for CP

WGWR-FM Asheboro, N. C.—License to cover CP new FM station.

APPLICATION RETURNED

WRIO Rio Piedras, P.R.—RETURNED Oct. 19 application for license to cover CP new AM station. Incomplete.

October 24 Decisions . . .

BY COMMISSION EN BANC

Following applications heretofore granted conditionally, were granted CPs as shown.

WPJV Miami, Fla.—Class B; 105.1 mc. (Chan. 286), 13.5 kw, 250 ft.; cond.

Following were granted mod. CP's to change facilities. Assignments now authorized are:

KREL-FM Goose Creek, Tex.—Class A; 92.1 mc. (Chan. 221), 870 w, 190 ft.

WARM-FM Scranton, Pa.—Class B; 93.7 mc. (Chan 229), 2.8 kw, 1020 ft.

WHO-FM Des Moines—Class B; 100.3 mc. (Chan. 262), 410 kw, 800 ft.; subject to approval of application which provides for modifying WHO ant. system to accomodate FM ant.

WFMH Cullman, Ala.—Class A; 100.9 mc. (Chan. 265), 430 w, 160 ft.

KAYL-FM Storm Lake, Iowa—Class B; 101.5 mc. (Chan. 268), 8.9 kw, 370 ft.; subject to request for authority to determine KAYL power by indirect method during installation of FM ant. and submission of new KAYL ant. resistance measurements and Form 302 upon completion of FM ant. construction.

WERE-FM Cleveland—Class B; 98.5 mc. (Chan. 253), 11.5 kw, 620 ft.

WOPI-FM Bristol, Tenn.—Class B; 96.9 mc. (Chan. 245); 18.5 kw, 2210 ft.; cond.

WGRE Depauw U. Greencastle, Ind.—Chan. 219 (91.7 mc.).

KOMA-FM Oklahoma City—Class B; 105.9 mc. (Chan. 290), 3.3 kw, 300 ft.

WDUQ Duquesne U., Pittsburgh—Chan. 218 (91.5 mc.), 2.75 kw, minus 5 ft.

WBUY-FM Lexington, N. C.—Class A; 94.3 mc. (Chan. 232), 300 w, 210 ft.

WEXI St. Charles, Ill.—Class A; 106.3 mc. (Chan. 292), 235 w, 230 ft.

WDXY Spartanburg, S. C.—Class B; 100.5 mc. (Chan. 263), 11.8 kw, 200 ft.

WLEE-FM Richmond, Va.—Class B; 102.9 mc. (Chan. 275), 21.5 kw, 300 ft. subject to approval of application which provides for mounting of FM ant. on No. 1 tower of WLEE DA.

Following stations were granted CPs to replace expired permits, new construction permits to bear expiration date of 6 mo. from date of grant:

WCBM-FM Baltimore—Class B.
KRPO San Jose, Calif.—Class B.
KPFA Berkeley, Calif.—Class A.
WAND-FM Canton, Ohio—Class B.
KXOA - FM Sacramento, Calif. — Class B.
KSCS Los Angeles County Supt. of Schools — Noncommercial educational FM station.

License Renewal

Following stations were granted renewal of licenses for period ending Nov. 1, 1952: KCNC Fort Worth, Tex; KIRO Seattle; KSKY Dallas; WAIT Chicago; WBAP Fort Worth; WDSC Dillon, S. C.; WESA Charleroi, Pa.; WGN Chicago; WHB Kansas City, Mo.; WHKK (and aux.) Akron; WHWL Nanticoke, Pa.; WKAR E. Lansing, Mich.; WKOP Binghamton, N. Y.; WLS Chicago; WLSI Pikeville, Ky.; WLTR Bloomsburg, Pa.; WMBL Morehead City, N. C.; WOAY Oak Hill, W. Va.; WOSU Columbus, Ohio; WVCH Chester, Pa.; WWL New Orleans; KBOA Kennett, Mo.; KFUO Clayton, Mo.; KSGN Sanger, Calif.; KTRH Houston; KXIC Iowa City; WACE Chicopee, Mass.; WBMD Baltimore, WEDO McKeesport, Pa.; WEW St. Louis; WHCU Ithaca; WHOD Homestead, Pa.; WJPG Green Bay, Wis.; WJW Cleveland; WKBZ Muskegon, Mich.

WKSR Pulaski, Tenn.; WLIN Merrill, Wis.; WMTC Vancleve, Ky.; WNAD Norman, Okla.; WNAO Raleigh; WNYC (and aux.) New York; KFI (and aux.) Los Angeles; KGU Honolulu; KMMJ Grand Island, Neb.; KXL Portland, Ore.; WGBS (and aux.) Miami; WHTN Huntington, W. Va.; WLW Cincinnati; WMIX Mt. Vernon, Ill.; WRNY Rochester, N. Y.; WWEZ New Orleans; KABC San Antonio; KCLW Hamilton, Tex.; KCMO Kansas City, Mo.; KIEV Glendale, Calif.; KNUJ New Ulm, Minn.; KOAM (and aux.) Pittsburg, Kan.

KUOM Minneapolis; KURV Edinburg, Tex.; KWGB Goodland, Kan.; WCAL Northfield, Minn.; WHEB Portsmouth, N. H.; WKAB Mobile, Ala.; WKYB Paducah, Ky.; WLAW (and aux.) Lawrence, Mass.; WMBM Miami Beach, Fla.; WMPS (and aux.) Memphis; WPDX Clarksburg, W. Va.; WRUF Gainesville, Fla.; WSBA York, Pa.; WSM (and aux.) Nashville; WSWN Belle Glade, Fla.; WTAO Cambridge, Mass.; WTIK Durham, N. C.; WVPO Stroudsburg, Pa.; KPDQ Portland, Ore.; KSEO Durant, Okla.; KSPI Stillwater, Okla.; KTIS Minneapolis; WAND Canton, Ohio; WEEU Reading, Pa.

WFAA Dallas; WHDH (and aux.) Boston; WNNT Warsaw, Va.; WSVS Crewe, Va.; WWPF Palatka, Fla.; KFEQ (and aux.) St. Joseph, Mo.; KSFA Nacogdoches, Tex.; KTOW Oklahoma City; KTRY Bastrop, La.; KULA Honolulu; KWOA Worthington, Minn.; WAYN Rockingham, N. C.; WCAV Norfolk, Va.; WCHA Chambersburg, Pa.; WCPS Tarboro, N. C.; WIHL Hammond, La.; WISR Butler, Pa.; WJIG Tullahoma; Tenn.; WLAQ Rome, Ga.; WOTW Nashua, N. H.; WPTF (and aux.) Raleigh; WRFD Worthington, Ohio; WRRZ Clinton, N. C.; WTOB Winston-Salem; WTPS New Orleans; WVLN Olney, Ill.; WOHS Shelby, N. C.

Hearing Designated

Jennings Bcstg. Co. Inc., Jennings, La.—Upon petition of Calcasieu Bcstg. Co., designated for hearing application of Jeninngs Bcstg. Co. Inc. for new station 1490 kc 250 w unl. and made KPLC Lake Charles, La. party to proceeding.

Sandusky Newspapers Inc., Sandusky, Ohio—Upon petition of WTOD Toledo, designated for hearing application of Sandusky Newspapers Inc. for new station 1570 kc 250 w D and made WTOD and WAKI Sandusky parties to proceeding.

Central Ohio Bcstg. Co., Galion, Ohio—Designated for hearing application for new station 560 kc 1 kw D DA and made following parties to proceeding: WIND Chicago; WJLS Beckley, W. Va.; WCPM Middlesboro, Ky.; WKRC Cincinnati and WKBN Youngstown, Ohio.

WCLE Clearwater, Fla.—Designated for hearing application for transfer of control from Houston Cox Jr. and M. L. and S. L. Rosenzweig to Dr. William T. Watson.

Extension Granted

KFXJ Grand Junction, Col.—Granted 30 day extension to operate with reduced power.

ACTIONS ON MOTIONS

(By Commissioner Sterling)

KTVU Portland, Ore.—Denied petition requesting that its application for extension of completion date of TV station be dismissed without prejudice.

Logan Bcstg. Corp., Logan, W. Va.—Granted petition for extension of time to file opposition to petition of WHIO Dayton, Ohio; time extended to Oct. 24.

Colonial Bcstg. Co. Inc. and WHIT New Bern, N. C.—Granted petition requesting dismissal without prejudice its application and on Commission's own motion removed from hearing docket aplication of WHIT.

The First Nat'l Bank of Montgomery and Margaret Covington Milwee, executors of Estate of G. W. Covington Jr., Deceased.—Granted petition requesting that applications of G. W. Covington Jr., Gadsden, Ala. for renewal of license of WGWD and for CP be amended to change name to The First National Bank of Montgomery and Margaret Covington Milwee, executors of estate of G. W. Covington Jr., deceased.

Wake Bcstg. Co. Raleigh, N. C.—Granted petition requesting dismissal without prejudice its application.

WMEX Boston—Granted petition for extension of time to file reply to exceptions of General Counsel re applications for renewal of license and transfer of control of WMEX.

(Continued on page 79)

ACTIONS OF THE FCC

OCTOBER 21 to OCTOBER 28

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur.-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis.-visual** | **unl.-unlimited hours**
STA-special temporary authorization | **CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

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THE WEATHER IN SIMPLE TERMS

U. S. Weather Bureau Presents Co-Op Show on FM

THE United States Weather Bureau has taken to the network airways in its continuing efforts to get more weather information to the general public. Latest development at the Broadcast Television Unit of the Weather Bureau in Washington is the creation of a 10-minute program which not only serves the purpose of disseminating this much needed public information, but also presents a salable vehicle for stations carrying the feature.

Offered for co-operative sponsorship locally, the new program originates at 6 p.m. (EST) daily from the Weather Bureau's own studio in Washington and is fed to the Continental FM Network through the facilities of WASH (FM) Washington. Success of the feature is evidenced in the fact that since offered for sponsorship it has been sold in five of the markets carrying it, according to Larry Carl of the Continental Network.

Under the supervision of James C. Fidler, chief of the Broadcast Television Unit, the program features a new technique in weather reporting—bringing the listener a complete resume of the weather over a wide area of the country in very plain language, but in sufficient detail to convey the picture to either the experienced meteorologist or the layman.

Utilizing the extensive material from all the units of the central office of the Weather Bureau, it is possible to prepare much more detailed and up-to-the-minute reports —and at less expense—than could be done in smaller local offices. The program itself does not include any forecasts. At the end of the general resume, on cue—"and now for the forecast for your own vicinity"—each station leaves the network and the local announcer presents the forecast for that area.

The program is offered to all members of the Continental Network and to any station in an area not serviced by the network. Outlets carrying the feature: WASH (FM) Washington; WEPM-FM Martinsburg, W. Va.; WKOK-FM Sunbury, Pa.; WQAN-FM Scranton, Pa.; WACE-FM Chicopee, Mass.; WBIB (FM) New Haven, Conn.; WMFM (FM) North Adams, Mass.; WFMD-FM Frederick, Md.; WXHR (FM) Cambridge, Mass., and the high powered Armstrong stations, W2XMN and W2XEA, in New York.

IMMEDIATE DELIVERY

MODULATION MONITORS

(FCC Approval 1556)



The popular Gates MO-2639 Modulation Monitor, fully F.C.C. approved, is now available from stock. Large 4" illuminated meter reads 0-110% modulation. Has high level monitoring amplifier self-contained that will operate a loud-speaker direct. Requires 19" by 10½" panel space. Price with self-contained power supply and tubes, $295.00.

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SARTAIN NAMED

Heads Chesapeake AP Unit

DENIS SARTAIN, news director of WWDC-AM-FM Washington, has been elected president of the Chesapeake AP Radio Assn., succeeding William Hardy, news director of WFMD Frederick, Md. He was elected at the organization's annual meeting in Baltimore Oct. 19.



Mr. Sartain

Also named to offices of the association, which comprises stations in Maryland, Virginia and District of Columbia, were Matthew Warren, program director, WEAM Arlington, Va., and Fred Hinkle, news editor, WCUM Cumberland, Md., first and second vice president, respectively. Meeting featured a clinical discussion of national and regional radio news coverage.

NARND MEET

UN Tour Is Planned

A TOUR of the United Nations organization at Lake Success is scheduled in pre-convention plans of the National Assn. of Radio News Directors. The news directors will hold their annual session Nov. 11-13 in the Commodore Hotel, New York. [BROADCASTING, Oct. 24.]

The tour has been set for Thursday, Nov. 10, at the invitation of United Nations' officials headed by Benjamin Cohen, assistant secretary general for public information. Convention-bound newsmen will have an opportunity to see the United Nations organization at work and to talk with UN personalities.

The UN Public Information Div. is making plans to accomodate the news directors who will report to the public information desk to begin their tour. Facilities for wiring stories to home stations will be available at press headquarters.

AFM-AGVA FIGHT

Trial Set for Nov. 9

AMERICAN Federation of Musicians last week won an early round skirmish in its fight with American Guild of Variety Artists when the latter union failed to obtain a temporary injunction restraining the AFM from interfering with the guild.

At the same time, trial of the case was set for Nov. 9 by New York Supreme Court Justice Samuel H. Hofstadter, who deplored that the two AFL unions could not settle their differences amicably. AGVA's action contends that AFM interfered in its jurisdiction by ordering members of AFM to quit AGVA.

News

JACK LAFLIN, formerly with WBEC Pittsfield, Mass. and KVFD Ft. Dodge, Iowa, joins WSSV Petersburg, Va., as sports director and play-by-play announcer.

HARRY AROUH, radio and journalism graduate of Ohio State U., and formerly with several Columbus, Ohio stations, joins news staff of KPRC Houston, Tex.

JOE THOMPSON, formerly of Radio Production Studios, Phoenix, Ariz., joins KHAS Hastings, Neb. as announcer-special events man.

TOM LESURE, member of news department of WCOP Boston, wrote article about his Caribbean trip which was used in Oct. 15 issue of *Saturday Review of Literature*. Article, titled "Caribbean Notebook," appeared in William Rose Benet's column, "The Phoenix Nest."

PAT FLAHERTY, for second consecutive year selected "Radio News" guest speaker at Student Activities Conference of Southeast Texas. Mr. Flaherty is director of news and special events for KPRC Houston, Tex.

CHET HUNTLEY, reporter and news analyst for KNX Hollywood and Columbia Pacific Network, leaves today (Oct. 31) for six weeks tour of Europe. During that time he plans to tape-record news and interviews in various countries including England, France, Germany, Italy, Austria, Switzerland, and possibly Yugoslavia, Czechoslovakia and Poland.

GORDON WILLIAMSON, sports announcer of CFRN Edmonton, Alta., re-elected to second term as president of Edmonton Sports Writers Assn. for 1950. He has been with CFRN for 15 years.

GROSS SALES

Avco, Admiral Decline

REFLECTING slow summer months and recessive tendencies occurring earlier in the year. Avco Mfg. Corp. reported $26,853,869 in gross sales less discounts, returns and allowances for the quarter ended Aug. 31. For the quarter ended May 31 the figure was $35,229,285.

Admiral Corp. reported gross sales less discounts, returns and allowances for the quarter ended Sept. 30 of $23,967,745.31. For the quarter ended June 30, 1949 the figure was $29,597,308.31.

STATIONS of Intercollegiate Broadcasting System to carry *Harry James Show* sponsored by U. S. Navy for 14 weeks.

WBAL means business in Baltimore

COURTROOM

Calif. Judges Would Ban Radio-TV

A CONFERENCE of California Judges has voted to ban all radio and television from California courtrooms.

The ban was included in a "Canons of Judicial Ethics" adopted by the conference and published in the *Journal* of the State Bar of California last week. It is the first such code ever adopted formally by any state organization of judges in the U. S.

The section banning radio and television states:

"Proceedings in court should be conducted in an atmosphere of fairness and impartiality, and with dignity and decorum. The taking of photographs in the courtroom during court proceedings, or broadcasting, or recording for broadcasting, all or any part of a proceeding before a court by radio, television, or otherwise, is an improper interference with judicial proceedings and should not be permitted by a judge at any time."

California courts generally have long restricted the taking of photographs while court is in session. But judges have cooperated with newspapers in this regard by leaving the bench temporarily during sessions to allow for the taking of pictures. It is expected that this policy of cooperation will be continued and the inclusion of photographs in the new ban will have no effect on newspaper photographers' coverage of court cases. Which leaves only radio and TV actually banned from courtrooms.

Discrimination Felt

Reaction of California broadcasters to the ban was mixed. Generally, though, they felt the code was discriminatory and should be thoroughly examined, perhaps protested, by NAB and the Associated Broadcasters of California. Almost every broadcaster queried by BROADCASTING expressed a desire to hear from NAB President Judge Miller on the matter.

Generally they felt the ban was an outgrowth of the dispute during the Overell murder trial in Santa Ana, Calif., more than two years ago. That case was covered by a Santa Ana station without incident, but during the final days, when KFI Los Angeles attempted to place a recording unit in the courtroom it was banned by the presiding judge.

KFI brought suit against the judge and lost. The court hearing the case held that the judge was completely within his rights in barring KFI from the courtroom on grounds it would upset the dignity and decorum of his courtroom.

John W. Elwood, general manager of NBC's KNBC San Francisco, agreed entirely with this line of reasoning when queried by BROADCASTING.

"I have no idea what NBC's policy is on this matter," Mr. Elwood said. "But personally I am opposed to any broadcasting from any court at any time. I am a firm believer in the British system, under which the evidence is presented to the jury alone."

Philip Lasky, vice president and general manager of KSFO-KPIX (TV) San Francisco, said he believes the code definitely is discriminatory and should not have held so unequivocally that the two media "should not be permitted by a judge at any time."

Rather, he said, the matter should be left up to the discretion of the judge in each individual case. Actually, he said, the ban is a slap at public service and therefore at the public itself, more than it is at radio and TV. Any broadcasting or telecasting from a courtroom would consist purely of public service on the part of the broadcaster or telecaster, he said.

Mr. Lasky said he would like to have the question of the ban taken up by the 15th district NAB meeting in San Francisco this December.

Arthur Westlund, general manager of KRE Berkeley and head of the California Broadcasters Assn., felt similarly. He said he would bring the matter before the state's broadcasters.

Glen Shaw, general manager of KLX Oakland and NAB director for the 15th district, was less ready to take a stand on the measure without consultation with other broadcasters. He said, however, he felt there was no doubt that the matter would be thoroughly discussed at the forthcoming 15th district NAB meeting. He also said he would like to get the opinion of Judge Miller on the ruling. Mr. Shaw said his first reaction would be that the decision was discriminatory. He would favor allowing the judge to decide the matter in each individual case.

NEW chapter of Pi Alpha Sigma, professional advertising sorority, has been organized in the San Francisco Bay Area.

Thanks, CHUM

NINE staff members of CHUM Toronto have received pocket lighters from NBC and WTAM Cleveland, for their coverage of the disastrous fire on the steamship *Noronic* in Toronto harbor Sept. 17. The *Noronic* carried many Cleveland passengers, and CHUM flew recorded word description and running account of the fire and identification of victims to WTAM. Recipients of the pocket lighters were Rolly Ford, station manager; Larry Man, program director; Michael Hopkins, news editor; Phil Stone, sports director; announcers Bob Hall and Verne Hill, and engineers Ken Smith, Aurele Boisvert and Mel Lovell.

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WISMER SHOWS

Advertiser Increase 114%

NUMBER of advertisers on the ABC cooperative broadcasts of Harry Wismer's sport commentaries has increased by 114% in the past two months, the network announced last week.

Setting a new peak for the year to date, 92 advertisers now sponsor Mr. Wismer's quarter-hour programs, compared with 43 two months ago. Additional sponsors include automobile dealers and accessory stores as well as brewers, and department and clothing stores. Automobile dealers and accessory stores represent 32 of Mr. Wismer's sponsors, leading the classification groups.

WBNS SPOTLIGHT

$230,600,000.00 IS A LOT FOR FOOD BUT CENTRAL OHIO FOLKS LIVE WELL

—The majority own their homes and spend a total of $982,512,000.00 at the retail stores. This rich, WBNS market has a balanced economy because no one industry dominates the business field. That's why it so easily takes the bumps and jolts of boom times and depressions . . . Yes, its the ideal test market. This is being profitably proven every day by advertisers who use WBNS to stimulate sales among its 163,550 B.M.B. families.

THE UNITED WOOLEN MILLS HAVE BEEN SELLING THE WBNS MARKET FOR 25 YEARS

—They say, "Ever alert to new and better means of telling our story to the public, we began exploring the possibilities of radio when the industry was in swaddling clothes. When WBNS opened in Columbus 25 years ago, we were among its first advertisers . . . and we have been broadcasting our story over that station without interruption, since then.

Our Columbus store has enjoyed a most gratifying growth during the past quarter of a century, and we give due credit to WBNS for its contribution to that growth and success."

IT TAKES WBNS FOR YOU TO DO A GOOD ADVERTISING JOB IN CENTRAL OHIO

If you want sales, results and profits in Central Ohio then you must have WBNS in your advertising picture . . . WBNS has the audience, 163,550 families who listen to this station in preference to all others. Here is the center of their life for entertainment and information. WBNS is their buying guide. Leading advertisers have the proof that they get greater results for less cost when they broadcast their sales message over WBNS.

COVERS CENTRAL OHIO

IN COLUMBUS IT'S WBNS

POWER 5000 D•1000•N CBS

ASK JOHN BLAIR

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Sales manager for midwestern regional ABC station in steady conservative market. Salary and commission should total $6,000 to $12,000 per year depending upon individual. Write stating education, sales experience, references and photo. Box 847c, BROADCASTING.

250 w Mutual affiliate in growing southern town needs versatile experienced manager. Must be sober. Will sell ⅓ interest to right man. Give full information and references. Box 958c, BROADCASTING.

Experienced commercial manager new daytime regional in large north-central market. In reply give background, salary requirements and send picture. Box 15D, BROADCASTING.

Salesmen

Salesman for independent in large midwestern city. Must have proven sales record on independent station. Unlimited opportunity. Box 816c, BROADCASTING.

Local salesman for first station in city of 125,000. Network affiliate, fulltime, well established. Salary and commission. Opportunity for advancement to administrative position. Owner has multiple radio interests in Great Lakes area. In answering give sales experience, references, education and photo. Box 848c, BROADCASTING.

Wanted—Small market salesman with proven record willing to live in and become a part of town of ten thousand. Preferably located now in southwest. We want a man who is after permanency and good money. One who is congenial and willing to work hard. Unusually attractive offer of base salary and commission to right man. Tell all in first letter. Box 11D, BROADCASTING.

Salesman for kilowatt daytime. Must be experienced and interested in permanent position. Send complete details first letter. Position now open. Write Box 38D, BROADCASTING.

Announcers

Combination announcer-engineer, strong on announcing, attractive offer with southern daytime independent wanted at once. Send disc and information. Box 16D, BROADCASTING.

W. Va. NBC outlet wants announcer of some experience. Prefers young single man, ambitious to get to the top. Send complete details and photograph. Box 18D, BROADCASTING.

Combination announcer-engineer (3). Southeastern city of 12,000. Nice place to live, economical. If you've had good experience $50.00 weekly. Audition disc, photograph and background required. Box 46D, BROADCASTING.

Two experienced combination men. Accent announcing. One acquainted copywriting, sports; one programming, copywriting. Southern city, 40,000. Send disc, photo, expected salary. Box 61D, BROADCASTING.

Addition wanted for finest announcing staff in world's fastest growing city. Must have well rounded experience in all phases of announcing. This is permanent job with progressive ABC affiliate in south's largest city. References will be checked. State minimum starting salary. Send personal data sheet listing all prior radio and allied experience plus audition disc. Glenn McCarthy Enterprises, KXYZ, Houston, Texas.

Staff announcer, must be experienced, able to handle staff work and news. Willing to grow with progressive station. Sober, dependable, willing to work with others. Send complete information, photograph and audition disc to Radio Station KHMO, Hannibal, Mo.

Help Wanted (Cont'd)

Technical

Wanted—Engineer-announcer, 50 hour week, good living conditions. Send full particulars in first letter. Opportunity for right man. Box 948c, BROADCASTING.

Have immediate vacancy for combination chief engineer-announcer. Salary and conditions excellent. Station KHUB, Watsonville, Calif.

Production-Programming, others

Program director, eastern ABC affiliate seeking man, preferably over 30, experienced as program director at small station. Must be able build and produce saleable local programs, handle special events and operate local news bureau. State qualifications and salary requirements. Box 23D, BROADCASTING.

For network station in California prolific writer of commercial copy that sells. Some announcing ability. Experience in small market essential. Salary, commensurate with ability. Box 31D, BROADCASTING.

Young lady experienced bookkeeping, correspondence, traffic, copy, capable handling women's programs. Southern city, 40,000. Send disc, salary, expected. Box 62D, BROADCASTING.

Experienced copywriter wanted, able to handle all types of accounts, women preferred. Must be efficient and able to write copy speedily. Send complete information, photograph and sample copy to Radio Station KHMO, Hannibal, Mo.

Wanted—Continuity chief. Experienced copywriter capable writing commercial and mail pull copy with ability directing department. Offering permanent position with opportunity. Station very commercial, 5000 watt fulltime, MBS affiliate. Write Manager, KSAL, Salina, Kansas.

Situations Wanted

Managerial

Well qualified. Will accept salary plus commission. Guarantee to make money. Box 5D, BROADCASTING.

Good managers are hard to find. Young, married, hard working commercial manager desires manager's position. Over 5 years radio in every position bottom to top. Prefer south. Consider commercial manager offers. Complete story on request. Box 28D, BROADCASTING.

Currently employed station manager, 15 years radio experience all departments, desires change. Reason gladly supplied on request. 125 N.W. 15th, Aberdeen Apt., #203, Oklahoma City, Oklahoma.

Man with twenty years all-round experience wants to make change. Prefer small market. Box 36D, BROADCASTING.

Fifteen years background guarantees you an effective managership. Dependable family man with the best references. Heavy on sales and strict economy in operation. Complete knowledge of all radio phases. Box 41D, BROADCASTING.

Manager, alert, versatile for 250 watt, 7 yrs. ann.; eng.; program, copy, sales. Family man, 29. Will offer ideas, economy and plain hard work for management opportunity. Money secondary, the opportunity's the thing. Box 48D, BROADCASTING.

Assistant manager, 27, married desires security plus equitable return for services rendered. Five years experience in and supervision of production, sales, programming, copy and announcing. Box 50D, BROADCASTING.

Situations Wanted (Cont'd)

Hard-sell manager or commercial manager available November 1st. Sober, reliable, family man. Unusual qualifications in management, sales, production, programming. Excellent educational, newspaper background. Particularly interested in television opportunity. Please give complete details in reply to Box 70D, BROADCASTING.

Good station manager who knows sales, continuity and programming is open for position starting Nov. fifth. Excellent record and best references. Write, wire N. L. Royster, Station WBUY, Lexington, N. C.

Salesmen

Experienced salesman with radio background desires position with progressive station. Good references. Box 967c, BROADCASTING.

Salesman, seven years experience in commercial radio. If you're looking for a real go-getter, drop me a line, I guarantee results. Can go anywhere. Box 12D, BROADCASTING.

Salesman, experienced, ambitious, fine appearance, college, best references. Write stating proposition. East. Box 66D, BROADCASTING.

Announcers

Hello again. See my ad last week? I'm still looking. Are you progressive? Live? Want higher profits? and greater sales? Then let me build a disc show for you. I've done it, you know. At two eastern indies. And we've all made money. But there's more to this life than "just money." Like education, experience, prestige, and time for relaxation. Just to mention a few. I'm with a good station. No quality; just quantity. Gripes after a year. I'd rather concentrate; but the "fees" here aren't that high. Tell you what. Drop me a line. I'll answer your questions promptly. Box 846c, BROADCASTING.

Announcer—University radio graduate. 15 months announcing with emphasis on news and sports. Sincere commercials. Newspaper experience. 23, married, available immediately. Box 940c, BROADCASTING.

Washington, D. C. area. Disc jockey with warm voice and commercial power, showmanship, too. Two years experience, 24, family man. Box 953c, BROADCASTING.

Straight newsman. Presently employed in 5 kw operation. Ten years in radio news. Want affiliation with livewire newsroom in large western or midwestern city. Hoopers and disc available upon request. Journalism BA. Box 959c, BROADCASTING.

Versatile staff announcer. 3 years experience, presently employed. Single, sports desired. Experienced basketball play-by-play. $50 plus game talent. Box 961c, BROADCASTING.

Congenial — Experienced chief announcer with first class license. Capable newscaster. Good mail pull, also disc shows. Presently with net affiliate, 29, single. Box 7D, BROADCASTING.

Announcer-writer. News, commercials, music. MA in English. Amateur acting experience. No formal experience but very capable. Will locate anywhere. Box 8D, BROADCASTING.

Combination man with emphasis on announcing and disc jockeying, wishes employment with station in fairly large town. Experienced in all phases small station operation. Ad lib, remotes, quizmaster, theatre etc. 1½ years morning man. Friendly. Sincere delivery. Prefer southern clime, but all offers considered. Married (no kids). Car. Two week availability. Write all to Box 10D, BROADCASTING.

Attention: Stations in southwest. Announcer, presently employed 1 kw independent. 2 years experience. Desires radical change from present setup. Bass voice, strong on news, commercials, hillbilly shows. Do baseball play-by-play, local interest shows. Would like to study program directing. 27, married, sober, no floater. All replies answered. How about a break. Box 22D, BROADCASTING.

Conscientious announcer offering more than the average. Comprehensive knowledge of music and its programming. Intelligent rendition of news. Qualified for special events and sports broadcasting. More than six years experience including production and announcing. Formerly with key network station, network affiliate, and leading independent. Married, university graduate, 24 years old. Excellent references. Will travel for audition in response to equitable offer of permanent employment. Box 32D, BROADCASTING.

Situations Wanted (Cont'd)

Experienced play-by-play sportscaster, staff, basketball, baseball, football, east. Box 27D, BROADCASTING.

Young announcer looking for first break. Graduate of leading radio school, can handle news, disc, commercials etc. Good voice, hardworker, willing to travel. Box 29D, BROADCASTING.

Sportscaster. Experienced all phases. Outstanding recommendations. Currently employed. Seeking larger market. Box 35D, BROADCASTING.

Experienced announcer seeking position in midwest. Here's your commercial, news, record man with console experience. Box 40D, BROADCASTING.

Announcer desires immediate change from metropolitan New York area station to progressive station in any location. Experienced all phases including play-by-play, all sports. Box 43D, BROADCASTING.

Experienced announcer presently employed in New York city as staff man desires immediate change. Legitimate reason. Married, dependable, permanent position with future only. Box 44D, BROADCASTING.

Announcer, experienced - news, commercial, disc. Available immediately. Anywhere. Photo, disc, references or request. Box 45D, BROADCASTING.

Desire position as announcer. Small station preferred. No experience. Recent graduate Mann School for Radio Announcers. Box 47D, BROADCASTING.

Combination—Can stand alone on ann.; eng., program and copy, some sales. 7 yrs. experience. Will anyone pay $90 a week? Presently employed, 29, family, sober, conscientious, curious. Box 49D, BROADCASTING.

Announcer with two years of actual experience in all phases of broadcasting, emphasis on play-by-play and was educated in a leading university school of journalism desires a job with security and offers something for the future with a decent salary. Box 53D, BROADCASTING.

Announcer-engineer, 1st class phone, two months board experience. Graduate leading announcing school. Will travel, south, east, midwest. Disc available. Box 55D, BROADCASTING.

Experience is what you want—I have it. Announcer, production man, 28, seeks peramenent staff spot. Will travel. Disc, resume available. Box 56D, BROADCASTING.

Combination announcer-engineer with 5 years experience wishes position as program director - engineer or announcer-engineer. Presently employed as program director. What do you have to offer? All replies answered. Box 65D, BROADCASTING.

Good announcer, news, copy, advertisements, operation my meat. Single, 25. Will travel. Box 68D, BROADCASTING.

Combination announcer-Licensed technician. Experienced 250 to 10 kw. AM-FM; presently employed, married. %VIK, 100 Terracita, San Francisco, Calif.

Announcer, young, married, graduate of leading radio school. Can handle commercials, news, disc shows, etc. Some experience. Singer, popular and musical comedy. Photo and disc available. Thomas McHale, 3752 Spencer Ave., Cincinnati, Ohio.

Need experienced announcer? 1½ years staff KUSC-FM Los Angeles. News, concerts, popular music. Operate console. Four years college, married. Disc, photo. Chas. E. Springer, 146 E. 83 St., Los Angeles, Calif.

Announcer-writer, three years experience topflight radio school. Commercial announcing, adlib, vet, married. Disc and photo available. David West, 3621 N. Richmond, Chicago, Ill.

Technical

Experienced engineer, studios, transmitters, any offers please? Box 894c, BROADCASTING.

Chief, kilowatt, desires change to progressive station in same capacity. Experienced AM-FM. Married. Box 929c, BROADCASTING.

Chief engineer and program director of 3 kw FM station desires employment in Arizona, Nevada, New Mexico or Texas. Both of us have had previous experience in AM stations and both have a car. Must have two weeks notice. Reason for change of employment sent upon request. Box 6D, BROADCASTING.

Situations Wanted (Cont'd)

Control engineer. Married, first phone desires permanent position progressive station. Experience remotes, console, recordings, transmitter operation and maintenance. All offers considered. Box 9D, BROADCASTING.

Engineer—Age 23, single, car, will travel. One year experience all phases 250 watt Mutual. Six months one kilowatt including remotes, studio, recording, construction work. Prefer midwest. Available immediately. Box 17D, BROADCASTING.

Technician—Single, 23. First phone, second telegraph, inexperineced. Available immediately. Box 19D, BROADCASTING.

First class radio telephone operator. Graduate of technical school in AM, FM, TV. Desire position in broadcasting. Free to travel. Box 21D, BROADCASTING.

Chief engineer with 15 years experience plus ability second to none, seeks change to progressive station. Best references including present employer. $80 week minimum. Box 25D, BROADCASTING.

First phone, veteran, 25. Experienced transmitter engineer, also some remote and combination work. Will travel anywhere. Box 30D, BROADCASTING.

Chief engineer, fully experienced, construction, AM-FM. Can announce. Box 33D, BROADCASTING.

Combination engineer-announcer, experienced AM-FM. Best references. Box 34D, BROADCASTING.

Experienced engineer, first phone, console, transmitter, remotes. Car, married. Box 51D, BROADCASTING.

Engineer, first phone man desires permanent position. Will travel. Graduate television and communications. Have car. Box 57D, BROADCASTING.

Engineer, first phone. Single, car, will travel. Graduate FM-TV communications desires permanent position. Box 58D, BROADCASTING.

Engineer, licensed. Experience transmitter and console operation, maintenance, remotes. Minimum $45. Box 60D, BROADCASTING.

Engineer, two years transmitter, remote experience. Graduate RCA Institutes. NYC. Enrolled in CREI correspondence course. Army radar experience. Willing to travel. Box 64D, BROADCASTING.

Young man, 2nd class phone license desires permanent job in broadcasting station. Location not important. No experience. Box 67D, BROADCASTING.

Engineer experienced remotes, recording studio. Permanent position desired New York, Pennsylvania. Will consider combination. 2614 Monterey, Atlantic City, N. J.

FCC, 1st class radiophone. College and technical school graduate. Will answer replies promptly. Philip Atlas, 373 Grand St., Brooklyn, N. Y.

Engineer—Radiotelephone first, married, car, will travel anywhere, dependable, sober. Want permanent location, can announce. Pay secondary, available immediately. V. P. Bochenko, 58 Concord St., Johnson City, N. Y.

Wanted engineering or combination job. Some engineering experience. Travel anywhere. 22, single. Chris Ten Brook, 234 N. Emporia, Wichita, Kans. Ph. 29872.

First class operator. Young. Do not smoke or drink. Graduate of E.R.T.I. Omaha. Eugene Brown, Alden, Iowa.

Holder of first class license. Willing to travel. Young vet, married. Anthony De Sola, 205 Second Ave., New York, N. Y.

Immediately available, five years engineer. First class, without car. Forty five minimum. Apartment Four, 214 Seymour St., Syracuse 4, N. Y.

Engineer—Chief experience AM-FM. Reliable, efficient. Family man, will travel. Best references. C. Morgan, 3510 Fourth Ave., Beaver Falls, Penna.

Situations Wanted (Cont'd)

Production-Programming, others

Available immediately for Washington, D. C. area—trained college graduate, experienced in traffic and copy. Excellent voice. Box 795B, BROADCASTING.

Newswriter-competent reporter, experienced broadcaster. Ex-staffer, correspondent, loves local metropolitan beat. Special events, sales, sports tie-in possible with progressive station providing permanent position. Box 867c, BROADCASTING.

Sports director, experienced, all sports. Promotionally active. Also in charge publicity, promotion. Can handle straight announcing. Single. College grad. Will travel. Let disc and background tell story. Box 13D, BROADCASTING.

Situations Wanted (Cont'd)

Cinderella, Aladdin . . . witches brew, tales for children . . . adults too. . . . How 'bout it, need a gal experienced in continuity, story telling, fashions, acting? Then let's meet at Box 14D, BROADCASTING.

I'm looking for a good program job where I can put to use my ten years experience in programming and five years in sales and administration. Box 37D, BROADCASTING.

Young woman, experienced in managing traffic and secretarial work. Dictation speed 150, typing speed, 75. Box 69D, BROADCASTING.

Stop—Washington, D. C. and surrounding area. College, veteran, 25, sincere, single. Looking for future with AM or TV station. Cooperative and no floater. Can you help me? Personal interview. Box 71D, BROADCASTING.

Television

Technical

Experienced television camera man desired position in midwest. References furnished upon request. Box 54D, BROADCASTING.

TV engineer grad. 2 yrs. 10 yrs. CW transmitters desires AM-FM-TV transmitter operating. Single, own car, will travel eastern seaboard. First phone. J. Kirkman, 260 Baldwin Road, Hempstead, N. Y.

Production-Programming, others

Assistant director, floor manager, radio, 4 years program director, music director, announcer. Theatre 13 years; all phases. Education; college graduate, TV school. Will travel anywhere. Box 20D, BROADCASTING.

(Continued on next page)

NEW



I'LL TRAIN YOU FOR YOUR FCC LICENSE

A Federal Communications Commission Commercial Operator's License puts you in line for a good job in Radio or Television Broadcasting, Police, Marine, Aviation, Two-way, Mobile or Micro-wave Relay Radio.

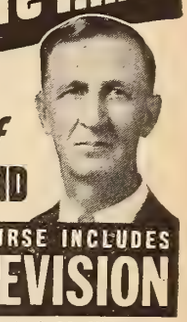


YOU BUILD THIS TRANSMITTER

with parts I send. This low-power broadcasting transmitter shows you how to put a station "on the air." You perform procedures demanded of Broadcast Station operators, make many practical tests.

LEARN COMMUNICATIONS by PRACTICING at Home in Spare Time

with MANY KITS of MODERN EQUIPMENT I SEND

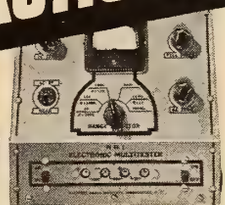


MY COURSE INCLUDES TELEVISION

Licensed operator? My NEW course modernizes, increases the value of your knowledge and experience!



YOU BUILD this Transmitter Power Supply used in the basic experiments in RF and AF amplifiers, frequency multipliers, buffers, etc.



YOU MEASURE current, voltage (AC, DC and RF), resistance and impedance in circuits with Electronic Multitester you build. Shows how basic transmitter circuits behave; needed to maintain station operation.



YOU SET UP code amplitude and frequency modulation circuits (put voice, music, etc., on "electrical signal" you produce). You learn how to get best performance.



YOU BUILD this Wavemeter and use it to determine frequency of operation, make other tests on transmitter currents.

I TRAINED THESE MEN

Chief Engineer Station WORD



"I am now Chief Engineer of Radio Station WORD, in charge of four engineers. Owe all I know about Radio to N. R. I."—C. J. BURDETTE, Spartanburg, South Carolina.

Has Good Civil Service Job



"I hold a Radiotelegraph Second Class License with Radio telephone first class endorsement. Am now with Civil Service as a P-4 Electrical Engineer."—OTIS L. WRIGHT, Albuquerque, New Mexico.

Succeeds In Aviation Radio



"As Chief Operator of WMDU, had 6 Operators in my charge. Now Maintenance Technician with Signals Branch, CAA."—E. W. MAYER, San Juan, P. R.

Specializes In Marine Radio



"I have been in several kinds of Radio work. Am now specializing in Marine Radio telephone installations and service."—MURRAY DICKSON, Paducah, Kentucky.

Servicing Training Also Offered by N.R.I.

If you prefer a good-pay job in Radio-Television Servicing . . . or your own Radio-Television Sales and Service Shop, I'll train you at home. My famous Servicing Course also includes many Kits of Parts. You conduct experiments and tests with modern Radio and other circuits you build. MAIL COUPON.

Ever think HOW FAST Radio-Television Communications is changing, developing, growing? Have you considered what this amazing progress can mean to you?

In 1945, there were 943 Broadcasting Stations. Today 2,694 are on the air! Result—THOUSANDS OF QUALIFIED MEN STEPPED INTO GOOD JOBS. Only 19 Television Stations were on the air in 1947. Today there are more than 50 and experts say there will be 150 in a few months, 1,000 within three years. That means thousands of well-paid jobs for trained Operators and Technicians. Then add development of FM, Two-way Radio, Police, Marine, Aviation and Micro-wave Relay Radio! Think what all this means! New jobs, more jobs for beginners! Better jobs, better pay for experienced men!

Are you a beginner who wants steady work in this growing field? My NEW course can help you get an FCC License and prepare for the job you want. Are you a man with some training in Radio or Radar, or a Licensed operator? My NEW course modernizes, increases the value of your knowledge and experience!

Course Is New! Different!

Mail coupon now for facts about my NEW, intensely practical course in Radio-Television Communications. Let me send you FREE books. Read outlines of 78 lesson texts written for you by leading Communications experts, edited by my practical staff. See the nine big Kits of Parts I send that "bring to life" theory you learn. Read about the Transmitter you build and operate, about the Electronic Multitester you get. All equipment yours to keep. My BRAND NEW course includes BOTH Theory and Practical Experience, with result-getting kits, in Radio-Television Communications. It's backed by N.R.I.—world's oldest and largest home-study Radio school.

Mail Coupon For Book FREE

See what my NEW course is like. Find out how I get you ready for a brighter future, better earnings, more security in Radio-Television. Send coupon now in envelope or paste on penny postal. No obligation. No salesman will call. My books tell full story. J. E. SMITH, Pres., Dept. 9KR2, National Radio Institute, Washington, D. C.

MAIL NOW-BOOK FREE

MR. J. E. SMITH, President, Dept. 9KR2
National Radio Institute, Washington 9, D.C.

Mail me FREE Catalog and Book about Radio and Television Communications opportunities and training. (No salesman will call. Please write plainly.)

Name.....Age.....

Address.....

City.....Zone.....State.....

☐ Check if Veteran

Approved Under G. I. Bill



VETERANS GET THIS TRAINING WITHOUT COST UNDER G. I. BILL

Television (Cont'd)

Recent college graduate, 30 weeks TV production training major eastern network affiliate. TV production experience. Army radio CBS southwest network and Don Lee affiliate. 4 years college radio. A founder and executive of station. Interested in job in TV production or radio with TV possibilities. Box 52D, BROADCASTING.

TV or not TV? Good programming, direction and production mean profits in TV. Our five-man production team, director and assistant, film editor, traffic and floor mgr. will give your station the results of experience, enterprise and teamwork. Can double on camera, audio, announcing, sales and publicity. Excellent TV background in all phases of production will give your organization a smooth and economical operation. Box 59D, BROADCASTING.

For Sale

Stations

For sale, New York city area AM station, $125,000. Broker. Box 830c, BROADCASTING.

Equipment

DuMont 224A oscilloscope, like new. Also BC348 receiver. Sell reasonable or trade for TV set. Box 39D, BROADCASTING.

250 watt GE-FM transmitter, GE station monitor, GE audio equipment and also 4 bay GE antenna, brand new. Please write for particulars, KFXM, San Bernardino, Calif.

RCA-FM transmitter, one kilowatt BTF-1C, Hewlett Packard 335B freq. and mod. monitor. Used one year, perfect condition. WCFL, Chicago, Ill.

Presto, K8, recorder in tip-top shape. First reasonable offer accepted. WICY, Malone, N. Y.

For sale—Two used RCA, vertical and lateral Universal transmitter pick-up kits, MI-4875-G in excellent condition, $198.00. WKRT, Cortland, N. Y.

For sale: One Presto model Y4 recorder, new condition. One Ampex model 200 30" per second tape recorder, practically new. Two 9-A Western Electric reproducers complete with filters. Make offer. W. D'Orr Cozzens, Chief Engineer, Intermountain Network, Salt Lake City, Utah.

Two 6N Presto recorders with spiralling feeds. Two, 4A floor cabinets. Two, cases. Two, 1C heads. One, 85A Presto recording amplifier. One 40A Presto preamplifier. Two, 160A Presto automatic equalizers. Two, 112 lines in-out screws. Two, 96 linesout-in screws. Perfect working condition. All for $750.00. F.O.B. Detroit. Two, 551-A Fairchild recording heads newly packed $75.00 each. United Sound Systems, 5840 Second Blvd., Detroit.

Wanted to Buy

Equipment

Wanted. Four Western Electric 270-A tubes. Box 63D, BROADCASTING.

Wanted to Buy (Cont'd)

Wanted by Radio Station WBBQ, Augusta, Ga. A speech input console—prefer WE 23 C to rent for 60 days.

Wanted to buy, late model 2 or more channel remote amplifier. Chief Engineer, WLIP, Kenosha, Wisc.

Wanted, RCA high fidelity cutter specify model and condition. Best price. Musicall, 214 West 42nd, N. Y.

Employment Service

Free to employers — RRR-Radio-TV Employment Bureau's screened employees. Write (without obligation), Box 413, Philadelphia, your requirements.

Situations Wanted

Managerial

General-Station Manager, now employed, 20 years experience, interested in investing in AM station and taking over active management. Successful operator with excellent record. Well known and respected in entire industry. State details in first letter.

BOX 42D, BROADCASTING

Announcer

ABILITY AVAILABLE
SAVE MONEY . . .
USE OUR GRADUATES!

We have well-trained personnel who are qualified to handle several phases of radio simultaneously. They have had actual experience in Metropolitan radio stations as:

ANNOUNCERS DISC JOCKIES
COMMERCIAL WRITERS ACTORS
PRODUCERS SCRIPT WRITERS

Over 200 radio stations have taken advantage of our service. Give us your requirements and we will send resumes, photos, and discs.

WRITE OR WIRE COLLECT

COLUMBIA INSTITUTE
9th & CHESTNUT STREETS
PHILADELPHIA 7, PA.

WAGA COMPLAINT

Against CMCY Renewed

RENEWED petition was filed with FCC last week by Fort Industry Co.'s WAGA Atlanta requesting the Commission to take all possible action "to terminate at once the ruinous interference being received" from CMCY Havana, Cuba. Earlier bid for relief had been filed in late May [BROADCASTING, June 6].

WAGA indicated that if the condition were not corrected promptly it would encourage more Cuban stations to relax protection afforded other U. S. stations.

WAGA is a Class III station authorized to operate on 590 kc with 5 kw fulltime, directional, while CMCY is a special Class II station, authorized to operate on that frequency with 25 kw, directional, but required to suppress radiation in the direction of Class III stations having priority use of the frequency, the Atlanta station stated.

Under the terms of the North American Radio Broadcasting Agreement (Interim), CMCY was not specifically required to protect WAGA, but it was agreed at the NARBA engineering conferences that protection afforded WKZO Kalamazoo, Mich., "would be sufficient to afford a reasonable degree of protection" to WAGA since the latter lies in nearly the same azimuth from Havana.

The Fort Industry outlet indicated the interference condition has heightened since the directional array of CMCY was destroyed in a hurricane and has failed to be reinstated. WAGA petitioned FCC to call upon the State Dept. to instruct the American Ambassador to enter "a strong protest" with the Cuban Government, both directed at the Foreign Office and the Presidential Palace.

"Failure on the part of the American Government to deal forcefully and successfully and promptly with this matter will serve not only to allow to continue broadcasting operations in Cuba in direct derogation of the spirit of international treaties, but it will serve to encourage other Cuban stations to likewise fail to protect United States stations on other frequencies, thus resulting in further serious losses to American broadcasters," WAGA said.



SURROUNDED by some 200 homemade birthday cakes, Jerry Strong, WINX Washington disc jockey, awaits his guests, six-year-old David Boggs, a polio patient at Children's Hospital, and the 144 youngsters at the hospital. Cakes were sent in by listeners after Mr. Strong, learning that David was having a birthday on the same day as his, asked them to help give a surprise party for David and the other youngsters. Mr. Strong said the response also was a surprise to him.

Television

Technical

NOW AVAILABLE

Screened AM-FM-TV engineers, technicians and licensed experienced operators. Contact:

BOX 26D, BROADCASTING

Wanted to Buy

Station

Executive with 25 years experience in all phases of broadcasting affecting small and large station operations. Desires full ownership or substantial interest and management of small or medium station in small or medium market.

BOX 24D, BROADCASTING

Employment Service

EXPERIENCED BROADCAST PERSONNEL

RADIO BROADCAST ENGINEERS
TELEVISION STATION TECHNICIANS
RADIO - TELEVISION TECHNICIANS
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Coca-Cola Co. two weeks ago extended its *Bergen and McCarthy* program to Alaska.

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Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

FCC Actions

(Continued from page 72)

Decisions Cont.:

WCAR Pontiac, Mich.—Granted petition for extension of time to file exceptions to proposed decision re its application and that of UAW-CIO Bcstg. Corp., Detroit. Time extended to Oct. 31.

(By Examiner Litvin)

WISE Asheville, N. C.—Granted petition for leave to amend application to show interference proposed operation may be expected to cause WCYB Bristol, Tenn., if conductivity factor of 1.5 x 10-14 e.m.u. (as shown by Commission's conductivity map) is used; and also so as to reduce maximum expected operating value of proposed station in direction of WCYB. Dismissed petition insofar as it requests removal of application from hearing docket.

WCTT Corbin, Ky.—Granted petition for continuance of consolidated hearing on its application and that of WISE Asheville, N. C.; hearing continued to Jan. 2, 1950.

WOW Omaha, Neb.—Granted motion for additional time to file proposed findings re application of Idaho Radio Corp., Idaho Falls; time extended to 11-7-49.

(By Examiner Hutchison)

Lamar County Bcstg. Co., Paris, Tex.—Granted motion for continuance of hearing re application for CP; hearing continued to 12-7-49.

(By Examiner Resnick)

WJOC Jamestown, N. Y.—Granted motion for extension of time to file proposed findings re application for CP; time extended to Oct. 25, 1949.

BY THE SECRETARY

Charles R. Love, Area of Calexico, Calif.—Granted license for new remote pickup KA-3543.

WMAL-TV Washington, D. C.—Granted license new commercial TV station; ERP-vis. 22 kw, aur. 12 kw.

WOSH-FM Oskosh, Wis. — Granted mod. license change studio location.

WPKY Princeton, Ky.—Granted mod. of CP to specify studio location.

Following were granted mod. CPs for extension of completion dates as shown: WKNA-FM Charleston, W. Va., to 5-10-50; WDEL-FM Wilmington, Del., to 2-22-50; WBMS-FM Boston, to 5-29-50; KOIN-FM Portland, Ore., to 1-15-50; WMOR Chicago, to 4-1-50; WAAF-FM Chicago, to 1-14-50; WTIM Taylorville, Ill., to 12-15-49; WJCD Seymour, Ind., to 11-18-49; WONI Oak Park, Ill., to 1-28-50 (on cond. that construction be completed or interim operation provided by that date); KMJ-FM Fresno, Calif; to 11-10-49; WNOW-FM York, Pa., to 1-1-50.

WCTW New Castle, Ind.—Granted license covering changes in existing FM station. Chan. 273 (102.5 mc.), 4 kw, 355 ft.

Rawlins Bcstg. Co., Rawlins, Wyo.—Granted license for new remote pickup KOA-421.

WMBR-FM Jacksonville, Fla.—Granted mod. CP for extension of completion date to 12-15-49.

KFAC-FM Los Angeles — Granted mod. CP for extension of completion date to 5-16-50.

Midland Bcstg. Co., Kansas City, Mo.—Granted mod. CP KA2XAQ for extension of completion date to 1-1-50.

WBAB Atlantic City—Granted license install new vertical ant. and mount TV and FM ant. on top of AM tower.

KFDW Helena, Mont.—Granted license new standard station 1340 kc 250 w unl.

KGAR Garden City, Kan.—Granted license new standard station 1050 kc 1 kw D.

WCEN Mt. Pleasant, Mich.—Granted license new standard station 1150 kc 500 w D.

WCPO-FM Cincinnati—Granted license new FM station Chan. 286 (105.1 mc.), 10 kw, 650 ft.

WBAC Cleveland, Tenn.—Granted license install new trans.

WGAL Lancaster, Pa.—Granted license mount TV ant. on AM tower.

KSMN Mohawk Bcstg. Co. Mason City, Iowa—Granted mod. license change studio location.

LaGrange Bcstg. Co. LaGrange, Ga.—Granted CP new remote pickup K11-281.

WQBC Vicksburg, Miss.—Granted CP install new trans.

WTSV-FM Claremont, N. H.—Granted assignment of license to Granite State Bcstg. Co. Inc. No monetary consideration.

WIBC Indianapolis—Granted voluntary assignment of license and CP to WIBC Inc. No monetary consideration.

WICA-AM-FM Ashtabula, Ohio—Granted voluntary transfer of control of licensee corporation (64.8% of outstanding capital stock) from Robert B. Rowley and Donald C. Rowley (brothers), executors of estate of C. A. Rowley (deceased) to themselves individually, share and share alike. No monetary consideration.

KNEM Nevada, Mo.—Granted license new standard station 1240 kc 250 w unl.

WJIM Lansing, Mich.—Granted CP change trans. and studio locations; to employ supporting tower of WJIM-TV as vertical radiator for standard operation.

WJIM Inc. Oakland County, Mich.—Granted CP new exp. TV relay KQA-696.

BY COMMISSION EN BANC

SSA—Denied

KBUD Athens, Tex.—Denied SSA to operate on 1410 kc with 100 w N.

Modification of CP

KLMS Lincoln, Neb.—Granted mod. CP make changes in DA-D, change studio site and change type trans., subject to whatever interference may be received from KANS Wichita, Kan.

Extension Granted

KELA Centralia, Wash.—Granted authority to operate with reduced power for additional 30 days pending receipt and action on application for mod. CP install new trans. and pending regular operation in accordance therewith.

KTXN Austin, Tex.—Granted request to remain silent for additional 30 days pending reorganization and refinancing.

CP to Replace CP

KGIB Bremerton, Wash.—Granted CP to replace expired CP for new station 1540 kc 1 kw D, subject to eng. cond.

October 24 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WSFL Springfield, Mass.—Mod. CP new AM station for extension of completion date.

WNLC-FM New London, Conn.—Mod. CP new FM station for extension of completion date.

License for CP

WPBC Minneapolis—License to cover CP new AM station.

KIBL Beeville, Tex.—Same.

CP to Replace CP

WLET-FM Toccoa, Ga.—CP to replace expired CP for changes in FM station.

TENDERED FOR FILING

Modification of CP

WKYB Paducah, Ky.—Mod. CP change from 570 kc 1 kw D to 570 kc 1 kw-D 500 w-N unl. DA-DN.

APPLICATION RETURNED

WHAR Clarksburg, W. Va.—RETURNED Oct. 21 application for license renewal.

October 25 Applications . . .

ACCEPTED FOR FILING

Modification of License

KGBS Harlingen, Tex.—Mod. license change studio location.

Modification of CP

KCBS San Francisco—Mod. CP change frequency etc. for extension of completion date.

KSFO San Francisco—Same.

TENDERED FOR FILING

AM—690 kc

KEPO El Paso, Tex.—CP increase D power from 5 kw to 10 kw and modify DA.

October 26 Applications . . .

ACCEPTED FOR FILING

License for CP

WSBA York, Pa.—License to cover CP change frequency etc.

WRCO Richland, Wis.—License to cover CP new AM station.

Modification of CP

WKYB Paducah, Ky.—Mod. CP change frequency to 570 kc etc., to change hours from D to unl. with 500 w-N 1 kw-D DA-DN.

WOC-TV Davenport, Iowa—Mod. CP new commercial TV station for extension of completion date to Feb. 2, 1950.

WLWD(TV) Dayton, Ohio—Same to June 4, 1950.

TENDERED FOR FILING

AM—1170 kc

KLOK San Jose, Calif.—CP change hours from D to unl., install DA-N.

Modification of CP

WKMH Dearborn, Mich.—Mod. CP change from 1310 kc 1 kw unl. DA-N to 1310 kc 1 kw-N 5 kw-D unl. DA-DN.

SSA—730 kc

WACE Chicopee, Mass.—SSA change from 1 kw D to 1 kw unl. DA-N for period ending 11-1-51.

SSA—1540 kc

KLKC Parsons, Kan.—SSA operate after local sunset with 100 w on irregular schedule to broadcast night sport events for 6 mo.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO OCTOBER 27

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,055	2,019	201		340	261
FM Stations	742	469	342	*9	51	30
TV Stations	87	22	90		352	182

* 5 on air

• • •

Docket Actions . . .

FINAL DECISIONS

Announced decision granting application of KGGF Coffeyville, Kan., now operating 690 kc 50 w-night 1 kw-day and permittee for 1 kw fulltime directional-night, for modification of permit to operate 690 kc 5 kw-night 10 kw-day fulltime, make changes in directional array; granting application of KELD El Dorado, Ark., to change from 1400 kc 250 w fulltime to 690 kc 1 kw fulltime, directional night; both grants subject to engineering conditions. Decision denied application of KGKB Tyler, Tex., to change from 1490 kc 250 w unlimited to 690 kc 1 kw-night 5 kw-day, directional fulltime. See story BROADCASTING, Oct. 24. Decision Oct. 21.

Announced decision and order granting application and associated petition of Radio Modesto Inc., Modesto, Calif., for new station 1360 kc 1 kw fulltime directional night. Decision Oct. 21.

Announced decision and order granting application of WCMW-AM-FM Canton, Ohio, transfer of control from E. A. Mahoney, James L. Amerman, Arnold Gebhart, Royal G. Lister and Merlin R. Schneider to S. L. Huffman and K. B. Cope. See story BROADCASTING, Oct. 24. Decision Oct. 21.

Announced decision granting license renewal to WPAB Ponce, P.R. See story BROADCASTING, Oct. 24. Decision Oct. 21.

OPINIONS AND ORDERS

Announced order denying petition of Belvedere Bcstg. Corp., Baltimore, for grant by simple order of its applications for new station 1400 kc 250 w unlimited. Order Oct. 21.

Adopted order granting in part petition by KMPC Los Angeles, WJR Detroit and WGAR Cleveland for additional time to file motion to change issues in renewal proceeding; time extended to close of business Nov. 7. See story this issue. Order Oct. 24.

Non-Docket Actions . . .

AM GRANTS

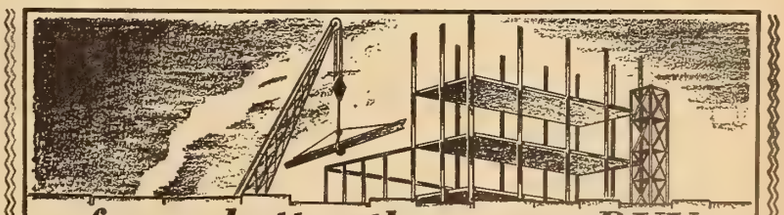
Plainview, Tex.—West Texas Broadcasters Inc., granted 1570 kc, 250 w daytime; estimated cost $25,050. Principals: Ed Holmes, farming and insurance, 40%; Byron A. Robertson, farming, 20%; Robin Baker, 55% owner Baker-Fleming Flash Gas Co., and 30% owner Baker Hardware, 40%. Granted Oct. 24.

Portsmouth, Ohio—Portsmouth Broadcasting Co., 1260 kc, 1 kw unlimited, directional. Estimated cost $46,500. Firm is equally owned by: Marshall L. Rosene, station director WSAZ Huntington, W. Va., president; Lawrence H. Rogers II, director of sales promotion WSAZ, Secretary-treasurer, and William C. Campbell, vice president. Granted Oct. 24.

Brattleboro, Vt.—Granite State Broadcasting Co. Inc., granted 1450 kc, 250 w, unlimited; estimated cost $10,085. Principals: William J. Barkley, executive vice president Collins Radio Co., Cedar Rapids, Ia., president 35%; H. Scott Kilgore, sales representative, Collins Radio Co., vice president 20%; William F. Rust Jr., general manager Radio-Industrial Engineering Co. Inc., Goffstown, N. H., treasurer 41.7%; John J. Rogan, patent attorney, New York, 3.3%. Granted Oct. 24.

Bedford, Va.—Bedford Broadcasting Co., granted 1490 kc, 250 w, unlimited; estimated cost $23,847. Principals: Addison P. Marsh, engineer WWOD Lynchburg, president 2%; James E. Synan, student, vice president 2%; Kenneth I. Duffin, secretary 2%; Redmond A. Owen, treasurer 2%; Robert C. Atherholt, 50% owner Hampton Looms of Virginia, 28%; Ludwell A.

(Continued on page 80)



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FCC Roundup

(Continued from page 79)

AM Grants Cont.:

Strader, president Strader-Taylor Investment Bank Inc., 18%; Gordon L. Synan, general manager Hampton Looms of Virginia, 28%; Constance I. Marsh ,owner of a real estate business, 18%. Granted Oct. 24.

Bad Axe, Mich.—Saginaw Broadcasting Co., granted 1540 kc, 250 w daytime, estimated cost $2,500. Applicant is licensee of WSAM-AM-FM Saginaw, Mich. Transmitter tower and monitor removed from WSAM will be used as well as other equipment on hand accounting for low construction cost. Granted Oct. 24.

Cobleskill, N. Y.—Schoharie County Community Service Bcstg. Corp., granted 1420 kc, 1 kw daytime only. Estimated cost $28,000. Principals: Sharon Mauhs, attorney and former New York district attorney, president 51%; seven others each hold 8.33%, including F. Walter Bliss, attorney and former New York Supreme Court justice. Granted Oct. 24.

WAFB Baton Rouge, La.—Modern Bcstg. Co. of Baton Rouge Inc., granted modification of CP to increase daytime power from 1 kw to 5 kw, eng. conditions. Granted Oct. 24.

Swainsboro, Ga.—Jack A. Thompson and Nancy M. Thompson, 800 kc, 1 kw daytime; estimated cost $13,950. Mr. Thompson from 1942-1948 was chief of police of West Palm Beach, Fla. He now owns farm and cleaning establishment in Swainsboro. Granted Oct. 24.

Elizabethtown, Ky. — Elizabethtown Bcstg. Co., 1400 kc, 250 w, unlimited; estimated cost $19,090. Principals: J. W. Hodges, 25% owner Lincoln Loan Co.; C. A. Diecks, owner Diecks Lumber Co.; H. F. Skidmore, hardware store owner; Stokley Bowling, insurance, real estate and coal businesses, and Horace E. Tabb, attorney. Each owns 20%. Granted Oct. 24.

Iron River, Mich.—Upper Michigan-Wisconsin Bcstg. Co. Inc., granted 1230 kc, 250 w, unlimited. Grantee is licensee WIKB Iron Mountain, Mich. Granted Oct. 24.

KSTB Breckenridge, Tex.—Granted modification of permit to increase power from 500 w to 1 kw, operating daytime on 1430 kc. Granted Oct. 24.

FM GRANT

Philadelphia—Philadelphia Wireless Technical Institute, granted permit for new noncommercial FM station, Channel 211 (90.1 mc), power 10 w; estimated cost $8,500. Granted Oct. 24.

TRANSFER GRANTS

WNOP Newport, Ky.—Granted acquisition of control of Tri-City Broadcasting Co., by James G. Lang through purchase of 106 shares of stock held by Richard J. Nesbitt. Consideration $15,800. Prior to transfer Mr. Lang held less than 50% but transfer gives him majority interest. WNOP is assigned 740 kc, 1 kw daytime. Granted Oct. 24.

WJOI Florence, Ala.—Granted transfer of control in Florence Broadcasting Co., from Clyde W. Anderson and Edna A. Caine to Joe T. Van Sandt. Mr. Van Sandt purchases 15 shares of stock from each Mr. Anderson and Miss Caine. Purchase of stock by Mr. Van Sandt reduces paid up capital of licensee from $21,000 to $18,000, purchased stock to be retired. WJOI operates on 1340 kc, 250 w unlimited. Granted Oct. 24.

WJEL and WJEM(FM) Springfield, Ohio—Granted transfer of 125 shares of stock in Champion City Broadcasting Co., from D. J. Parsons to Frank N. Jones for a consideration of $2,481.00. Dr. Parsons, physician, prior to transfer held 375 shares and Mr. Jones held 125. Transfer makes them equal partners. WJEL operates on 1600 kc, 500 w daytime. Granted Oct. 24.

WCIF-AM-FM Madisonville, Ky.—Granted transfer of control of Madisonville Broadcasting Co., from L. E. Lackey and W. Prewitt Lackey to Pierce E. Lackey. Pierce Lackey receives 20% interest in WCIF from W. Prewitt Lackey for a consideration of 1.6 interest in real estate firm of Foreman and Lackey and assumption of obligation of W. Prewitt which amounts to $5,600. F. E. Lackey transfers 40% interest in station to Pierce upon his assuming all obligations of said station. There is no transaction of funds as F. E. is indebted to Pierce for financial assistance and numerous advices over ten year period. WCIF is assigned 730 kc, 250 w daytime. WCIF-FM is assigned Channel 285 (104.9 mc). Granted Oct. 24.

WHGR Greensboro, N. C.—Granted assignment of CP from Gilbert Hutchinson tr/as Guilford Broadcasting Co. to Greensboro Broadcasting Co. Consideration is $4,928.21 which amounts to out of pocket expenses incurred by Mr. Hutchinson in securing permit. Greensboro Broadcasting is licensee of WGBG same city and transfer will not be effectuated until interest in WGBG is relinquished. WHGR is assigned 1400 kc, 250 w unlimited. Granted Oct. 24.

KVMV Twin Falls, Idaho—Granted transfer of control of Radio Sales Corp., licensee, from Franklin V. and Velma A. Cox through sale of 61% interest to John H. and Helen M. Sole for consideration of $20,262. Transferors stated they were financially unable to make improvements necessary to meet competition and wished to withdraw. KVMV is assigned 250 w fulltime on 1450 kc. Granted Oct. 24.

WOV New York—Granted transfer of control voting stock in Wodaam Corp. from N. J. Leigh to Richard O'Dea. Mr. Leigh's 445⅓ shares will be converted to preferred stock and his holdings of 71⅓ shares are acquired by Mr. O'Dea [Broadcasting Sept. 19, page 79]. WOV is assigned 1 kw on 1280 kc. Granted Oct. 24.

KDON Santa Cruz, Calif.—Granted transfer of control of Central Coast Counties Radio Inc., licensee, through sale by Grant R. Wrathall of his 50% interest for $38,000 to Monterey Peninsula Bcstg. Co., already owning 50%. Monterey Peninsula is holding firm for Salinas Newspapers Inc., a Speidel Newspapers Inc. interest. Granted Oct. 24.

Deletions . . .

One TV and three FM authorizations deleted by FCC last week, AM dropouts since first of year total 36, FM 164, TV 11. Deletions, effective dates and reasons follow:

WSEE(TV) St. Petersburg, Fla.—Sunshine Television Corp., CP Oct. 7. Applicant said it was "unable to proceed with construction."

WMGY-FM Montgomery, Ala.—Dixie Bcstg. Co., CP Oct. 21. No reason.

KADA-FM Ada, Okla.—C. C. Morris, CP Oct. 21. Failure to prosecute.

KTSA-FM San Antonio—Sunshine Bcstg. Co., CP Oct. 5. Cancelled pursuant to FCC grant of sale of KTSA to Express Pub. Co. with call KTSA-FM now assigned Express Pub. Co. FM station KYFM there [BROADCASTING, Sept. 26].

New Applications . . .

AM APPLICATIONS

Blackfoot, Idaho—William I. Palmer tr/as Blackfoot Bcstg. Co., 1490 kc, 250 w unlimited. Applicant has been with Bureau of Reclamation since 1934. Filed Oct. 19.

Gallipolis, Ohio—Ohio Valley on the Air Inc., 990 kc, 250 w, daytime; estimated cost $13,200. Principals: E. W. Weppel, food broker, president 50%; John E. Halliday, attorney, vice president 30%; Truman A. Morris, manager Huntington, W. Va., Chamber of Commerce and former assistant manager WHTN Huntington, secretary-treasurer 20%. Filed Oct. 25.

Pratt, Kan.—Pratt Bcstg. Co., 1230 kc, 250 w, daytime. Co-partners: Clem Morgan, manager KAYS Hays, Kan., and Robert E. Schmidt, KAYS sales manager. Filed Oct. 21.

Springfield, Tenn.—The Springfield Bcstg. Co. Inc., 1260 kc, 1 kw, daytime; estimated cost $17,705. Equal owners: Walter A. Duke, chief engineer WMMT McMinnville, Tenn., president; William N. Locke, chief yeoman, U. S. Navy, vice president; Mrs. D. Hoyte Bell, with General Shoe Corp., Tullahoma, Tenn., secretary-treasurer. Filed Oct. 14.

TRANSFER REQUESTS

KBUR-AM-FM Burlington, Iowa—Acquisition of control of Burlington Bcstg. Corp., licensee, by John P. and Sidney F. Harris, also identified in ownership of KSAL Salina, Kan. Consent is asked to transfer 240 of 500 outstanding shares from group of eight stockholders as follows: 90 shares to The Burlington Hawk-Eye Co., newspaper firm controlled by Harris family; 64 shares to Gerard B. McDermott, station manager, who already holds 20 shares; 6 shares to E. L. Cady; and 80 shares bought by licensee itself. Price is $250 per share. John and Sidney Harris already hold 200 shares. KBUR is assigned 250 w on 1490 kc. Filed Oct. 14.

KOWL Santa Monica, Calif.—Acquisition of control of KOWL Inc., licensee, by Arthur H. Croghan, manager and 50% owner, through purchase of 50% interest of Gene Autry for $80,000, original purchase price. KOWL assigned 5 kw day on 1580 kc. Filed Oct. 21.

WCLE SALE

FCC Orders Investigation Of Proposed Transfer

INVESTIGATION of the proposed sale of WCLE Clearwater, Fla., was ordered by FCC last week to determine whether Dr. William T. Watson, transferee, has the necessary personal qualifications to be a licensee and whether he has assumed "unauthorized control" of WCLE. Transfer application was filed earlier in year [BROADCASTING, July 11].

FCC also announced formal issues for the program investigation it had ordered on KXLJ Helena, Mont. (early story page 69).

According to the transfer application, WCLE would be sold to Dr. Watson by Houston Cox Jr. and M. L. and S. L. Rosenzweig for cancellation of a $30,000 mortgage held by Dr. Watson against the station. WCLE is assigned 1 kw daytime on 680 kc.

Aside from the details of the transfer, FCC indicated it wished to review the personal qualifications of Dr. Watson in view of a protest filed by the National Community Relations Advisory Council. NCRAC alleged Dr. Watson "had engaged in certain conduct and activities calculated to create and foster racial and religious bias, prejudice, and ill will, and hence did not posses the necessary qualifications to become a broadcast licensee," FCC said.

The Commission ordered the WCLE bid for hearing on the following issues:

1. To obtain full information regarding the allegations made in the aforesaid protest filed by the National Community Relations Advisory Council.

2. In the light of the evidence adduced upon the matters alleged in the aforesaid protest, to determine the qualifications of Dr. William T. Watson to be a broadcast licensee and particularly whether he can be relied upon to carry out the responsibility of a broadcast licensee to be fair in all racial and religious groups.

3. To obtain full information as to the plans of the proposed transferee for programming and staffing station WCLE and all other plans and arrangements for operating said station.

4. To obtain full information with respect to all contractual arrangements or understandings between the transferers and the transferee herein relating to the sale of station WCLE and, more particularly to determine whether the contract of sale for that station filed with the Commission by the parties to the above application, constituted a full disclosure of all contract agreements between those parties relating to that sale.

5. To determine whether the license for station WCLE, or the rights and responsibilities incident thereto, have been transferred, assigned, or disposed of, directly or indirectly, without the consent of the Commission and in violation of Section 310(b) of the Communications Act, as amended.

6. To determine whether, in the light of the evidence adduced under the foregoing issues, a grant of the above entitled application would be in the public interest.

Issues announced by FCC for the KXLJ hearing were:

1. To determine whether the applicant has carried out, or has failed to carry out, its representations and proposals heretofore made to the Commission with respect to program service.

2. To obtain full information concerning the nature and character of the program service which has been rendered by the station with particular reference to the following: (a) Commercial and sustaining programs, (b) local live talent, and (c) discussions upon important public issues.

3. To determine upon the basis of the evidence adduced under Issue No. 2, whether the applicant's program policies have served the public interest needs of the community.

4. To determine whether the applicant's proposed program policies for the future will serve the public interest needs of the community.

Electronic Guide

SIMPLIFIED guide for users of more common types of electronic equipment purchased from government surplus stocks has been issued by the Office of Technical Services, Dept. of Commerce. Titled *Schematic Manual for Surplus Electronic Equipment*, publication covers such items as transmitters, receivers, speech amplifiers, modulators, VHF transmitters and various numbered radio sets. Copies of booklet, labeled Volume I and priced at $1, are available at OTS, Dept. of Commerce, Washington 25, D. C. Checks or money orders should be payable to Treasurer of the U. S.



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Research Pleas

(Continued from page 23)

ons seven years of age and older istened to the radio out of the ome on the average day—please ote the similarity between this nd the 28% figure we found in Springfield and Des Moines.

"Between 3 and 4 p.m. the out-f-home audience equals 59% of he audience in-the-home.

"Between 6 and 9 Sunday eve-ing more than a million and a uarter people were listening out-ide the home. This audience rep-esents better than 42% of the stimated quarter-hour at-home au-lience for that period."

"What medium aside from eco-nomical radio could dismiss audi-nces of this magnitude as bonus irculation?" Mr. Beville asked. "Consider what would happen to he circulation of the New York newspapers if the reading which akes place on subways and com-nuter trains were not included. I lon't think radio can afford to hrow away the audience repre-ented by people who listen while riving to work anymore than I would expect the newspapers to hrow away the subway reader. And do you think that the juicy igures produced by the magazine udience group for the nation's veeklies could possibly be obtained f reading in barbershops, beauty arlors, on trains and in other eople's homes were eliminated?

"More and more America be-omes a nation on wheels. We who ive in New York are prone to for-et that one-third of America's ars (more than 11 million) are sed daily by workers going to nd from work."

Mr. Beville listed six reasons why the out-of-home radio listen-ng can no longer be overlooked.

"Radio listening has become es-ential a personal rather than a amily habit.

"With increasing mobility of sets nd inexpensive receivers, ability o listen prevails virtually every-vhere today.

"Broadcasters can no longer af-ord to give away as bonus such ubstantial listening — by seeing hat it is counted we will get credit or it (and maybe able to charge or it).

"In the period of intensive media ompetition which I am certain ies just ahead, the aural medium must put its best foot forward.

"A substantial portion of out-side-of-the-home listening will be naffected by the advent of televi-sion. Automobile radio listening and much of the listening in public places and business places will be completely immune from television competition.

"Outside listening has increased by leaps and bounds since the war and will continue to do so. As time goes on such listening will be-come a greater share of all listen-ing."

The speaker also stressed the need for new techniques to meas-ure listening in multiple-set homes, "because I am convinced that this is the area in which television and radio audience measurement must operate, side-by-side in the future. Television has started off with a tremendous impact on the family circle. The TV set brings the family once more back into the liv-ing room and picks up approxi-mately where the first radio receiv-er with the loudspeaker left off. Nevertheless, I think it is obviously unrealistic to believe that the en-tire family can ever be entertained hour after hour, night after night with identical TV programs."

"As this development occurs, radio listening will come back into its own, side by side with televi-sion viewing. 71% of the TV homes in the New York area have two or more radios, one-third have three or more sets. Despite the glibness with which TV fanatics write off radio, all rating services report a healthy amount of radio listening in TV homes. I believe that a full measurement of radio's audience away from the room where the TV set is located is needed in order to fully evaluate the aural audience."

"The whole future of radio as a medium is closely limited to a measurement of the true dimen-sions of the aural audience," Mr. Beville concluded. "One of radio's foremost areas for existence alongside TV will be the listening which will take place in the home on the second, third and fourth radio sets by members of the fam-ily who can't stand wrestling bouts or talent programs or whatever the master may select on television. The other part of radio's domain will be composed of the listening done in automobiles, places of busi-ness, on portables, etc.

"Radio sets are still being sold in enormous quantities, even here in New York, where television gets most of the play in the papers. Availability to sound radio is cer-tain to increase. And measure-ment systems must broaden them-selves if they are to guide pro-gramming and sales."

Baseball Probe

(Continued from page 23)

sent to broadcasts of other games which, in effect, amounted to ex-clusive right to games in the area for a single sponsor or station, while denying that right to others.

● Baseball Commissioner, Mut-ual and Gillette denied "many people" opportunity to hear the World Series games because there was no Mutual outlet in their particular area.

Mr. Bergson said "substantially all of the radio listeners and tele-vision spectators in America will be able to hear or see the broadcasts and telecasts of the World Series games" under the new arrange-ments reached by the leagues.

Mutual currently holds both radio and TV rights to both the World Series and All Star games, with sponsorship by Gillette Safety Razor Co. It was pointed out that the new arrangement on coverage, designed to make these sportscasts available to at least one station serving every important area of the country that can be reached, was in effect during the last World Series, which was carried by over 740 stations in this country and overseas, plus more than 50 TV outlets.

XEHF BASEBALL

Pickup Permission Said Given by Gillette

XEHF Nogales, Sonora, Mex., went over the heads of MBS and Don Lee Network officials and obtained written consent directly from Gillette Safety Razor Co. to carry the 1949 World Series broadcasts, it was indicated last week.

This development was revealed by the State Dept., which had been asked to investigate charges by KNOG Nogales, Ariz., that the Mexican border station had pirated its broadcasts from KNOG and translated them for Spanish con-sumption. Department then made representations to the Mexican government, which last week had not filed a reply [BROADCASTING, Oct. 10].

A spokesman said the State Dept. had been apprised by tele-phone (presumably by XEHF) of the fact XEHF had received per-mission directly from Gillette, se-ries sponsor. The source said that both Mutual, which enjoys exclu-sive AM rights, and Don Lee Net-work had apparently been com-pletely unaware of the authoriza-tion. Permission was believed to have specified shortwave rights only. KNOG charges that XEHF recorded the Series from its pres-entation.

Whether XEHF had actually "pirated" the games, as charged in the KNOG complaint, or beamed them by shortwave, is the nub of the whole issue, State Dept. pointed out. This also was the basis of similar protests last year lodged by both KNOG and MBS. In that instance, XEHF claimed it picked up the World Series report from XEQQ Mexico City in Spanish [BROADCASTING, July 11].

"Unauthorized use of program material" is strictly prohibited by the Inter-American Radio Commu-nications Treaty of Havana under Article 21, Series 938. It specifies that permission must be obtained from the originating station, and announced during the retransmis-sion.

State Dept. said it had been noti-fied the Mexican government had communicated with XEHF and had issued a warning. KNOG also had protested similar unauthorized pickup of AP news reports.

WABB CUT OFF

Sabotage by Acid Charged

POTENT acid poured through cable holes knocked out telephone and WABB-AM-FM Mobile lines temporarily last Monday morning according to the Mobile *Press Register*, which owns the station. The newspaper has offered a $1,000 reward for information leading to the arrest and conviction of the person or persons responsible.

The *Press-Register* says this was the second such incident in the area, where union radio electricians had been on strike against WABB since early October. On Oct. 8, a telephone wire was cut disrupting a scheduled broadcast of a high school football tilt for more than an hour, it is further related.

The second interruption consisted of a three-hole puncture in the cable lying 74 inches above ground on one of several poles carrying it from an underground conduit about eight miles north of Mobile, adjacent to WABB transmitter property. About 80 residence and business phones of the Southern Bell Telephone & Telegraph Co. were put out of service in addition to causing the cancellation of three ABC programs scheduled over WABB that morning. After a half-hour delay in the station's opening, service was restored with local programming until the damage was repaired.

The *Press Register* published a front-page story and a photograph of a code letter type which could be used for tipsters to supply in-formation leading to apprehension of the vandals involved. The reward was offered to law enforcement officers as well as to private citi-zens.

FCC CHANGES

Reorganizes Two Divisions

ORGANIZATIONAL changes were announced by FCC last week within its Technical Information and License Divisions.

The Technical Information Div., within the Bureau of Engineering, has been re-named Technical Re-search Div. and divided into three branches. The division continues under the direction of Edward W. Allen, chief. The three new branches and their chiefs are: Technical Standards Branch, Glenn E. West; Low Frequency Radio Branch, Edgar F. Vandivere, and High Frequency Radio Branch, William C. Boese. All three have been engineers in the division.

The License Div., which con-tinues under the supervision of William P. Massing, chief, incor-porates a new branch, Amateur, Citizens Radio and Operator Li-cense. Its chief is Frank Gentile. Other branches continuing within the division are Broadcast License, with Clara M. Iehl as chief, and Commercial License, with William H. Irvin as chief.

At Deadline...

TEN NEW AM GRANTS; SEVEN GET FACILITIES

TEN NEW AM stations granted by FCC Friday; seven existing stations awarded improved facilities. Noncommercial FM station granted Wisconsin State Radio Council, U. of Wisconsin, Madison, on Channel 202 (88.3 mc) with 50 kw. New station grants:

Yuma, Ariz.—1240 kc, 250 w fulltime, Salt River Valley Bcstg. Co., licensee KOY Phoenix; Chillicothe, Mo.—1010 kc, 250 w day, Cecil W. Roberts, owner KREI Farmington and KNEM Nevada, Mo.; Sunnyside, Wash.—1050 kc, 250 w day, Cole E. Wylie, owner KREM Spokane; Pampa, Tex.—1230 kc, 250 w fulltime, Hugh Dewitt Landis and Ross B. McAllister tr/as Radio Station KICA, licensee KICA Clovis, N. M.; Clifton, Ariz.—1400 kc, 250 w fulltime, Saguaro Bcstg. Co., associated in ownership with KTYL Mesa, Ariz.; Los Almos, N. M.—1490 kc, 250 w fulltime, Rio Grande Bcstg. Co. Inc.; Alamogordo, N. M.—1230 kc, 250 w fulltime, Otero Bcstg. Assn.; Tampa, Fla.—1590 kc, 1 kw day, Hillsboro Bcstg. Co.; Kinston, N. C.—1010 kc, 1 kw day, Commonwealth Bcstg. Corp.; Weirton, W. Va.—1430 kc, 1 kw fulltime, directional, Weirton Bcstg. Co.

Improved facilities granted following:

WLAQ Rome, Ga., switch from 670 kc to 1410 kc, directional night; KBKI Alice, Tex.,, change operation from day to unlimited, directional night, on 1010 kc with 1 kw; WERC Erie, Pa., change to 5 kw fulltime with different directionals day and night; KAFY Bakersfield, Calif., change from 1490 kc, 250 w, to 1 kw on 550 kc, directional; WMJM Cordele, Ga., increase night power from 100 w to 250 w; KFPW Fort Smith, Ark., change from 1400 kc to 1230 kc, operating with 250 w fulltime; WATO Oak Ridge, Tenn., change from 1490 kc to 1450 kc, operating with 250 w fulltime.

In other actions FCC granted WOI Ames, Iowa, extension of special service authorization for operation from 6 a.m. to local sunrise and denied request of WCAR Pontiac, Mich., to allow operation to commence 15 minutes earlier during November. KBRZ Bryan, Tex., given permission to remain silent for 30 days pending reorganization and refinancing of station. Licenses of KXA Seattle, WGY Schenectady, WINZ Hollywood, Fla., and KSVC Richfield, Utah, extended on temporary basis to March 1.

CHAOS BEFORE BMB FORMED, WITNESSES TELL COURT

WITNESSES for BMB in U. S. Tax Court hearing of BMB petition for federal tax exemption said Friday that radio research conditions were chaotic before organization of BMB and emphasized tri-partite, non-profit nature of measurement bureau.

In one-day hearing before Judge Samuel B. Hill in New York, BMB witnesses included J. Harold Ryan, vice president and treasurer, Fort Industry Co. and chairman of BMB board; Justin Miller, NAB president; Frederic Gamble, president of American Assn. of Advertising Agencies; Hugh Feltis, former BMB president.

Principal points of cross-examination by Sheldon V. Ekman, special attorney of Bureau of Internal Revenue, were failure of BMB to refund surplus left after Study No. 1 was completed and inquiry into whether BMB was in competition with any private organization.

Only defense witness was C. E. Hooper, president, C. E. Hooper Inc., who made it clear he was subpoenaed by government. Asked if, in event BMB were to continue operation, he felt it would be competitive with his service, Mr. Hooper said: "It's nothing I'm losing any sleep over." Laurence F. Casey, BMB attorney, will submit briefs by mid-December. Decision of judge not expected for long time after that.

GUY TO HEAD IRE

ELECTION of Raymond F. Guy, NBC manager of radio and allocations engineering, as president of Institute of Radio Engineers, will be announced by IRE after Nov. 16 board meeting.

NON-COLOR TV HEARINGS AWAIT COLOR COMPLETION

HEARINGS on non-color phases of FCC's far-reaching TV proceedings will await end of color portion; they will not be started during November-February color recess (story page 45). That is present plan, FCC authorities reported Friday.

Color proceedings may run well into 1950, as indicated in new color time-table released by FCC Friday in denying RCA petition for postponement of Nov. 14 comparative demonstrations. Text of time-table:

1. The Commission will hold hearings on Nov. 1 and 2 (morning and afternoon) and Nov. 3 (morning only) and then on Nov. 8, 9, and 10, 1949 (morning and afternoon) for the purpose of continuing to receive direct testimony of the parties.

2. During the week of Nov. 14, 1949, the Commission will view the comparative demonstrations to be conducted by CBS, RCA and Allen B. DuMont Labs. Upon the conclusion of such comparative demonstrations, and upon receipt of all the direct testimony of the parties, the Commission will recess the hearing until Feb. 6, 1950.

3. On Feb. 6, 1950, the Commission will view the demonstration of the color system proposed by Color Television Inc., at Washington, D. C., at an hour and place to be specified hereafter. The demonstration of this system heretofore scheduled for the week of Nov. 28, 1949, in San Francisco, is hereby cancelled.

4. Commencing on Feb. 8, 1950, the Commission will view further comparative demonstrations of the color television systems proposed by CBS, Color Television Inc., and RCA at Washington, D. C., at an hour and place to be specified hereafter.

5. Commencing on Feb. 13, 1950, the Commission will receive further direct testimony to be followed by cross-examination. The commencement of cross-examination on Dec. 5, 1949, as heretofore scheduled, is hereby cancelled. Further, the requirement contained in the Commission's "Schedule For Remainder of Hearing Relating To Color Television" issued on Oct. 13, 1949 (FCC 49-1369) that counsel for the parties fill out and file by Nov. 18, 1949, requests to cross-examine previous witnesses, is cancelled.

6. During the week of Nov. 6, 1949, public notice will be given by the Commission setting forth the type of further information which the proponents of color television systems will be required to present upon the resumption of the hearing.

RCA LAUDS COLOR DELAY

RCA said Friday that FCC, by calling for further comparative demonstrations of rival color TV systems next February, had "resisted CBS' invitation to haste." Company reiterated its view that "the public interest can be served only by a sound decision and not necessarily by a quick decision," and said: "The revised schedule gives RCA the time it requested for the demonstration of the three systems of color television proposed to the FCC." Though it denied RCA's petition for two-month postponement of Nov. 14 comparisons, FCC provided for further comparative tests Feb. 8 (see story this page; also page 45).

ARMY, AF ADS CONTINUE

ADVERTISING in support of Army and Air Force recruiting campaigns will continue at least through next June 30, Defense Dept. announced Friday as result of four-month study by Personnel Policy Board. Gardner Adv. Co. will place advertising already prepared, until Dec. 31. Army Secretary Gordon Gray and Air Force Secretary W. Stuart Symington will select new agency for period from Jan. 1 to June 30, since Gardner Vice President Mark Martin served as special consultant to Personnel Policy Board with understanding that Gardner would be ineligible if decision was to continue advertising.

TV SET PRODUCTION BREAKS ALL RECORDS

PRODUCTION of TV sets by Radio Mfrs. Assn. members totaled 224,532 during four-week September, all-time record. August output (five weeks) was 185,706 sets. Total industry output in September estimated by RMA at 265,000 sets. Both TV and radio output said to be running behind public demand.

Total 1949 TV set output through September was 1,402,840, thrice figure year ago. Total TV production since war estimated at 2,750,000 sets.

FM and FM-AM radio production rose from 64,179 in August to 70,936 in September, plus another 43,436 TV receivers equipped with FM reception facilities, a total of 114,372 FM circuits for the month. Total production of all types of sets in 1949 was 6,382,368 units.

WOAI-TV TAKES AIR

WOAI-TV San Antonio will introduce television to South Texas when it goes on air this week with test operations. Highlighting initial operations will be television show and exhibit co-sponsored by WOAI-TV and set distributors. Main feature of show will be selection of Mr. and Miss Television and announcement of winners in TV essay contest for school students. Full-fledged television studio will be set up at show and proceedings will be picked up by WOAI-TV's mobile unit.

TRANSIT RADIO CALLED REVENUE ITEM BY UTILITY

RADIO advertising revenue helps defray cost of transit ride to passengers and "we could not ignore it," E. Cleveland Giddings, president of Capital Transit Co., told Public Utilities Commission at Friday session of Washington, D. C., Transit FM hearings (early story page 36). He said company receives $15,264 annually, and plans installation of 1,500 sets through working arrangement with WWDC-FM, Washington franchise holder.

Franklin S. Pollak, Justice Dept. attorney, told PUC he personally feels transit radios are "unconstitutional" and violate Fifth Amendment by depriving riders "of their liberty to think." PUC ruled, however, constitutional question irrelevant when Mr. Pollak sought to block chart showing public approval. Hearing continues today.

Closed Circuit

(Continued from page 4)

could be used in reaching decision even if one in February shouldn't materialize.

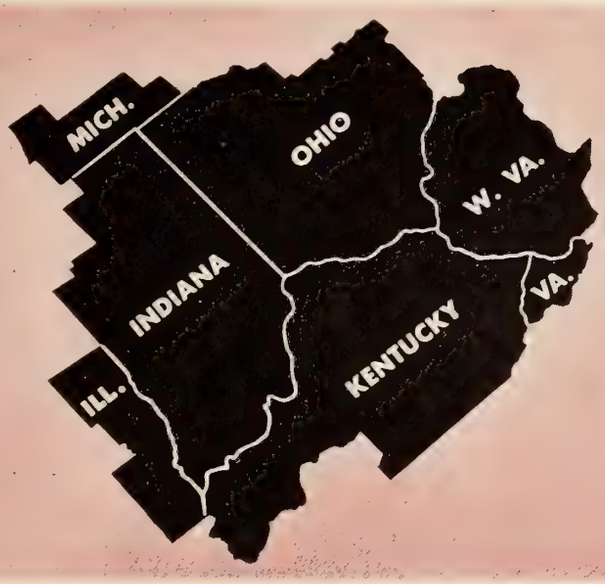
CBS expects soon to start promotion drive to build up Wednesday night ratings. On *Burns & Allen Show*, stunt is being evolved whereby stars will appear on other CBS shows supposedly to promote Burns as a vocalist in search of sponsor. Show is sponsored by Block Drugs, New York.

STERLING DRUG, New York, after Jan. 1 will drop sponsorship of *Lorenzo Jones*, five times weekly on NBC, 4:30-4:45 p.m. which will be picked up by Procter & Gamble. Sterling will also cut five minutes from *Bride and Groom* on ABC 2:30-3 p.m. about same time. Both Sterling and Procter & Gamble handled by Dancer-Fitzgerald-Sample, New York.

KELLOGG'S PEP, through Kenyon & Eckhardt, looking over availabilities in Texas for additional radio spot campaign.



That's dominance



Of the 3,644,800 radio homes in this area, WLW reached 80.7% between 6 a.m. and midnight. *That's coverage.*

Of the 258 stations heard in WLW-land, The Nation's Station received *one-sixth* of *all* listening to *all* stations. During a 4-week's period*, WLW's share was . . .

15.6% between 6 AM and 6 PM
18.1% between 6 PM and Midnight
16.6% between 6 AM and Midnight

AND THAT'S DOMINANCE!

Write or call any of the following WLW Sales Offices for complete information:

140 West 9th St., Cincinnati 2, Ohio
360 N. Michigan, Chicago 1, Ill.
630 Fifth Avenue, New York 20, N. Y.
6381 Hollywood Blvd., Hollywood 28, Calif.

*Nielsen Radio Index February-March, 1949

when you want **dominance** you want

WLW
the nation's most merchandise-able station

CROSLEY BROADCASTING CORPORATION

Radio Sells . . .

Likewise, WGN has proven a result getter for its advertisers . . . and now at a lower cost than ever before. WGN delivered 1,000 homes per average ¼ hour, 7 days a week (6 a.m. - 12 midnight) in 1948 for only 88 cents as compared with $1.11 in 1946.* That's a value you can't afford to overlook . . . that's why we say—to get the most out of your advertising dollar . . . Better Buy Radio . . . and for your BEST BUY . . . Better Buy WGN!

Yes, Whether You Sell . . .

▼

Hygienic **h**elps for **h**alting **h**alitosis . . . **h**angars for **h**edge-**h**opping **h**elicopters . . . **h**erbs for **h**ealing **h**arassed **h**usbands' **h**ighball **h**eadaches . . . **h**alliards for **h**anging **h**ammocks . . . **h**osiery for **h**igh-**h**eeled **h**oneys . . . **h**eated **h**ickory **h**ams . . . **h**umid **h**umidors for **h**eavy **H**avanas . . .

▼

homes for **h**apless **h**ouse **h**unting **h**eros . . . **h**andkerchief **h**alters . . . **h**istorical **h**eirlooms for **h**oarding **h**obbyists . . . **h**ip **h**arness for **h**efty **h**ennaed "**h**ippos" . . . **H**ollywood **h**airdos for **h**ostesses **h**olding **h**ectic **h**en **h**assels . . . **h**ats and **h**erringbones for **h**andsome **h**aberdashers . . . **h**ot **h**amburgers for **h**ungry **h**oofers . . .

▼

Hubba **h**ose for **h**ysterical **h**epcats . . . **h**othouse **h**yacinths for **h**ospital **h**abitants . . . **h**ay for **H**iram's **h**eifers and **h**orses . . . **h**ideous **h**ollow **h**eads for **H**alloween **h**ecklers . . . **h**ousehold **h**ints for **h**ibernating **h**ermits . . . **h**assocks for **h**arems . . . **h**orticulturists' **h**ybrid **h**ollyhocks . . . better buy radio . . .

Better Buy WGN!

*Nielsen Radio Index for February-March and rates as published

WGN reaches more homes each week than any other Chicago station. — 1949 Nielsen Annual Report

A Clear Channel Station . . .
Serving the Middle West

WGN

MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

NOVEMBER 7, 1949

PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

Success story:

Sales falling in Richmond? You need WLEE! Read this story about a local candy store:

One particular brand of candy was showing decreasing sales. So the store started a series of announcements on WLEE. In less than *two months*, the trend was *reversed,* and the brand was showing a *steep upward sales curve!*



National advertisers are following the lead of local Richmond merchants to get results on WLEE! Your Forjoe man will gladly give you the whole WLEE story.

WLEE

MUTUAL IN RICHMOND

TOM TINSLEY, *President* ▪ IRVIN G. ABELOFF, *General Manager* ▪ FORJOE & CO., *Representatives*

IN THIS ISSUE: BORDEN GOES TO THE FAIR



LIVE WIRE

Call it a coaxial cable, if you like. But to us it's a *live wire.* For the inauguration of the full NBC network schedule—LIVE—electrified television interest in Cincinnati, Dayton and Columbus—an area already famous as a *red hot* TV market.

The coming of the coaxial cable was news, big news. But it took a super-charged promotion by The Television Service of The Nation's Station to capitalize the event with results like these:

Television retailers jammed with buyers. Customers waiting in line for television sales clerks at department stores. Warehouse stocks cleaned out. Frantic wires to manufacturers for more sets. And *thousands* sold in four weeks!

What kind of promotion did this? A typical all-out WLW promotion utilizing practically every media: stage shows playing before 15,000 people in three days in three cities, AM and TV, newspapers, billboards, cab covers, car cards, window and store displays, contests, etc.

The power-packed promotion campaign started with the introduction on September 19, of a new daytime program schedule from 11 A.M. daily and featuring WLW's own million dollar talent staff. Then came a high-voltage promotion of Cable Day on September 25 . . . followed immediately by a build-up on the World Series.

And what does WLW Television Service do now? Rest on laurels? No! These promotions are not "one-time-shots" . . . but part of a long-range promotion planned for WLW-television-land—the 10th largest TV market in the country.*

So if you want to reach this area embracing 3½ million people, channel your sales messages through the three Crosley TV stations.

For further information, contact any of these sales offices:

630 Fifth Avenue, New York 20, New York • 360 North Michigan, Chicago 1, Illinois
6381 Hollywood Blvd., Hollywood 28, California • WLW-T, 2222 Chickasaw St., Cincinnati 19, Ohio
WLW-D, 4595 South Dixie Highway, Dayton 9, Ohio • WLW-C, 3165 Olentangy River Road, Columbus 2, Ohio

*NBC Research Department Estimates

WLW-TELEVISION

WLW-T CINCINNATI **WLW-D** DAYTON **WLW-C** COLUMBUS

Television Service of The Nation's Station • Crosley Broadcasting Corporation

YANKEE
House to House
SELLING



IS AN OLD NEW ENGLAND CUSTOM

You may not remember but you've heard of the old peddler's wagon, its interior bursting with merchandise, its outside festooned with rattling tin and wooden wares. It was a department store on wheels. New England housewives looked forward to its coming . . . put away cash in the old blue sugar bowl to buy yard goods and needed household items.

The old trader covered a lot of territory selling house to house. The Yankee home-town station has that same "in" with New England housewives today. It, too, sells a great variety of merchandise and covers a wide territory with house-to-house thoroughness.

Local merchants like their Yankee home-town stations. Their customers listen regularly to Yankee and Mutual programs and remember Yankee advertised products.

You can reach 28 lush markets in six-states with Yankee home-town stations. That is Yankee house-to-house selling throughout New England.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



Closed Circuit

NBC MANAGEMENT metamorphosis under President Joseph H. McConnell, who regards AM network as primary and television operation as "complementary," expected logically to result in assignment of all AM network operations directly under Charles R. Denny, executive vice president, with Senior Vice President Sylvester L. (Pat) Weaver as his TV opposite number. Third top slot—vice president in charge of stations—also remains to be assigned.

FIRST DEPARTMENT at NBC to be split in forthcoming reorganization will be sales. Announcement expected within week of reassignment of Harry C. Kopf, now administrative vice president in charge of sales and stations, as chief of radio division sales, and of George Frey, now national sales director, as television sales chief. Sales department to be re-assigned in advance of appointments of top operational executives of radio and stations divisions.

NOW THAT FCC has extricated NARSR issue to extent of using it as vehicle to cite networks on owned-station license renewals, it's expected to decide within six weeks whether it's proper for networks to represent affiliates in spot sales. Commission, to date divided, will decide: (1) Whether it has jurisdiction at all; (2) if it has jurisdicition, whether it should deny to networks right to extend business into any new field, such as representation.

SHOULD Uncle Sam provide coaxial cable service for TV under something akin to subsidy in view of importance of TV in any national emergency? That question already posed in official quarters, and may soon receive top-level consideration. It's pointed out government subsidizes Merchant Marine, farmers, and airlines in interest of national defense and well-being. "Prohibitive" cost of coaxial, at $35 per base airline mile, is something government should look into, it's pointed out, particularly if television is to play home defense role in atomic era.

PEQUOT MILLS, New York and Salem, Mass. (bed sheets, pillow cases), through its agency, Jackson & Co., New York, planning spot radio campaign coast-to-coast in addition to current TV schedule [BROADCASTING, Oct. 31].

IF CUBA persists in wave-jumping on U. S. channels, you can expect hot counterblasts from one of radio's newest and loudest voices—Chairman Ed C. Johnson of Senate Commerce Committee. He's waxing warmer on whole NARBA topic and could make Popocatepetl sound like pipsqueak.

ONE PROPOSAL in re NARBA winning public favor in high places is that Cuba turn to FM as solution to its coverage program (if any)

(Continued on page 82)

Upcoming

Nov. 7: NABET-IBEW meeting, Washington, D. C.
Nov. 9: AFM-AGVA Trial, New York Supreme Court, New York.
Nov. 9-10: Ohio Assn. of Broadcasters Sales Clinic, Statler Hotel, Cleveland.
Nov. 11-13: National Assn. of Radio News Directors, Commodore Hotel, New York.
Nov. 15-17: NAB Board Meeting, NAB Hdqrs., Washington.

(Other Upcomings on page 91)

Bulletins

CLAIMING it was refused time on WNEW New York to tell of labor dispute with station, American Communications Assn. put on picket demonstration Friday, releasing balloons bearing leaflets telling its side of dispute. ACA is seeking reinstatement of two discharged workers. Station claims it is in middle of jurisdictional dispute between CIO, ACA, and IBEW.

NEGOTIATORS in per program TV conferences of ASCAP and industry's TV Music Committee expressed hope late Friday for rapid settlement, following weeks of meetings.

NAB DISTRICT 2 DEMANDS NARBA VIGILANCE

NAB District 2 (N. Y., N. J.) called for "extreme vigilance" by NAB in NARBA situation, becoming fourth consecutive district to take stand on Montreal conference (NARBA story page 32). Two-day district meeting closed Friday afternoon at Asbury Park, N. J. (early story of meeting page 31).

Member nations at NARBA making demands "which threaten seriously to impair U. S. broadcasting services," district pointed out.

Other resolutions praised BMI; urged TV Music Committee to stand fast in demand for per program contract and advised stations not to sign blanket pact until they can compare terms; praised members of NAB staff who cooperated in district meeting; lauded Michael R. Hanna, WHCU Ithaca, N. Y., director for District 2, for service as he retires from directorship.

Simon Goldman, WJTN Jamestown, N. Y., presided at small market station session. Discussion covered rates, written contracts and sales personnel compensation. Use of term "broadcast order" subject to confirming letter, growing as replacement for "contract" because it eliminates "aura of resistance" by local advertiser, it was pointed out. Single rate card being adopted by some stations, group was told. Mr. Goldman noted small but steady rise in spot billings placed in small markets.

ROHN JOINS PETRY STAFF

EDWARD J. ROHN, formerly with Warwick & Legler and prior to that with Maxon Inc. in Detroit, joins New York AM sales staff of Edward Petry & Co.

Business Briefly

RETURNS SOLD ● Election returns on WCBS New York Tuesday to be sponsored by F. & M. Shaefer Brewing Co., Brooklyn, through BBDO, New York; on WCBS-TV by United Fruit Co. through Wendell P. Colton Co., New York.

POLAROID ADDS ● Pioneer Scientific Corp., New York, adding film spots for Glare-Lock Polaroid TV filter in present list of 25 markets and adding 12 new markets. Agency, Cayton Adv. Inc., New York.

NEDICK'S PLANS ● Nedick's Inc., New York (orange juice concentrate), planning metropolitan market campaign, starting in New York. Programs and spots considered. Agency, Weiss & Geller, New York.

RCA-NBC SERIES ● RCA Victor Division will sponsor *Screen Director's Playhouse*, NBC-built package, on NBC effective Jan. 6. Firm will also curtail sponsorship of *Kukla, Fran & Ollie* from three times to twice weekly on NBC-TV.

MOVES TO CBS ● *Mr. Fix-It*, sponsored by Greystone Press, New York, starting on CBS network Jan. 7, Sat., 2:30-2:45 p. m. Program formerly on ABC. Agency, H. B. Humphrey Co., New York.

AGENCY NAMED ● Steel Sash Service & Sales Co., Rocky Point, Long Island, names Flint Adv. Assoc., New York, with Robert P. Ku Kuck as account executive. Plans include five-minute video spots and spot radio.

WSAZ-TV JOINS ABC

WSAZ-TV Huntington, W. Va., will affiliate with ABC-TV effective Dec. 15. Station, also an NBC-TV and DuMont affiliate, will operate on Channel 5. It is owned by WSAZ Inc., managed by Bud Rogers. Addition brings to 41 ABC-TV's total, including its five owned and operated TV outlets.

TUBE SALES SOAR

SALES of radio receiving tubes rose sharply in September, according to Radio Mfrs. Assn., moving upward with increased demand for both radio and TV sets. Tube sales for month were 21,393,485, well above 18,444,588 in same month last year. Last September's sales consisted of 16,207,087 tubes for new sets, 4,033,127 for replacement, 925,090 for export, 228,181 for government. Nine-month sales for 1949 were 126,680,563 compared to 144,809,972 in 1948.

SCHNEIDER PROMOTED

WILLIAM SCHNEIDER, with Benton & Bowles, New York, four years as media coordinator for General Foods products, promoted to business manager of radio and television department.



What's on the table at **KEX**?

Food, food, food! More and more food producers in the Pacific Northwest.. producers who *know their market*.. are using KEX to step up sales. Among them:

- **NALLEY'S POTATO CHIPS,** Nalley Valley, Washington, uses regular participations on KEX's Kay West Program.
- **MT. ANGEL CHEESE,** Mt. Angel, Oregon, also tells its story via Kay West participations.
- **OLD DUTCH PRETZELS,** a new Portland producer, has found KEX the best way to break into the Oregon market.
- **FRANZ BREAD,** one of the region's leading bakers, uses a regular schedule of spots on KEX.
- **HOOD RIVER APPLE CIDER** gets sweet results with regular promotion on Oregon's leading station, KEX.
- **GRANDMA'S COOKIES** reaches thousands of nibblers every weekday evening at six, through KEX.

In program after program, KEX proves that 50,000-watt coverage means more listeners per dollar. Want a big bite of this big market? Check KEX or Free & Peters for availabilities.

KEX

50,000 WATTS • ABC AFFILIATE

PORTLAND, ORE.

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • WBZ • WBZA • WOWO • KEX • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV; NBC Spot Sales



Disciple of Free Enterprise Caught in the Act

He sings the praises of the "Free Enterprise that the Founding Fathers farsightedly bequeathed us" — and practices what he preaches. Whether he's getting down to cold snacks in a midnight raid on the refrigerator, or unfreezing a hot news story in Washington, his prodigious appetite for facts is working full time.

Said Herbert Hoover: "In these days when our precious liberties are being menaced by the machinations of treacherous and faithless men who masquerade as 'liberals' and 'champions of the people,' his (Lewis') lucid, fearless, and exhaustive examinations of the vital issues of our time are of profound importance to all good Americans."

His lively 5-nights-a-week broadcast—the Fulton Lewis, Jr. program—is currently sponsored on more than 300 stations. It offers local advertisers the prestige of a network feature, at local time cost with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet — or the Co-operative Program Department, **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

BROADCASTING
TELECASTING

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Second issue: Network Boxscore; How's Business
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

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Editor and Publisher

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David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO
417 Harbour Commission Bldg. *ELgin 0775*
James Montagnes.

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* Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year. 25c Per Copy

"We consider money spent with WFAA over the last sixteen years one of our most fortunate investments."

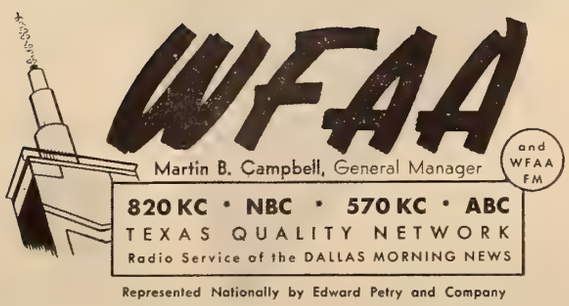
FANT MILLING CO.*

James A. Fant

President

*** NOW SPONSORING:**

Saturday Night Shindig (since 1944)
Noonday News, Monday through Saturday (since 1938)

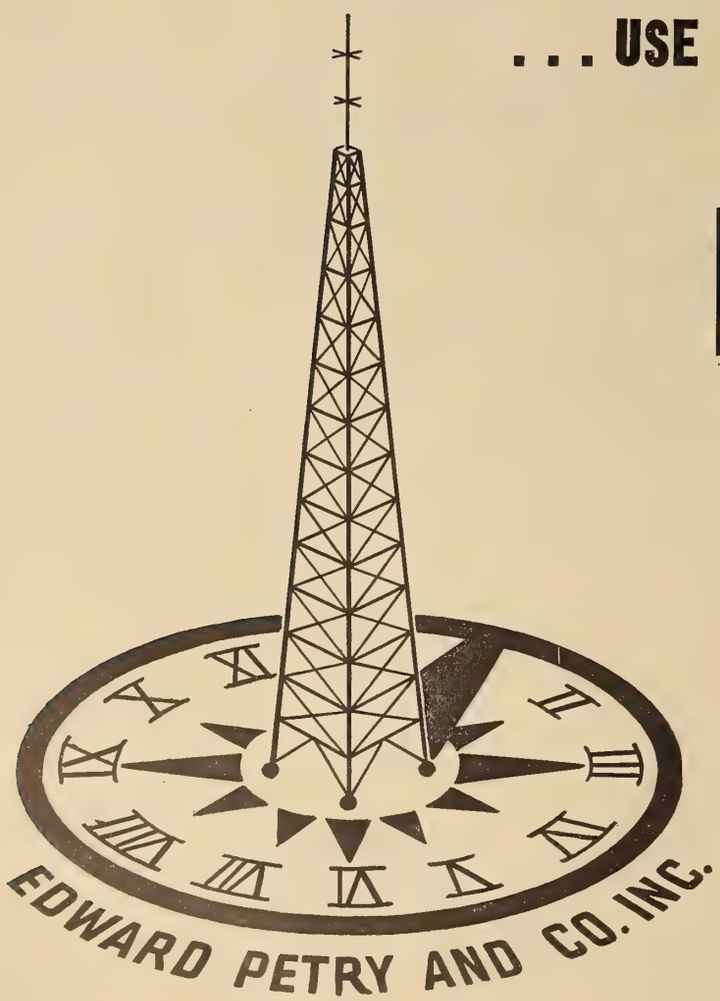


Represented Nationally by Edward Petry and Company

"ANY ADVERTISER CAN . . .

AND MOST ADVERTISERS SHOULD

. . . USE SPOT RADIO"



THE
SMILE THAT S-T-R-E-T-C-H-E-S
FROM COAST TO COAST

From Penobscot to San Luis Obispo, more than a few million good consumers are smiling that well-known Ipana smile.

Of quite a few reasons why they should buy Ipana, one of the best, we think, is the persuasive commercial spot that's taken to the air, via dozens of the country's leading stations.

If you have a product you want to start moving now —in the markets you select yourself—we'd like to recommend that you do what Ipana and a lot of other smart Spot advertisers do:

START YOUR MARKET-BY-MARKET THINKING WITH THIS BLUE CHIP LIST OF STATIONS. →

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
DALLAS • ATLANTA

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas, Ft. Worth	NBC, ABC
WJR	Detroit	CBS
KARM	Fresno	ABC
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WSAU	Wausau, Wisc.	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS

THE YANKEE AND TEXAS QUALITY NETWORKS

ON THE WASHINGTON SCREEN



THE TAILWAGGERS TELEVISION SHOW STARS "SINNER", A FRENCH POODLE AND "PANSY", AN ORDINARY CAT and is conducted by Bryson Rash and Marilynn Himes, President of The Tail Waggers Club of Washington. (Tuesdays, 7:30 p.m.) The guest list of the show includes a guppy (who gave birth to a school of guppies during the show), a famed chimpanzee named "Jimmie", and a "de-activated" skunk! Training courses for newly acquired pets, special breeds with background and history, and gadgets for animal owners are among the features. A pet is given away each week to the most deserving caller. Above, Marilynn and Bryson show off winners of recent city-wide "shaggy dog contest." (Tailwaggers received top rating in its time period on latest ARB Survey—Oct. 16-23.)



EVALYN TYNER, THE FIRST LADY OF THE PIANO, entertains tele-viewers every Tuesday evening at 10 with a delightful musical half hour from the beautiful Embassy Room of The Hotel Statler. The Times-Herald tabbed the show, "recommended viewing"—The Evening Star remarked "the fun of listening to Evalyn Tyner play a piano is considerable, of course, but is augmented when you can watch her, too." Variety Magazine said, "Miss Tyner is above criticism in her performance on the ivories . . . there is constant interest in her playing for the eyes as well as the ears."





AT HOME WITH THE HUNNICUTS is exactly where the TV audience is on Sunday evening at 7. A domestic comedy revolving around the small, humorous events found in every American home, the Hunnicuts (husband and wife in real life, too) combine hilarious situations with Mike's piano playing and the songs of both Mike and Polly in a quarter hour of very enjoyable televiewing. (Latest ARB Survey—Oct. 16-23—shows "The Hunnicuts" has the largest audience of any show at that hour!)

JIM GIBBONS IS THE BUSIEST AND THE MOST POPULAR SPORTSCASTER in Washington. He brings tv fans the boxing matches on Monday nites, the wrestling matches on Wednesday nites, and with Harry Wismer covers the Washington Redskins football games. His "Sports-Cartoon-A-Quiz" show on Wednesday nites is one of the longest continuously sponsored (by the same client) shows in television! Above Jim introduces Marlene Baur (left), one of America's top woman golfers, and her sister to viewers on his nightly (7:15) "Sports Reel" show.

WMAL-TV

WMAL

THE EVENING STAR STATIONS

WASHINGTON, D. C.

WMAL-FM

Agencies



MARK BENNETT BYRON, for past four years advertising manager of Yardley of London Inc., in New York, joins William Esty Co., New York, as a vice president. He operated his own advertising agency before the war. **MELVILLE BURKE,** stage and film director, joins William Esty television department as staff director. His current assignment is *The Colgate Theatre.*

J. KENNETH WHITE, formerly with Biow Co., New York, joins **LENNEN & MITCHELL,** New York, as account executive. Before joining Biow Co., he was with Federal Adv. and prior to that with McCann-Erickson. He specializes in drug and food accounts.

T. L. STROMBERGER, for past four years senior account executive for Los Angeles office of West-Marquis Inc., named vice president. He has been in advertising since 1929 and with West-Marquis since 1944.



Mr. Stromberger

WILFRED GUENTHER named president of Riesser-Guenther, Cincinnati. Agency has recently been incorporated.

ED LaGRAVE Jr. named radio director and account executive of Lessing Adv. Co., Des Moines. He had been account executive for past two years with R. H. Cary, Inc., same city, and was formerly manager of KUSD Vermillion, S. D., and announcer and continuity writer with KTRI Sioux City, Iowa.

KENNETH DUNNING, with Langhammer & Assoc., Omaha, since June, appointed art and production director for agency.

HARRY HOFFMAN, former advertising and sales promotion director for Ives-Cameron Div., American Home Products Corp., organizes Hoffman Adv. Inc., with offices at 100 W. 42nd St., New York. He will specialize in drug and ethical pharmaceutical accounts.

RICHARD E. GOEBEL, former executive in Seattle and San Francisco offices of Ruthrauff & Ryan and recently associated with KOOL Phoenix, Ariz., and KLAS Las Vegas, Calif., joins Hiddleston, Evans & Merrill, Seattle, as vice president and member of firm.

EILEEN HOWARD NOLAN, former copy supervisor at Grey Adv., New York, joins copy staff of Robert W. Orr Assoc., also New York.

JERRY HILL, formerly sports director with KDYL and KDYL-TV Salt Lake City, joins Walter McCreery Inc. (formerly Smith, Bull & McCreery Adv.), Beverly Hills, Calif., production and promotion staff.

MARSHALL WORCESTER becomes associate specializing in radio and TV of Lewis Agency, Washington.

JERRY HINES resigns as account executive at KOL Seattle to join H. J. McGrath & Assoc., Seattle.

ROBERT PASCH, formerly with Buchanan Co., New York, joins copy department of Kenyon & Eckhardt, New York.

INNIS BROMFIELD, formerly advertising manager of Morris Plan, San Francisco Finance Co., joins Foote, Cone & Belding, San Francisco, as copy chief effective Nov. 15.

PETER McGOVERN, publicist and former newspaperman, joins radio-TV publicity department of Young & Rubicam, New York.

ROBERT MIZE, formerly production manager of S. L. Kay Adv., San Francisco, joins Garfield & Guild, San Francisco, in same capacity.

HOWARD L. CORDERY, former head of television department and executive producer for Nasht Productions, joins television department of Marschalk & Pratt Adv. Co., New York.

LOWE RUNKLE Co., Oklahoma City, elected to membership in American Assn. of Advertising Agencies.

JACK WYATT, radio and television director of Grey Adv., New York, is the father of a girl, Claudia Wyatt, born Oct. 27.

Address Changes: GEORGE C. McNUTT ADV. moves to 3031 Telegraph Ave., Oakland; telephone, OLympic 3-1841.

MAURICE G. VAUGHN, vice president in charges of Hollywood office of Zeder-Talbott, Inc., is the father of a boy.

Scranton

the Nation's 21st market, but that doesn't tell all...

Scranton

674,000 people who can buy your products

Scranton

a market you can cover with one station

Scranton

with evening Hooper-ratings of 72.0—afternoon 59.0—morning 56.6

WGBI

MRS. M. E. MEGARGEE
President

GEORGE D. COLEMAN
General Manager

CBS Affiliate 910 KC 1000 watts day, 500 watts night

JOHN BLAIR & COMPANY
NATIONAL REPRESENTATIVES

Scranton

plus Wilkes-Barre...a good market to include in all your plans

For Profitable Selling
INVESTIGATE
WDEL
Wilmington, Del.
WGAL
Lancaster, Penna.
WKBO
Harrisburg, Penna.
WORK
York, Penna.
WRAW
Reading, Penna.
WEST
Easton, Penna.
NBC AFFILIATES
Represented by
ROBERT MEEKER
ASSOCIATES
Los Angeles
San Francisco
New York
Chicago
STEINMAN STATIONS

Feature of the Week

"LET'S get it first-hand," said Bill Burns to Herb Morrison, his newsroom mate at KQV Pittsburgh, as they read the Tuesday noon flash carrying first news of the worst airplane disaster in history (see crash coverage story this issue).

Mr. Morrison is an old hand at disaster coverage, having attained worldwide fame with his spontaneous description of the *Hindenberg* disaster May 7, 1937, as the zeppelin landed at Lakehurst, N. J. That recording is one of the most-played documentaries of all time.

A call to the Civil Aeronautics Board in Washington wound up at the desk of a government girl working in a building within easy eye-range of the crash scene. Mr. Morrison had a tape recorder turning as the eyewitness described what she saw from her office window, located right at National Airport.

She insisted at least 50 persons had perished in the crash though wire services were said to be estimating the dead at 10.

As soon as the conversation had ended, KQV cut into its 12:30-1 p.m. *Say It With Music* program with the tape-recorded telephone talk.



Herbert Morrison (l) and C. F. Nehlsen in 1937 NBC photo of network's recording of Hindenberg disaster.

* * *

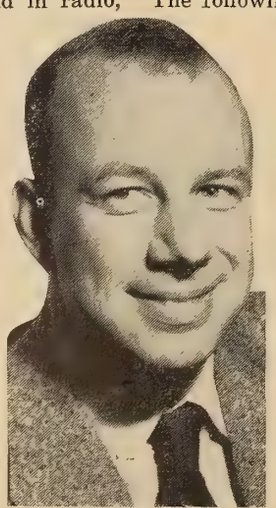
According to KQV, the Pittsburgh United Press office listened to the broadcast and wired the Washington bureau that a KQV on-the-scene description had placed the dead at 50 instead of 10. The 50 figure was verified later in the day.

Thus Mr. Morrison has been involved professionally in two air disasters that have shocked the world. His *Hindenberg* recording, which ended in a broken-voiced sob, induced NBC to break for the first time its rule against use of recordings on the network. At that time Mr. Morrison was an announcer at WLS Chicago.

On All Accounts

IT CAN be said that Forrest Owen Jr., West Coast radio and television director for Wade Advertising, Hollywood, cleaned up in radio at the age of 15.

At that time in his life, while attending high school, Forrest was employed as janitor in the studios of WELL Battle Creek, Mich. Money was no object—as the $1 compensation will testify—he just wanted to get a toehold in radio, and perhaps be called upon to emit a station break once in a while. He admits, moreover, to using influence to get himself this position. His father, Forrest Flagg Owen, now WELL public relations director, was then commercial manager of the station.



FORREST

Young Forrest's career at WELL was interrupted the following year, in 1937, when he left to enter Michigan State College, East Lansing. Book learning did not interfere with his radio ambitions for long, though. Forrest was made announcer for the school's 5,000 kw non-commercial station WKAR. In his senior year he was advanced to program director.

With graduation came the offer of an announcing job at WXYZ Detroit. After six months there he was given the title of night supervisor and a raise of $10 a week. In late 1942 an ulcer which seems to have been developed carefully in college, got the better of him and forced him into hospitalization and rest for the next four months.

Ready for work again, in 1943, Forrest joined WTOL Toledo as program director and announcer. The following year, he left to join a now defunct Toledo agency for the next six months, where he produced shows for Army camps in the midwest.

In 1944 he went to Wade Adv., Chicago, as assistant producer. During the next two years there he directed the *Quiz Kids* and worked on the *National Barn Dance*. In 1946 he was called to the agency's Hollywood office to produce the *Lum 'n' Abner* show and supervise MBS *Queen for a Day* for Miles Labs (Alka-Seltzer). Currently Forrest produces the CBS *Curt Massey Show*, and supervises *Queen* in addition to Don Lee *Alka-Seltzer News* and CBS Pacific Coast *Fred Beck Show* which replaced *Lum 'n' Abner* in 1948. He also super-

(Continued on page 15)

First!
• ON THE DIAL
• IN LISTENING
• IN NETWORK
WSJS
LEADS
DAY AND NIGHT
IN
NORTH CAROLINA'S
RICH TRI-CITY
MARKET
• WINSTON-SALEM
• GREENSBORO
• HIGH POINT
WRITE FOR OUR BMB FOLDER
WSJS
AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS
NBC
AFFILIATE
Represented by
HEADLEY-REED COMPANY

KRNT

A Cowles Station

WCOP Boston, WNAX Sioux City—Yankton

5000 WATTS

AMERICAN BASIC NETWORK

DES MOINES

IOWA

Affiliated with the Des Moines Register & Tribune

Some interesting excerpts from
a Sept. 26 editorial in the
"Des Moines Register" about

THE KRNT OPERATION

"There is no city of comparable size in the country, as far as we know, that provides such diversified entertainment as the KRNT THEATER makes possible." . . . "The new managers (Cowles Broadcasting Co.) obviously thought of it not as a local theater but as an 'all-Iowa theater'." . . . "Well over half of its 4,000-plus capacity is taken up consistently by patrons from outside Polk county." . . . "It is the cultural and entertainment field that gives the KRNT THEATER its real glamor and familiarity among Iowa people." . . . "The nation's first-rank stars and showmen put Des Moines on the 'road list' early and almost invariably." . . . "We think the folks who are running this 'show-place of Iowa' are doing a good and useful job."

The Station Promotes the Theater . . .
The Theater Promotes the Station . . . AND —

ALL IOWA LOOKS TO KRNT FOR ENTERTAINMENT—

Radio .. Stage .. Concert





The station with the fabulous personalities and the astronomical Hoopers

Cities Service TV

EDITOR, BROADCASTING:

This is to notify you that the Cities Service *Band of America* simultaneous television and radio program is continuing after four weeks experiment. The combination television and radio program Monday night at 9:30 p.m. seems to have made a distinct hit for the ear, and the eye and and ear. Certainly on last Monday night there could not have been a better television program; and Cities Service television commercials have received acclaim.

Merlin H. Aylesworth
Consultant
Cities Service Co.
New York

[EDITOR'S NOTE: Cities Service radio history as well as a description of the program's advent into television was described in a special feature in BROADCASTING, Oct. 17.]

Open Mike



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

'PI' Scratch Pad

EDITOR, BROADCASTING:

"PI NETS A PROFIT"—

Our station eagerly waits for each copy of BROADCASTING and receives good information that helps us make more money and increase the listeners of our station. We always read the articles on PI deals with great interest, and after receiving bales of PI deals, our traffic department comes up with an idea of how to make money off PI promoters. It's very simple, but the only sure way we know—

Place each piece of copy in a dry, clean corner in a big box. When it is full, take it to your local printer and have him cut and gum into nice four by fives and eight by tens for scratch pads. To this box, designed for collecting paper for our scratch pads, we have added the reams of commercial news releases received from non-advertisers who run big contests and a million and one gimmicks to receive free publicity. We believe in selling from the rates cards, but we do appreciate the free paper, as we have found it valuable to our operation—so keep the mail rolling.

To see one of these pads, just send a letter to "Scratch"—that's S-C-R-A-T-C-H, Box 629, Baytown, Tex. Seriously speaking, we will send station managers a sample.

E. H. Keown
General Manager
KRCT Baytown, Tex.

* * *

Does 'Super Job'

EDITOR, BROADCASTING:

. . . Seems to be an appropriate time to assure you that I know of no other magazine or paper representing *any* specific industry doing a job so super as BROADCASTING.

Your strongest feature seems to be that you fairly represent, without fear or favor, the expression of all groups—the nets and non-affiliates—FM'ers and AM'ers—the mighty and the midgets. With such editorial policy, how can you fail?

Jim Gerrard
President and Comm. Mgr.
KRNO San Bernardino, Calif.

* * *

Carols, Too Early

EDITOR, BROADCASTING:

. . . I have just finished listening to someone singing "Silent Night" on the *Breakfast Club* program over ABC.

We have heard much criticism in the past about over-emphasis of the commercial aspects of Christmas. I think radio probably has done more to ruin the spirit of Christmas than any other medium through its mad competitive desire for everyone to beat the other fellow to the punch.

If we keep on singing Christmas carols earlier and earlier we probably will end up by starting them on Decoration Day or even before. Certainly program directors and music directors on radio should have better taste than to start Christmas carols two to three months before the day it is intended to celebrate. . . .

R. T. Mason
General Manager
WMRN Marion, Ohio

'Mr. Chips' to Radio

AFTER a quarter century of teaching at the U. of Cincinnati Evening College which won him the title of "Mr. Chips," Robert M. Fleming has resigned to give all his attention to radio work. During his long campus career, he taught public speaking, public relations and advertising. In his "goodbye," however, "Mr. Chips" set up a $1,000 scholarship to provide a $40 annual award to the male high school graduate who wishes to follow a commerce program in the Evening College. Mr. Fleming has devoted much of his time to radio work since 1938 and for several years has been a member of WCKY Cincinnati's sales staff.

ONLY ONE STATION **COVERS**

THE SOUTH BEND MARKET—

AND WHAT A MARKET!

Right! Only WSBT *covers* the great South Bend market. No other station, Chicago or elsewhere, even comes close. Look at the latest Hooper—look at any Hooper—for eloquent proof.

The South Bend market is far-reaching, prosperous, and growing fast. Its heart is *two* adjoining cities—South Bend and Mishawaka—with a combined population of 157,000. Total population of the *entire* South Bend market is over half-a-million. Total retail sales in 1948 exceeded half-a-*billion* dollars! The rest of WSBT's primary area gives you another million people who spent 911 million dollars in retail purchases last year.

You *must* cover the South Bend market. You *do* cover it with WSBT—and only with WSBT.

WSBT

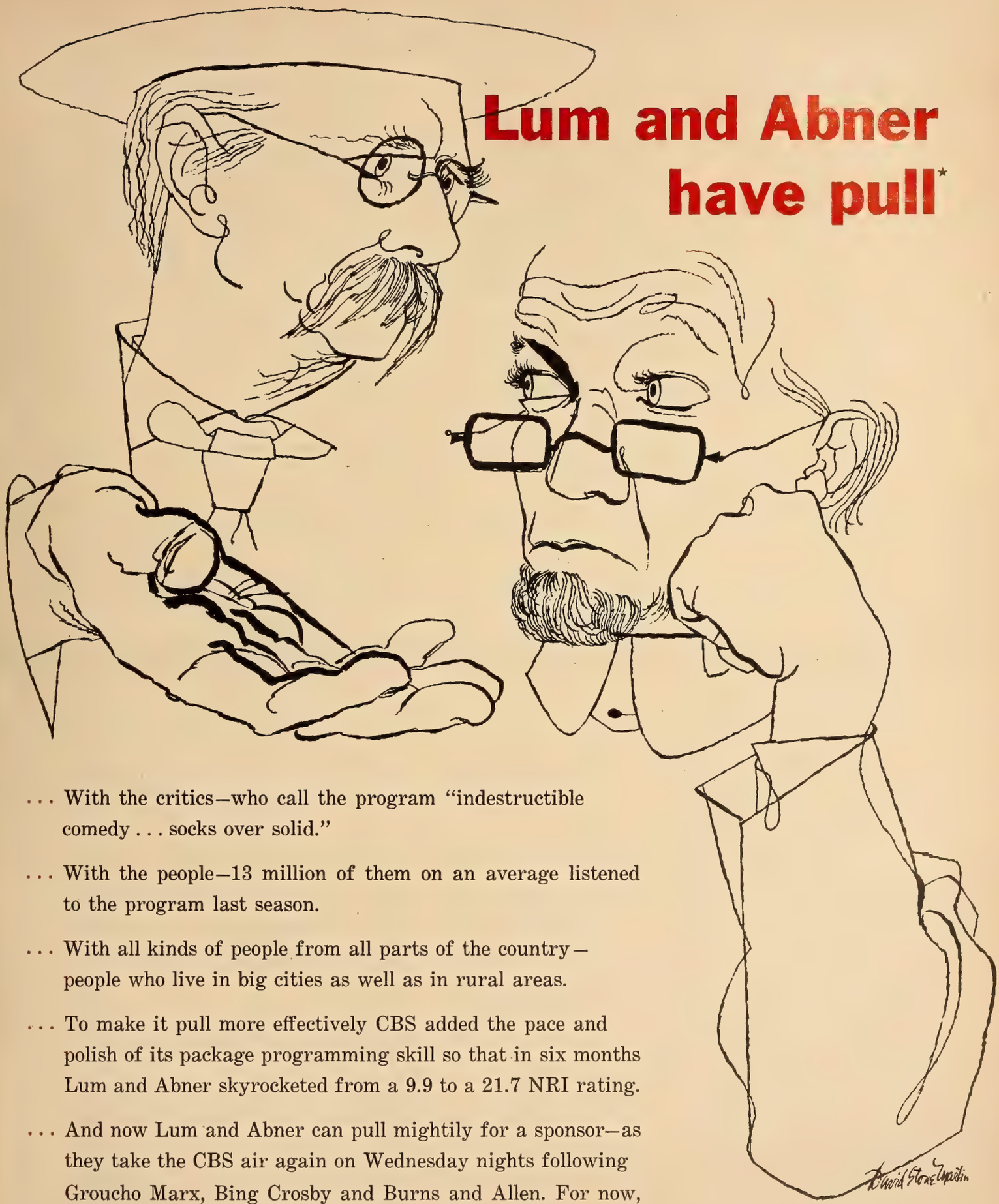
WSBT duplicates its entire schedule on WSBT-FM—at no extra cost to advertisers.

WSBT SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

Lum and Abner have pull*



. . . With the critics—who call the program "indestructible comedy . . . socks over solid."

. . . With the people—13 million of them on an average listened to the program last season.

. . . With all kinds of people from all parts of the country—people who live in big cities as well as in rural areas.

. . . To make it pull more effectively CBS added the pace and polish of its package programming skill so that in six months Lum and Abner skyrocketed from a 9.9 to a 21.7 NRI rating.

. . . And now Lum and Abner can pull mightily for a sponsor—as they take the CBS air again on Wednesday nights following Groucho Marx, Bing Crosby and Burns and Allen. For now, like Irma, like Godfrey, like Our Miss Brooks—they're a payoff comedy package from CBS.

CBS PACKAGE PROGRAMS

*They have so *much* pull that an Arkansas town, two mountains and a State highway changed their names, and seven pairs of twins were christened Lum and Abner.

COMPARATIVE NETWORK SHOWSHEET

BROADCASTING

EVENING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Adams Hats Drew Pearson (226) R	Prudential Ins. Family Hour (150)	Quaker Oats Roy Rogers Show (500)	Catholic Hour S
6:15	Seeman Bros. Mon. Headlines (218) R	"	"	"
6:30	Author Meets Critic S	C-P-P Our Miss Brooks (152) R	Cudahy Packing Nick Carter (467)	Hollywood Calling S
6:45	"	"	"	"
7:00	Think Fast S	Amer. Tob. Co. Jack Benny (180) R	Adv. of the Falcon S	Gruen Watch Hollywood Calling (163)
7:15	"	"	"	"
7:30	Stand By S	Lever Bros. Amos 'n' Andy (150)	7:30-7:55 The Saint	Rexall Co. Harris-Faye (163)
7:45	"	"	7:55-8 Ronson Art Metal, J. Desmond (441)	"
8:00	Old Gold Stop the Music (173)	Coca-Cola McCarthy Show (171) R	Co-op A. L. Alexander	Wildroot Co. Adv. of Sam Spade (165) H
8:15	Eversharp, Inc. (173)	"	"	"
8:30	Speidel Corp. (171)	P & G—Tide Red Skelton (170) R	Enchanted Hour	U. S. Steel Corp. Theatre Guild (165)
8:45	Old Gold Cigarettes (173)	"	"	"
9:00	Kaiser-Frazer Walter Winchell (272)	Electric Co. Corliss Archer (163)	Opera Concert	"
9:15	Andrew Jergens Louella Parsons (204)	"	"	"
9:30	Burisen-Riner Chance of a Lifetime (187)	Philip Morris Horace Heidt (172)	Sheliah Graham	Bayer Asprin American A. of F. Music (154)
9:45	"	"	Twin Views Of the News S	"
10:00	Carter Products Jimmie Fidler (70)	Carnation Co. Contented Hour (173)	Mr. Congress-man Abroad	Eversharp Take It or Leave It (164)
10:15	Ted Malone S	"	"	"
10:30	Organ Music S	Dress Parade S	Don Wright Chorus	Pet Milk Bob Crosby Show (162)
10:45	Sokolsky S	"	"	"

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You and — S	"	Clem McCarthy 6:15-6:20 S
6:30	"	No Network	"	Sketches in Melody 6:20-6:45 S
6:45	"	P & G—Ivory Lowell Thomas (78)	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition (53)	P & G—Dreft Beulah (81) R	Co-op Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (166) H
7:15	Co-op Elmer Davis (46)	P & G—Oxydol Jack Smith (84)	Dinner Date S	Miles Labs. News of World (151)
7:30	General Mills Lone Ranger (175) R	Campbell Soup Club 15 (153) R	Noxzema Gabriel Heatter (214)	Echoes from the Tropics S
7:45	"	Campbell Soup Ed. Murrow (153)	I Love A Mystery S	Pure Oil Co. Kaltenborn (31)
8:00	Waltham Watch Share the Wealth (21)	Bromo Seltzer Inner Sanctum (157) R	National Biscuit Straight Arrow (279)	A. A. of RR's Railroad Hour (163)
8:15	"	"	"	"
8:30	Buddy Weed Trio S	Lever-Lipton Arthur Godfrey Talent Scouts (156) R	Peter Salem S	Firestone Voice Firestone (140)
8:45	General Motors Henry Taylor (262)	"	" *	"
9:00	Kate Smith Calls S	Lever—Lux Lux R. Theatre (176)	Murder By Experts S	Bell Telephone Telephone Hour (150) R
9:15	"	"	"	"
9:30	"	"	Crime Fighters	Cities Service Band of America (181)
9:45	"	"	"	"
10:00	Elec. Workers Arthur Gaeth (97)	Lyr. - Pepsodent My Friend Irma (176)	Commentators MBS Newsreel	Screen Directors Playhouse
10:15	Kate Smith Calls S	"	"	"
10:30	"	R. J. Reynolds Bob Hawk (160)	Dance Music	The Ethel Merman Show
10:45	"	"	"	"

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You And — S	"	Clem McCarthy 6:15-6:20 S
6:30	"	No Network	"	Sketches in Melody 6:20-6:45 S
6:45	"	P & G—Ivory Lowell Thomas (78)	"	Sun Oil Co. 3-Star Extra (33)
7:00	Co-op Headline Edition (53)	P & G—Dreft Beulah (81) R	Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (166) H
7:15	Co-op Elmer Davis (46)	P & G—Oxydol Jack Smith (84)	Dinner Date S	Miles Labs. News of World (143)
7:30	Counter Spy S	Campbell Soup Club 15 (153) R	Rhodes Pharm. Gabriel Heatter	Park Sheraton Hotel Orchestra S
7:45	"	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. R. Harkness (26)
8:00	Amer. Oil Co. Carnegie Hall (108)	Sterling Drug Mystery Theater (149) R	Count of Monte Cristo S	duPont, Cavalc. of America (152) H
8:15	"	"	"	"
8:30	Co-op Town Meeting (56)	C-P-P T'thPwdr. Mr. Mrs. North (151) R	Official Detective S	Lewis Howe Co. Fannie Brice B. Snooks (152)
8:45	"	"	" *	"
9:00	"	Escape S	John Steele Adventurer	Lever—Swan Bob Hope (153) H
9:15	"	"	"	"
9:30	Chr. Sc. Monitor Views the News R	Life with Luigi S	Mysterious Traveler	Johnson Wax Fibber McGee & Molly (165)
9:45	We Care S	"	"	"
10:00	Time for Defense S	DeSoto Plym'th Hit the Jackpot (172)	Commentators MBS Newsreel	Lever Bros. Big Town (133)
10:15	"	"	"	"
10:30	A.F. of L. As We See It	Jimmy Dorsey Orchestra	Dance Orchestra	Brown & Wmsn Peopleare Funny (164)
10:45	C. of C.	"	"	"

EVE

	ABC	
6:00 PM	(Not in Service)	Metro Eric
6:15	"	You
6:30	"	No
6:45	"	P & Lowel
7:00	Co-op Headline Edition (53)	P & B
7:15	Co-op Elmer Davis (46)	P & Jack
7:30	General Mills Lone Ranger (175)	Camp C
7:45	"	Camp Ed.
8:00	Amazing Mr. Malone S	S Mr.
8:15	"	
8:30	Petri Wine Co. Sherlock Holmes (175)	Che Dr.
8:45	"	
9:00	Starring Boris Karloff S	Elgin Grou
9:15	"	
9:30	The Croupier S	Ligget Bing
9:45	"	
10:00	Miller Brewing Lawrence Welk (26)	Rlo Burn
10:15	"	
10:30	On Trial S	Lum
10:45	"	

DAYTIME

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Concert Hall S	World News	Elder Michaux Happiness Hour	Co-op World News W. W. Chaplin
9:15	"	E. Power Biggs S	"	Wormwood Forest S
9:30	Voice of Prophecy, V of P Inc (85)	"	Dixie 4 Quartet	Bach Aria Group S
9:45	"	Trinity Choir	Hearing Ministry of Chris. Science	Hudson Coal Co. D. & H. Miners (13)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (286)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Southernaires S	"	Voice of Prophecy (281)	Family Time S
10:45	Southernaires S	Church of Air S	"	"
11:00	Serutan Co. V. Lindlahr (69)	Newsmakers S	Christian Ref. Church, Back To God (266)	Faultless Starch Starch Time (50)
11:15	Dawn Bible Students, Frank & Ernest (179)	Howard K. Smith S	"	Morning Serenade
11:30	Hour of Faith S	Salt Lake City Tabernacle S	N'western U Review S	News Hilites S
11:45	"	"	"	Campana Solitair Time (19)
12:00 N	Fantasy in Melody S	Invitation to Learning S	College Choirs	Greystone Press Mr. Fixit (43)
12:15 PM	Foreign Reporter S	"	"	On the Village Green S
12:30	Piano Playhouse	People's Platform S	Lutheran Hour Dr. W. Maier (392)	Now Is the Atom S
12:45	"	"	"	"
1:00	Fine Arts Quartet S	Charles Collingwood S	Doubleday News	America United S
1:15	"	Elmo Roper S	Chas. Kenton Organist	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	General Mills Breakfast Club (212) R	Co-op News	Robt. Hurleigh	The Eddie Albert Show S
9:15	Swift & Co. Breakfast Club (127) R	Barnyard Follies S	Co-op Tell Your Neighbor	"
9:30	"	"	Tennessee Jamboree	Clevelandaires S
9:45	Philco Corp. Breakfast Club (24)	"	"	"
10:00	Libby, McNeill My True Story (196) R	Music Please S	Co-op Cecil Brown (30)	P & G, Welcome Travelers (141)
10:15	" *	Toni & Wildroot Arthur Godfrey (156) R	Faith Our Time S	"
10:30	General Mills Betty Crocker (191) R	Gold Seal Arthur Godfrey (172) R	Say It with Music	Kraft Foods Marriage for Two (148)
10:45	*See Footnote	National Biscuit Arthur Godfrey (172) R	"	Sealtest Dorothy Dix at Home (77)
11:00	Modern Romances	Liggett & Myers Arthur Godfrey (178) R	Co-op Behind the Story	Manhattan Soap We Love and Learn (162)
11:15	"	"	Bob Poole	Dr. Paul S
11:30	Pick a Date with Buddy Rogers	Contin'l Baking Grand Slam (48)	"	Prudential Ins. Jack Berch (136)
11:45	"	P & G Rosemary (68)	"	B. T. Babbitt Lora Lawton (135)
12:00 N	Pillsbury Mills Houseparty (216)	General Foods Wendy Warren (151)	Co-op Kate Smith Speaks	TBA
12:15 PM	" *	Lever Bros. Aunt Jenny (84)	Doubleday Quiz Show	Music
12:30	Out of Service	Whitehall Helen Trent (165)	Burrus Mills Light Crust Dough Boys	Hometowners
12:45	"	Whitehall Our Gal Sunday (158)	G. Heatter's Mail Bag	Echoes from the Tropics
1:00	Co-op Baukhage (92)	P & G Big Sister (93)	Co-op Cedric Foster	Boston Symphony Mon. 1-1:30
1:15	Co-op Nancy Craig (11)	P & G Ma Perkins (96)	Harvey Harding	Luncheon with Lopez Tues.-Fri.

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Breakfast on the Plaza S	Co-op News	(Network Opens 9:30 A.M.)	Mind Your Manners S
9:15	"	Barnyard Follies S	"	"
9:30	Shopper's Special S	"	News	Brown & Wmsn People are Funny (17)
9:45	"	Garden Gate S	"	"
10:00	At Home with Music S	M & M Ltd Joe Di Maggio (15)	Magic Rhythm	Minn. Valley Canning Co. Fred Waring (149)
10:15	"	"	"	"
10:30	Junior Junction S	Music for You S	Helen Hall	Pet Milk Mary Lee Taylor (148)
10:45	"	"	News	"
11:00	Navy Hour S	Cream of Wheat Let's Pretend (154) *	Music	J. Morrell & Co. Lassie (163)
11:15	"	"	"	NBC Stamp Club
11:30	Roger Dann S	Lever Bros. Junior Miss (167)	Man on Farm (Quaker) (363)	Brown Shoe Smilin' Ed McConnell (162
11:45	"	"	"	"
12:00 N	Hormel & Co Girls' Corps (208)	Armstrong Cork Theatre of T'day (166)	"	Barriault Washington News
12:15 PM	"	"	"	Americans the World Over S
12:30	American Farmer S	Pillsbury Mills Grand Gen. Sta. (150)	Smoky Mt. Hayride	Adventures of Archie Andrew S
12:45	"	"	"	"
1:00	ABC Concert of American Jazz	Armour Stars Over Hollywood (167)	Campus Salute	Allis-Chalmers Natl. Farm & H Hour (164)
1:15	"	"	"	"

DAYTIME

	ABC	
1:30	Fine Arts Quartet S	
1:45	"	
2:00	Around the World (150) S	
2:15	"	
2:30	Co-op Mr. Presiden	
2:45	"	
3:00	Fruehauf Trail Harrison Wo (75)	
3:15	P. J. Ritter Betty Clark (18)	
3:30	Lthrn. Laym Lutheran Hol (190)	
3:45	"	
4:00	Voices that Live S	
4:15	"	
4:30	Milton Cros Opera Albu	
4:45	"	
5:00	Family Closeup S	
5:15	"	
5:30	Goodyear T Greatest St Ever Told	
5:45	"	

TUESDAY

MBS	NBC
Repeat of Kid Strips	News Bob Warren S
"	Clem McCarthy 6:15-6:20 S
"	Sketches in Melody 6:20-6:45 S
"	Sun Oil Co. 3-Star Extra (34)
Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (166) H
Dinner Date S	Miles Labs. News of World (151)
R. B. Semler Gabriel Heatter (215)	Art Van Damme Quintet S
I Love A Mystery	Pure Oil Co. Kaltenborn (32)
Can You Top This S	Philip Morris This Is Your Life (145) R
"	"
International Airport	Kraft Foods Great Gilder-sleeve (153)
" *	"
Mr. Feathers	Bristol Myers Break the Bank (163)
"	"
Family Theatre S	Bristol Myers Dist. Attorney (163)
"	"
Commentators MBS Newsreel	Am. Cig. & Cig. The Big Story (165)
"	"
Dance Music	Mars Candy Curtain Time (145)
"	"

THURSDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Ricau S
"	You And — S	"	Clem McCarthy 6:15-6:20 S
"	No Network	"	Sketches in Melody 6:20-6:45 S
"	P & G—Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (34)
Co-op Headline Edition (53)	P & G Beulah (81) R	Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (166) H
Co-op Elmer Davis (46)	P & G Jack Smith (84) R	Dinner Date S	Miles Labs. News of World (143)
Counter Spy S	Campbell Soup Club 15 (153) R	Rhodes Pharm. Gabriel Heatter	Art Van Damme Quintet S
"	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. R. Harkness (27)
Blondie S	P & G—Lava FBI (149)	California Caravan	G. F.-Jello Aldrich Family (150)
"	"	"	"
Revere Camera A Date with Judy (51)	Whitehall Mr. Keen (149) R	Mail Pouch Fishing & Hunting Club (133)	G. F.-Maxwell Father Knows Best (155) H
"	"	" *	"
Old Gold Orig. Amateur Hour (173) *	Auto-Lite Suspense (169)	Comedy Playhouse	Reynolds Tob. Camel Screen Guild Theatre (152) H
"	"	"	"
"	Philip Morris Crime Photog. (149)	"	Blatz Brewing Duffy's Tavern (156)
Lee Hats R. Montgomery (266)	"	"	"
Music By Bovero S	Hall Bros. Hallmark Playhouse (158)	Commentators MBS Newsreel	Chesterfield Supper Club Perry Como
" *	"	"	"
Someone You Know, Mental Health Series S	Pursuit S	Dance Music	Liggett & Myers Fatima Cigs. Dragnet (139) H
"	"	"	"

FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Ricau S
"	You And — S	"	Clem McCarthy 6:15-6:20 S
"	No Network	"	Sketches in Melody 6:20-6:45 S
"	P & G—Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (34)
Co-op Headline Edition (53)	P & G Beulah (81) R	Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (166) H
Co-op Elmer Davis (46)	P & G Jack Smith (84) R	Dinner Date S	Miles Labs. News of World (151)
General Mills Lone Ranger (175)	Campbell Soup Club 15 (153) R	Gabriel Heatter	The UN Is My Beat.
"	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. Kaltenborn (31)
Norwich Pharm. Fat Man (136) R	Gen. Fds.-Sanka The Goldbergs (151) R	Russ Morgan Show	Henry Morgan Show
"	"	"	"
Equitable Life This Your FBI (221) R	Gen. Fds.-Jello My Favorite Husband (153) R	Music	Gulf Refining We the People (115)
"	"	" *	"
Heinz, Advntrs. of Ozzie & Harriet (207)	Am. Tob.-Roi Tan, Leave it to Joan (174)	Air Force Hour	Pabst Sales Co. Life of Riley (151)
"	"	"	"
Pac. C. Borax The Sheriff (191)	Breakfast with Burrows S	Co-op Meet the Press	R. J. Reynolds Camel, Jimmy Durante (163)
Ch. Spark Plug Roll Call (215)	"	"	"
Gillette S. R. Co. Gillette Fights (270)	Young Love S	Commentators MBS Newsreel	TBA
"	"	"	"
"	Capitol Cloak Room S	Dance Music	Col.-Palm.-Peet Sports Newsreel (139)
"	"	"	Pro & Con S

SATURDAY

ABC	CBS	MBS	NBC	
Albert Warner S	News Bancroft S	Modern Music	Horse Races	6:00 PM
Church of Nation S	Memo From Lake Success	"	Religion in the News S	6:15
Co-op H. Wisner	Red Barber Sports	Music	NBC Symphony Orchestra S	6:30
Harmonaires S	News L. Leseuer S	Mel Allen	"	6:45
Remember S	Johnny Dollar S	Hawaii Calls S	"	7:00
Co-op Bert Andrews	"	"	"	7:15
Richfield Sports Reporter (54)	R. J. Reynolds Vaughn Monroe (160)	Helbros Quick As A Flash (400)	Rich'd Diamond Private D'tective S	7:30
It's Time for Music S	"	"	"	7:45
Chandu, The Magician Co-op	Wrigley Gene Autry (169)	Ronson Metal 20 Questions (501)	Am. Home Prod. Hollywood Star Theatre (53) H	8:00
"	"	"	"	8:15
Superman S	Philip Marlowe S	Take A Number	P & G—Duz Truth or Consequences (142)	8:30
"	"	"	"	8:45
Casebook of Gregory Hood S	General Foods Gangbusters (81) R	Meet Your Match	Amer. Tob. Co. Your Hit Parade (164)	9:00
"	"	"	"	9:15
Hollywood By Line S	Broadway Is My Beat S	Lombardo USA S	Colgate Shv. C. A Day in the Life of Dennis Day (144) H	9:30
"	"	"	"	9:45
Phillips Petrol. Nat. Barn Dance (68) *	Sing It Again S	Chicago Theatre of the Air S	Colgate Judy Canova (144) H	10:00
"	"	"	"	10:15
Shamrock Hotel Bands S	Carter Prod. Sing It Again (149)	"	R. J. Reynolds Grand Ole Opry (159)	10:30
"	Luden's Sing It Again 11/26 (149)	"	"	10:45

SUNDAY

CBS	MBS	NBC
easury ndstand S	American Radio Warblers	U of Chicago Round Table S
"	Michael O'Duffy	"
ngines-ttnauer iers (163)	Chamber Music	NBC Theatre S
"	"	"
ppation Piece S	Co-op Bill Cunninyhan (55)	"
"	Veteran Wants to Know S	"
Phil'monic bony Orch. S	Treasury Variety Show	One Man's Family S
"	"	"
"	General Foods Juvenile Jury (223)	Miles Labs. Quiz Kids (162)
"	"	"
"	General Foods House Mystery (482)	Living—1949
"	"	"
unday at he Chase S	Wm. Gargan Private Investgr. (380)	Amerıacn Forum of the Air S
"	"	"
asic for You	Grove Labs. D.L.&W. Coal The Shadow	Radio City Playhouse S
"	"	"
Longines-Wittnauer Longines	Williamson True Detective Mysteries (472)	Int'l Harvester Harvest of Stars (165)
ymphonette (164)	"	"

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	P & G Dr. Malone (87)	Music	Co-op George Hicks S
Listen to This S	P & G Guiding Light (85)	Checkerboard Jamboree	The Playboys
Co-op Breakfast in Hollywood	General Foods 2nd Mrs. Burton (68)	Miles Lab. (422) Queen for Day	Campbell Soup Double or Nothing (133)
"	P & G Perry Mason (114)	"	"
Sterling Drug Bride & Groom (201) R	Toni Co. Nora Drake (153)	Ladies Fair	General Mills Today's Children (71)
"	P & G Brighter Day (82)	"	General Mills Light of World (71)
See Footnote	Babbitt David Harum (55)	Bob Poole Show	P & G Life-Beautiful (149)
"	Miles Labs. Hilltop House (130)	"	P & G Road of Life (149)
Philip Morris Ladies Be Seat'd (209) *	Garry Moore Show S	"	P & G Pepper Young (153)
"	"	"	P & G Right to Happiness (151)
Pillsbury Mills Galen Drake (216)	"	Miscellaneous Programs	Sterling Drug Backstage Wife (146)
Tune Trio S	"	"	Sterling Drug Stella Dallas (146)
Melody Promenade S	Treasury Bandstand S	Hoedown Party	Sterling Drug Lorenzo Jones (146)
"	"	"	Sterling Drug Y. Widder Brown (146)
See Footnotes	Chicagoans S	Bobby Benson	General Foods When Girl Mar's (81)
"	"	National Biscuit Tues-Thurs S. Arrow (343)	General Foods Portia Faces Life (89)
"	Hugo Malan's Orchestra S	M-W-F, Tom Mix-Ralston (482)	Whitehall Just Plain Bill (60)
"	Miles Labs. Curt Massey Time (148) R	Capt. Midnight Wander (161)	Whitehall Front Page Farrell (59)

SATURDAY

ABC	CBS	MBS	NBC
Old, New, Borrowed, Blue S	Toni Co. Give and Take (149)	Dance Orchestra	Report on America S
"	"	"	Football Games
College Football Games S	Borden County Fair (167)	Football	"
"	"	"	"
"	Football Round-up S	"	"
"	"	"	"
"	"	"	"
"	"	"	"
Tea and Crumpets	"	Sports Parade	"
"	"	"	"
"	Make Way for Youth S	Dance Music	Music
"	"	"	Hunt Club Dog Fd., Confidential Closeups (160)

*EXPLANATORY. LISTINGS IN ORDER: SPONSOR, NAME OF PROGRAM, NUMBER OF STATIONS, AND IN SOME INSTANCES, STARTING DATE. S SUSTAINING. R RE-BROADCAST. WEST COAST; TBA TO BE ANNOUNCED. TIME IS EST.

ABC

9:55-10 PM Thurs., Personality Portraits, sustaining.
10-10:30 AM Tues. & Thurs., Sterling Drug sponsors My True Story 204 stations.
10-10:30 PM Saturday, National Barn Dance, Phillips Petroleum Co., in West.
10-10:30 PM Sat., Voices That Live.
10:30-10:45 PM Sat., Irving Fields in East.
10:45-11 AM Mon., Wed. & Fri., Serutan Co., V. Lindetta, 69 stations.
10:45-11 AM Tues., Club Aluminum Products Co., Club Time, 65 stations.
10:45-11 AM Wed., Radio Offers Co., Housewives Moneymaker, 60 stations.
10:45-11 AM, Doubleday & Company and the Radio Offers Company alternate in sponsoring a home makers program in this time period.
12:25-12:30 PM Mon.-Fri. Walter Kiernan with One Man's Opinion with Philip Morris sponsoring over 209 stations.
3-3:15 PM Tues. and Thurs., At Home With The Kirkwoods.
3-3:15 PM Tues. and Thurs., Vera Vague.
3-3:30 PM Mon., Wed. & Fri., Quaker Oats sponsors Talk Your Way Out Of It over 206 stations.
3:55-4 PM Mon.-Fri., Westinghouse sponsors Ted Malone, 132 stations.
5-5:30 PM Mon., Wed. & Fri., Quaker Oats sponsors Challenge Of The Yukon over 207 stations.
5-5:30 PM Tues. & Thurs., Green Hornet—sustaining.
5:30-6 PM Mon.-Fri., General Mills sponsors Jack Armstrong on alternate days each week with the Derby Foods sponsoring Sky King, 202 stations for both.

CBS

11:00-11:05 AM Sat., Seeman Bros., Allan Jackson News, 164 stations.
11:00-11:05 AM Sun. Annual Edtn. Allan Jackson News, 65 stations.
4:25-4:30 PM News.

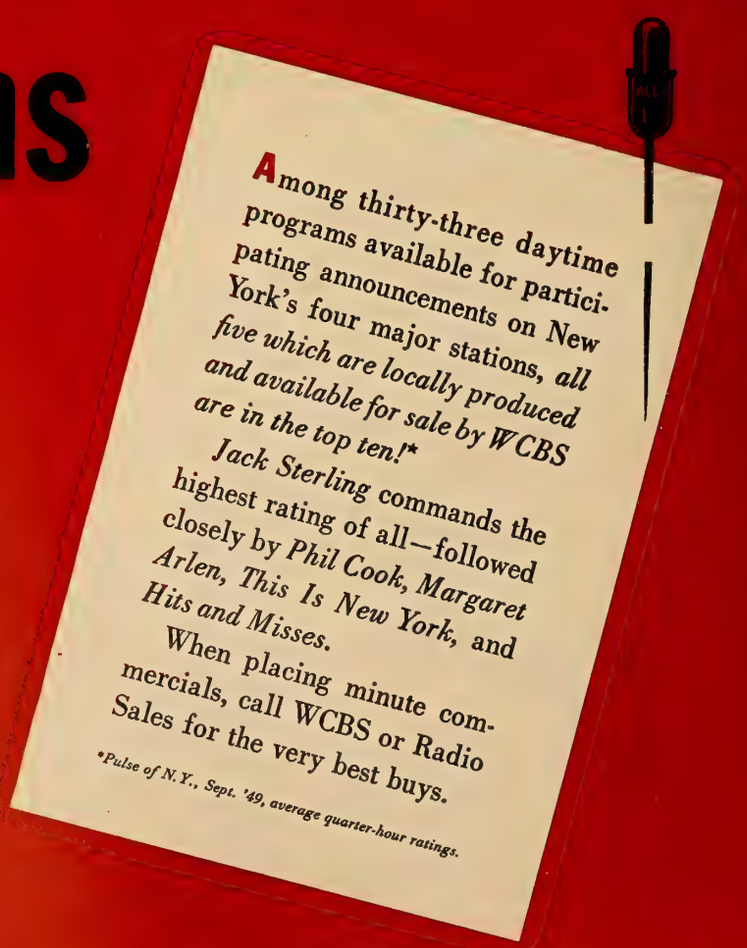
MBS

7:55-8 PM Sunday, Ronson Art Metal Works - Johnny Desmond Show, 441 stations.
8:55-9 PM Mon.-Fri., Bill Henry & the News, Johns-Manville, 374 stations.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
November 7, 1949
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Looking for the biggest?

New York's biggest buys in participating programs are on WCBS



Among thirty-three daytime programs available for participating announcements on New York's four major stations, *all five which are locally produced and available for sale by WCBS are in the top ten!**

Jack Sterling commands the highest rating of all—followed closely by *Phil Cook, Margaret Arlen, This Is New York,* and *Hits and Misses.*

When placing minute commercials, call WCBS or Radio Sales for the very best buys.

**Pulse of N.Y., Sept. '49, average quarter-hour ratings.*

Represented by Radio Sales

► For 17th consecutive year, the Canadian Broadcasting Corp., started *Northern Messenger Service* on Nov. 4, for Canadian and U. S. citizens in Canada's far north. Service originally started in 1926 by KDKA Pittsburgh, and now is carried by CBC 50 kw stations and shortwave stations half hour to one hour weekly. Messages from friends and relatives are sent to the men and women who live in Canada's sub-Arctic and Arctic regions beyond regular means of communication, many of whom are shut off from civilization the entire winter. Messages for people in the Arctic are received by CBC at Winnipeg, there edited for brevity, and recorded for use on CBW Winnipeg, CBK Watrous, CBX Edmonton, and CBA Sackville, as well as shortwave stations at Sackville.

* * *



NO 'mike fright' for Sportscaster George Faulder (l) of WMPS Memphis, who is giving this version of his play-by-play broadcasts of the Mississippi State football schedule to the sponsor, Walter Davis, of Davis Motors. The giant microphone, mounted on a jeepster, travels to all the games with Mr. Faulder.

Milestones

► Mutual outlet, KDRO Sedalia, Mo., celebrated its tenth anniversary early last month with a studio party to which the public was invited.

► New Philadelphia radio record was reportedly established when the dramatic series, *Within Our Gates*, aired its 250th consecutive broadcast over WFIL Philadelphia Oct. 30. Program was selected by ABC for network broadcast during Brotherhood Week.

► Barbecue held late last month at the transmitter site of WPTF Raleigh, N. C., celebrated the admission of Howard Sugg, transmitter engineer, into the station's 20-year club. General manager R. H. Mason will be admitted into the club in December.

► WCCC Hartford, Conn., celebrated its second anniversary by airing a special program which featured interviews with key staff personnel and sponsors.

► Executives representing the sponsor, agency and WJZ New York congregated last month to celebrate the 15th anniversary of *Esso Reporter* broadcasts on WJZ. Mark Woods, president of ABC and Harry C. Marschalk, president of Marschalk & Pratt, Esso's agency, were among those present.

► Carl Berger, conductor of WWDC Washington's program *Your Government and Mine* marked 12 continuous years on the air Oct. 28. A government employee himself, Mr. Berger reports nightly on job information, departmental news, employe's organization and the comings and goings of important and "little" people in government service.

► The 50th anniversary of the founding of Portland, Ore.'s Musicians Mutual Association Local No. 99, AFL, was celebrated in cooperation with KGW and KOIN both Portland. Both stations aired half-hour shows commemorating the event, KGW's format being a birthday party, and KOIN using a "cavalcade" pattern. Local and staff musicians were featured by both stations on their shows.

On All Accounts

(Continued from page 12)

vises local radio and television accounts.

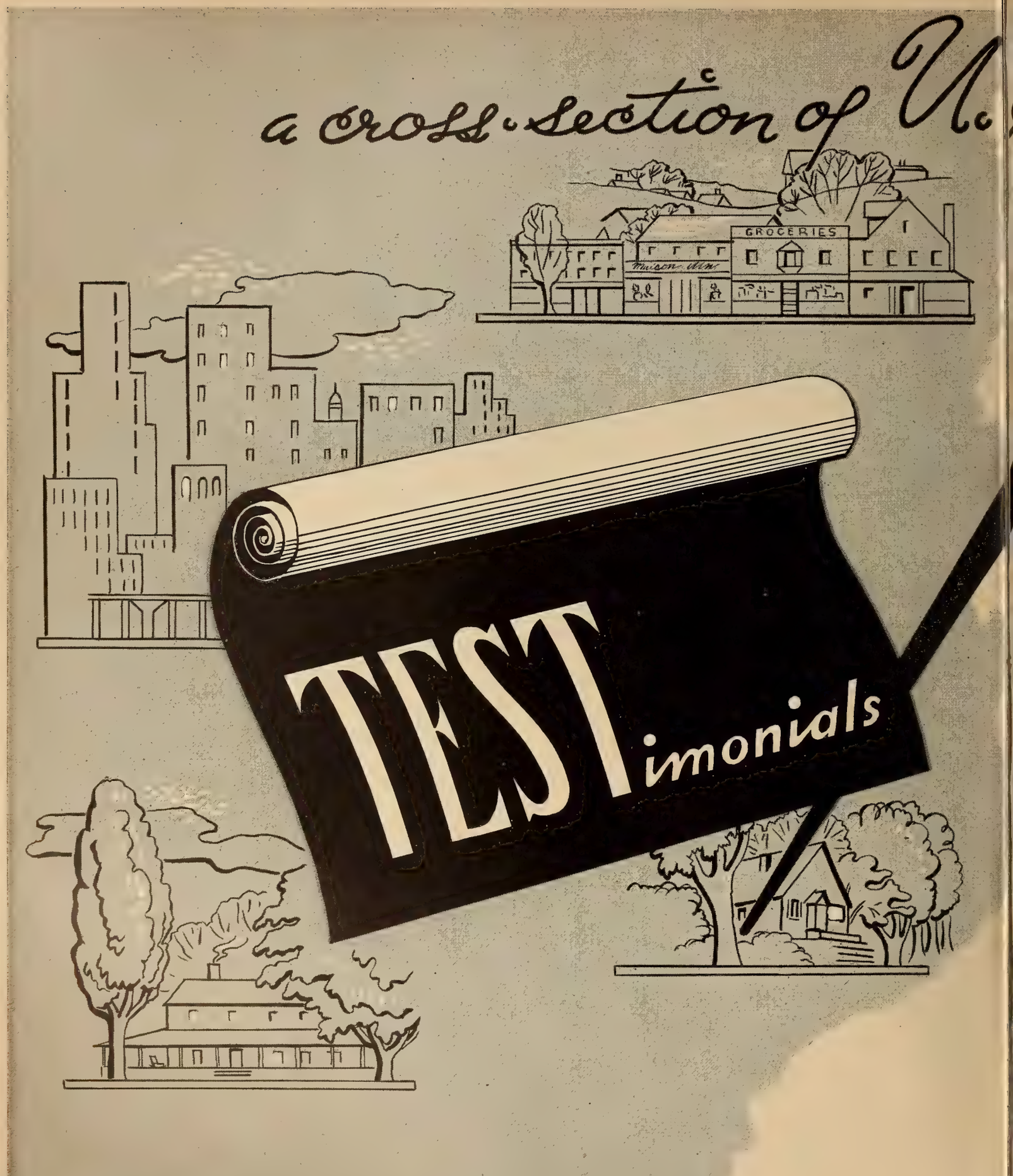
Forrest Owen Jr. was born in Philadelphia in 1918. Two years later the Owens moved to Libertyville, Ill., and when he was seven they made another and this time permanent move to Battle Creek.

In high school he made a name for himself in the swimming annals of the school, by winning, in his last year, the regional and state 100 yard breast stroke. He continued this success in college, where he had the freshman record for that achievement for a year. In his sophomore year, though, finding that he did not have time for both swimming and his radio work, he deserted the former.

In March 1946 Forrest and Mary Lee Greene cemented a five-week friendship with marriage. Since that year there have been two additions to the family, Kathy Lee, 2½, and Drusilla, 15 months.

With radio as a fulltime job, Forrest still maintains swimming as a hobby. Loyalty to his school is reflected in the only club to which he belongs—the Michigan State College Alumni Board Club.





HARRY STONE, GEN. MGR. • IRVING WAUGH, COMMERCIAL MGR. • EDWARD PETRY & CO., NAT'L REPRESENTATIVES



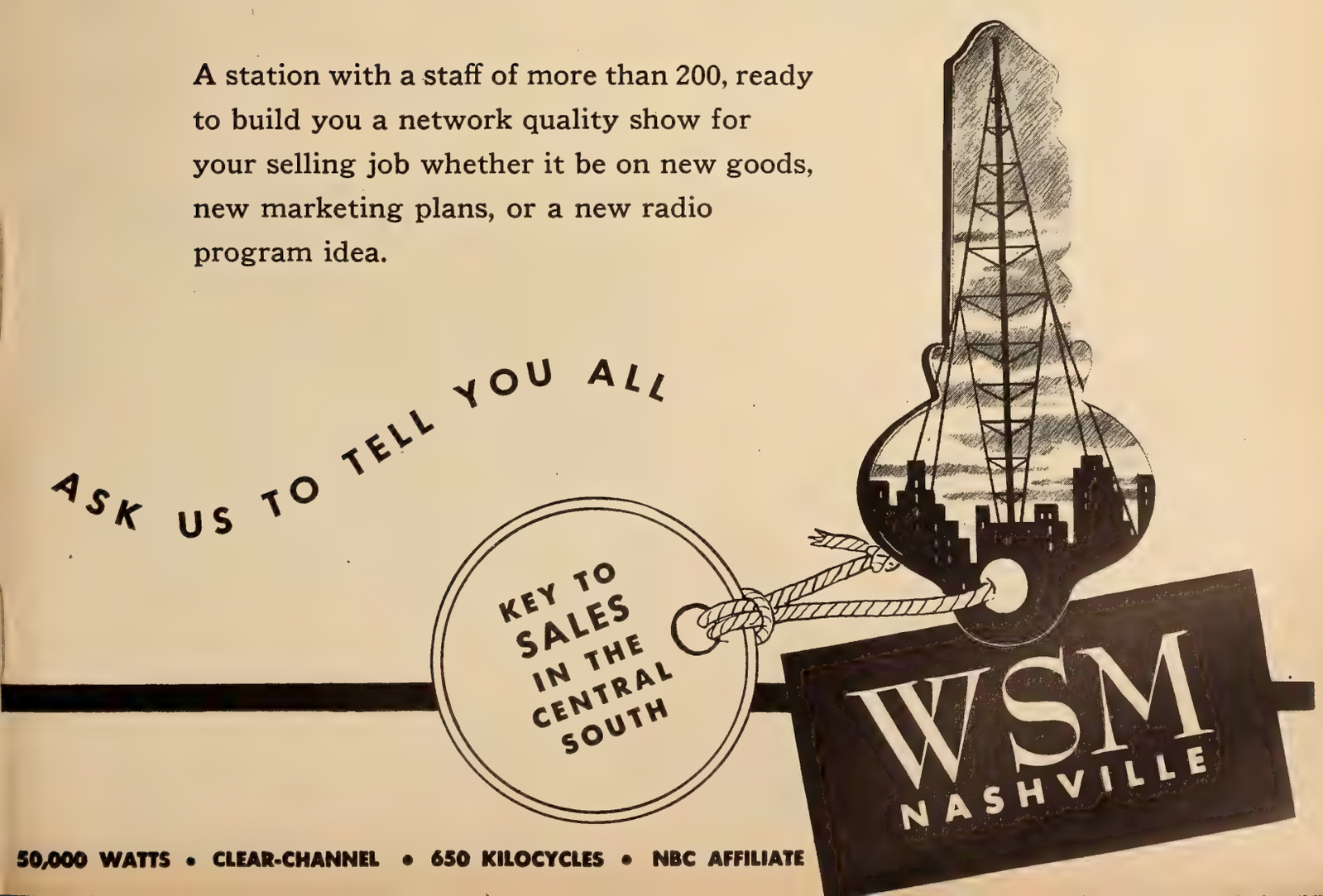
We think that practically everyone who has ever used WSM will write you a glowing testimonial about this station and its audience for selling purposes.

Big towns, little towns, and rural areas . . .
a cross section of USA, Inc.

A station that has earned, the hard way, the deep respect of its audience—millions of folks out there where our 50,000 watt clear-channel signal reaches.

A station with a staff of more than 200, ready to build you a network quality show for your selling job whether it be on new goods, new marketing plans, or a new radio program idea.

ASK US TO TELL YOU ALL



50,000 WATTS • CLEAR-CHANNEL • 650 KILOCYCLES • NBC AFFILIATE

Listen for the words "Transcribed by AMPEX" after the great shows in radio

Here's how the *NEW*

Series 300

AMPEX

MAGNETIC TAPE RECORDER

adds profit to your operation



Portable model

CONSOLE MODEL 300* . . . $1,573.75
PORTABLE MODEL 300 . . . $1,594.41
RACK MOUNTED $1,491.75
**Meter Panel Extra F. O. B. Factory, San Carlos, Calif.*

Read what Frank Marx, Vice President in charge of Engineering, American Broadcasting Company, says: "For the past two years A. B. C. has successfully used magnetic tape for rebroadcast purposes . . . A. B. C. recorded on AMPEX in Chicago . . . 17 hours per day. For 2618 hours of playback time, the air time lost was less than three minutes: a truly remarkable record."

SPECIFICATIONS

Frequency Response:
At 15" ± 2 db. 50-15,000 cycles
At 7.5" ± 2 db. 50-7,500 cycles

Signal-To-Noise Ratio: The overall unweighted system noise is 70 db. below tape saturation, and over 60 db. below 3% total harmonic distortion at 400 cycles.

Starting Time: Instantaneous. (When starting in the Normal Play mode of operation, the tape is up to full speed in less than .1 second.)

Flutter and WOW: At 15 inches per second, well under 0.1% r.m.s., measuring all flutter components from 0 to 300 cycles, using a tone of 3000 cycles. At 7.5 inches, under 0.2%.

Manufactured by Ampex Electric Corporation, San Carlos, Calif.

DISTRIBUTED BY

BING CROSBY ENTERPRISES ★ GRAYBAR ELECTRIC CO. Inc.
9028 Sunset Blvd., Hollywood 46, Calif. 420 Lexington Ave., New York 17, N. Y.

AUDIO & VIDEO PRODUCTS CORPORATION
1650 Broadway, New York, New York • Plaza 7-0780

New Business



TELE-TRONICS, Chicago, renews *Al Morgan Show*, Monday, 7:30 to 8 p.m. CST, on WGN-TV Chicago for 13 weeks through Jones-Frankel, Chicago. Show is fed to DuMont for sponsorship in other cities.

JO-ANN VINEYARDS, Fresno, Calif. (Jo-Ann Wines), appoints J. J. Weiner Adv. Co., San Francisco, for extensive national campaign. Radio will be used.

MILWAUKEE BOARD of REALTORS, Milwaukee, appoints Saxton Agency, that city, to plan and execute 12-month public relations and advertising campaign. Radio will be used.

SEALY Inc., Chicago (mattresses), appoints Olian Adv., that city, to handle its entire account. Olian has been servicing Sealy's Chicago operation, for which it developed *Calling All Detectives.*

ORANGE CRUSH Ltd., Toronto (soft drink) starts children's safety program twice weekly on seven Canadian stations. Agency is Harry E. Foster Adv. Ltd., Toronto.

Network Accounts • • •

LUDEN'S Inc., Reading, Pa., will sponsor 15 minutes of CBS hour-long musical quiz, *Sing It Again*, starting Nov. 26. Contract covers 10:45-11 p.m. portion of program, aired Saturday, 10-11 p.m., and was placed through J. M. Mathes Inc., New York.

MILLER BREWING Co., through its agency, Klau-Van Pietersom-Dunlap, both Milwaukee, renews for 26 weeks, effective Nov. 30, its ABC broadcasts of *Lawrence Welk High Life Review.* Program is aired Wednesday, 10-10:30 p.m.

B. F. GOODRICH Co., Akron, Ohio, adds seven stations to ABC-TV network line-up for *Celebrity Time.* Show is viewed Sunday, 10-10:30 p.m., on 21 stations. Agency: BBDO, New York.

CONTINENTAL BAKING Co., New York, renewing CBS *Grand Slam*, effective Nov. 21 for 52 weeks. Program aired Mon.-Fri., 11:30-11:45 a.m. Agency: Ted Bates & Co., New York.

Adpeople • • •

JAMES J. DELANEY, formerly vice president at Morey, Humm & Johnstone Inc., New York agency, appointed advertising manager of Sinclair Refining Co., also New York. Prior to his most recent post, he was account executive with McCann-Erickson Inc., and was for eight years assistant advertising manager of Cities Service Co.



WGY AND WRGB (TV) Schenectady, N. Y., plans for 1950 promotion and advertising are revealed to Robert B. Hanna Jr. (seated center), stations manager, by Eugene Weil (l), supervisor of sales. Conferring on the type and media to be used are (l to r): Seated—Mr. Weil; Howard Gardner, NBC Research head; Mr. Hanna and Jake Evans, promotion manager for NBC spot sales; standing—Ray Welpott, assistant stations manager; Dwight Van Avery and Miss Jeanne Weller of General Electric's Advertising and Publicity Dept.

RADIO STATION KTSA AM/FM

Joins the San Antonio Express



and the SAN ANTONIO EVENING NEWS

A completely new KTSA is now on the air serving the great San Antonio and South Texas market. Under new ownership, its activities and facilities are now coordinated with those of two great metropolitan newspapers, The SAN ANTONIO EXPRESS and The SAN ANTONIO EVENING NEWS.

KTSA AM FM now occupies a unique position in the market itserves. The services and facilities that have made this station a San Antonio institution for more than 21 years are being broadened and improved.

Already, new power is being delivered from a new ultra-modern transmitter; new studios and business offices are now being completed in the Express Publishing Company Building; great new CBS network programs are now on the air; new, faster, and more complete coverage of the news is a vital part of the new KTSA AM FM programming, which includes new public service features and new local programs.

Exceptional new merchandising and promotion services are available to advertisers .... services that are based on a long and intimate knowledge of the South Texas market, and patterned to meet your special needs. Write us, or ask any Free and Peters representative.



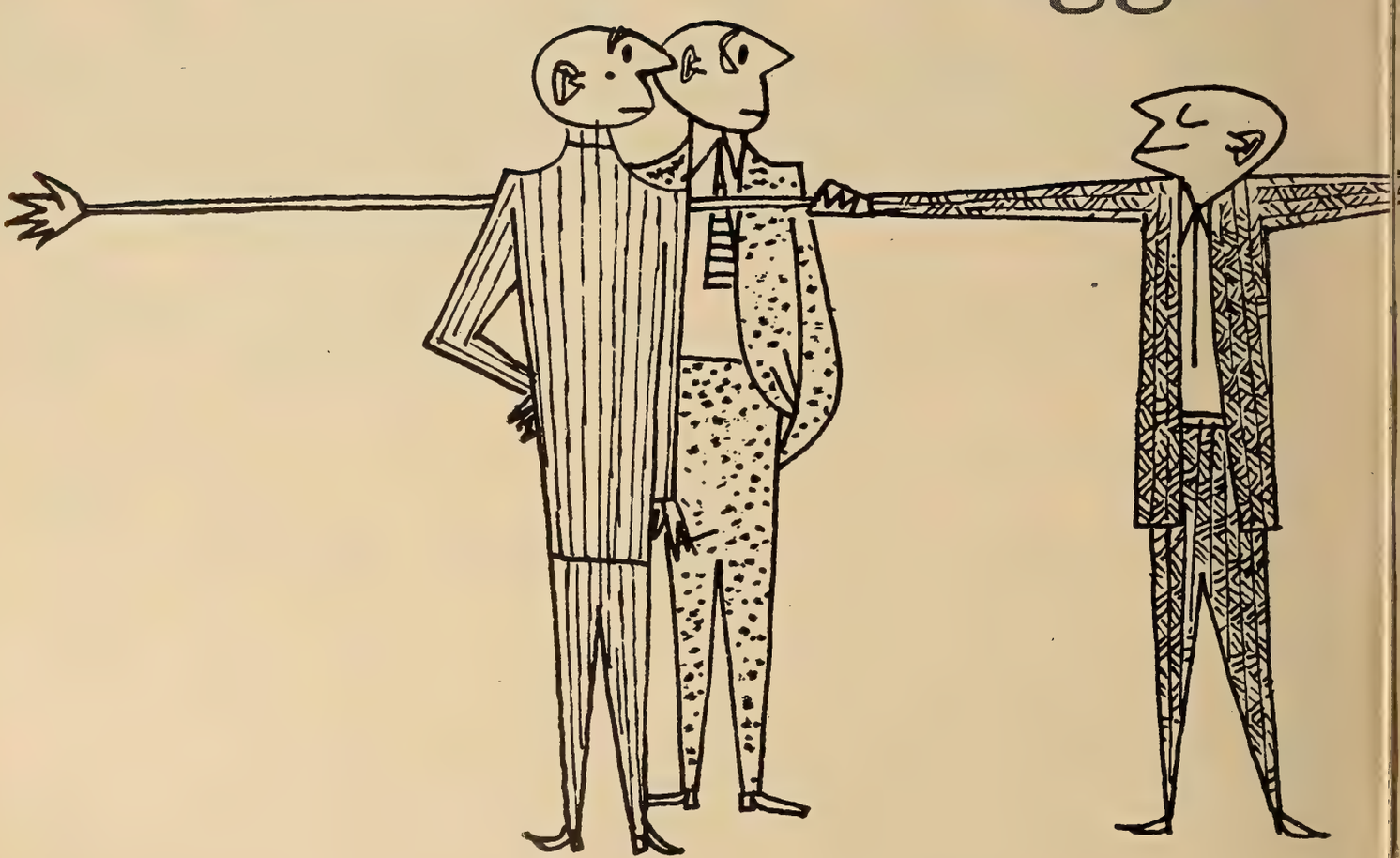
5000 WATTS FULL TIME **KTSA** 550 kc AM...101.5 mc FM

SAN ANTONIO



FREE & PETERS, INC., NATIONAL REPRESENTATIVES

It's even
bigger
than
bigger



Each time you look at radio it's bigger.
You turn your head away and before you turn
it back it's bigger than ever.[1]

Radio is bigger than anything—
bigger than magazines, bigger than newspapers,
bigger than both of them put together.

Yet in measuring the bigness of radio,
people still use obsolete yardsticks.
Yardsticks, for example, which compare
the circulation of a *whole* magazine with
the audience of a single network program.
(It's like saying my apple-tree is bigger
than your apple, as *Variety* recently put it.)[2]

Or take a yardstick like "cost-per-thousand
listeners." In radio a more realistic gauge
is "**cost-per-million.**" In radio there is
no such thing as only "a thousand" listeners.
(It's like using a ruler to measure the distance
between the stars.)[3]

Sometimes the only way you can tell anything
is bigger than anything is by discovering
that it's smaller. The cost of customers
delivered to advertisers in network radio
is smaller than in any other major medium.

And CBS is both bigger and smaller than
anything in radio—bigger because it delivers
more millions of listeners to advertisers
than any other network; smaller because
it does so at the "lowest **cost-per-million.**"

CBS

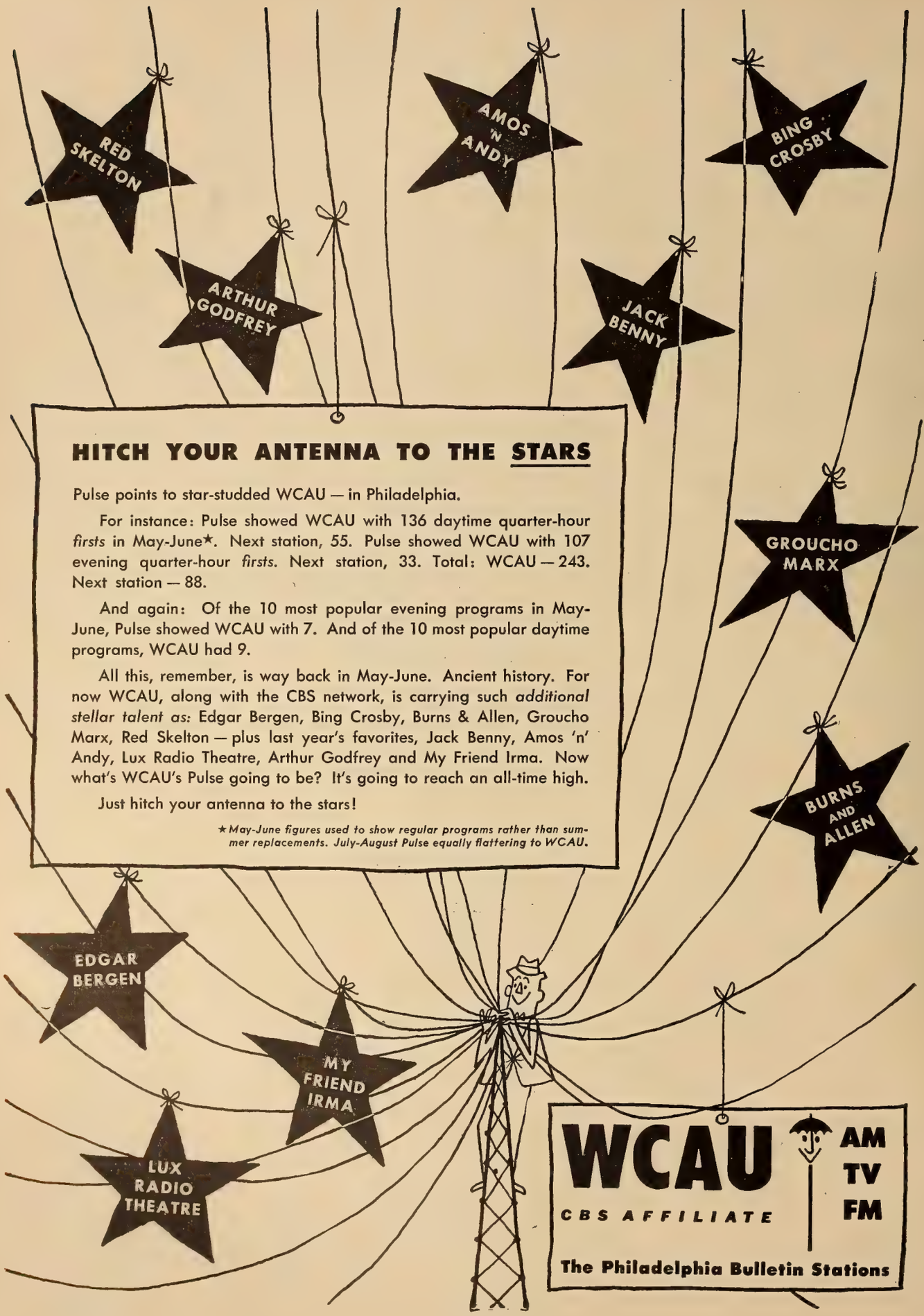
—where 99,000,000 people gather every week

The Columbia Broadcasting System

[1] People are buying radio sets at the rate of 650,000 a month!

[2] CBS reaches 34 million families each week! The country's largest magazine has a readership of about 15 million families per issue.

[3] CBS' "cost-per-million" actually delivered to advertisers comes to only $1670—or one customer for one-sixth of one cent!


RED SKELTON
AMOS 'N ANDY
BING CROSBY
ARTHUR GODFREY
JACK BENNY
GROUCHO MARX
BURNS AND ALLEN
EDGAR BERGEN
MY FRIEND IRMA
LUX RADIO THEATRE
HITCH YOUR ANTENNA TO THE STARS
Pulse points to star-studded WCAU — in Philadelphia.
For instance: Pulse showed WCAU with 136 daytime quarter-hour firsts in May-June★. Next station, 55. Pulse showed WCAU with 107 evening quarter-hour firsts. Next station, 33. Total: WCAU — 243. Next station — 88.
And again: Of the 10 most popular evening programs in May-June, Pulse showed WCAU with 7. And of the 10 most popular daytime programs, WCAU had 9.
All this, remember, is way back in May-June. Ancient history. For now WCAU, along with the CBS network, is carrying such additional stellar talent as: Edgar Bergen, Bing Crosby, Burns & Allen, Groucho Marx, Red Skelton — plus last year's favorites, Jack Benny, Amos 'n' Andy, Lux Radio Theatre, Arthur Godfrey and My Friend Irma. Now what's WCAU's Pulse going to be? It's going to reach an all-time high.
Just hitch your antenna to the stars!
★May-June figures used to show regular programs rather than summer replacements. July-August Pulse equally flattering to WCAU.
WCAU
CBS AFFILIATE
AM
TV
FM
The Philadelphia Bulletin Stations

BROADCASTING
TELECASTING

Vol. 37, No. 19 WASHINGTON, D. C., NOVEMBER 7, 1949 $7.00 A YEAR—25¢ A COPY

FCC NETWORK REVIEW

Forecast by Temporary Licensing

By RUFUS CRATER

THE PROSPECT that FCC may move soon to buttress its network regulations was seen last week as the Commission put 11 owned stations of CBS, NBC and ABC on temporary licenses pending decisions on current studies [CLOSED CIRCUIT, Oct. 31].

The temporary license move, linked with FCC's present investigation of networks' spot representation activities and with the three-year-old Don Lee renewal cases, in the opinion of observers foreshadowed at least a careful Commission review of the current network rules.

The timing remained a matter of speculation, however. There seemed little likelihood of action before decisions are reached on both the Don Lee and the spot representation cases. The former is known to have been under active consideration in recent weeks; the latter is known not to have been.

One prospect was that the Commission will ask for a special appropriation in next year's budget to finance an overall investigation of relationship of networks with their affiliates and perhaps also with radio-related activities such as talent bureaus and recording companies.

Probe 'Badly Needed'

More than once FCC has made clear that it considers an investigation of this sort badly needed—particularly since the influx of new stations has given networks a choice of affiliates, and therefore a stronger bargaining position, in many markets.

"In the near future," FCC Chairman Wayne Coy told a House appropriations subcommittee last spring, "it will be necessary to examine more closely the rules governing the relations between networks and their affiliates, particularly in regard to the new FM and TV networks" [BROADCASTING, April 18].

A few weeks earlier FCC had gone on record in greater detail. In one of its exchanges with Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate and Foreign Commerce Committee, the Commission said [BROADCASTING, Feb. 28]:

"No comprehensive network investigation has been undertaken since 1941. The Commission has long felt that such an investigation is necessary not only to determine how the regulations are working with respect to standard broadcasting, but also to re-examine some of the problems concerning the relationship of the networks to talent bureaus and recording companies and also to examine carefully the effect of the regulations in the FM and television field. . . .

"It is entirely possible that the conditions in FM and television are sufficiently different from AM that other or additional regulations are needed in this field in order to protect against monopoly."

The Commission also labeled as "clumsy" the present procedure whereby action against a network for alleged coercion of an affiliate must be taken via the network's owned stations.

One network rules change which has been suggested unofficially is extension of the affiliation term from two years to three. This proposal is based on the fact that the license term, which was two years when the network rules were drawn, has been lengthened to three.

Last week's move against ABC, CBS and NBC put their owned stations—those with licenses expiring Oct. 31—on temporaries until March 1, and further extensions unquestionably will be made if the Commission hasn't decided the key cases by then.

Key Cases

The key cases are both the Don Lee renewal proceeding and the spot representation probe, so far as ABC and NBC are concerned, and the spot representation question alone in Columbia's case.

The stations are:

CBS—WCBS New York, WCCO Minneapolis, WBBM Chicago, and KCBS San Francisco.

ABC—WJZ New York, WENR Chicago, and KGO San Francisco.

NBC—WNBC New York, WMAQ Chicago, KNBC San Francisco, and KOA Denver.

ABC replied to the move with this statement:

"We believe that when the FCC has had an opportunity to study all the facts that it will be shown that the operating relationships between ABC and its affiliated stations are in the public interest and are in accord with the communications law."

Neither CBS nor NBC commented. Nor did the National Assn. of Radio Station Representatives, whose protest against network representation of affiliates in the sale of spot advertising prompted the Commission's probe. The hearing was held almost a year ago [BROADCASTING, Dec. 6, 1948, Jan. 17].

NBC and ABC were told that questions had arisen, in connection with their relations with affiliates, which are similar to those in the long-pending case involving the renewal applications of stations owned by Don Lee Broadcasting System. Thus, FCC said, action on the NBC and ABC renewals must await the Don Lee as well as the spot representation decisions.

In ABC's case the "questions"

(Continued on page 80)

WORLD SERIES

7-Year Rights to MBS, Gillette

A MILLION-DOLLAR contract for radio rights to World Series and All-Star baseball games for the next seven years was announced today by MBS, Gillette Safety Razor Co., and A. B. (Happy) Chandler, commissioner of baseball.

At the same time Mutual and Gillette were granted the right to meet "any offer for television rights for next year which the commissioner may receive," it was announced.

The radio contract extends through 1956. Although the price paid for radio rights was not disclosed, it was reported to be about $1 million for the seven-year period.

A joint announcement of Mr. Chandler, MBS and Gillette said that radio and television rights sold since Mr. Chandler became commissioner in 1945 amounted to more than $2.5 million.

The contract was written in accord with policies announced a fortnight ago by the Justice Dept. [BROADCASTING, Oct. 31] when it reported it had called off its investigation of baseball.

The Justice Dept. said that revised policies of organized baseball required that any network buying rights to World Series or All Star games must make broadcasts or telecasts available, on a sustaining basis, "to any independent radio or television station serving an area inadequately served by the network or affiliated stations."

Extensive Coverage

The joint announcement of the new contract signing said that radio broadcasts of the games would be carried on more than 520 Mutual stations plus "some 200 auxiliary radio stations in the U. S. as well as in Hawaii, Alaska, Canada, Cuba and Latin American countries."

The announcement did not specify whether Gillette would buy time on the auxiliary stations. According to the Justice Dept. announcement two weeks ago, non-network stations which took the games on a sustaining basis would have to pay their own line charges.

The new contract supersedes one now in effect which would expire in 1951.

Mr. Chandler said that an unspecified part of the revenue from sale of the rights would be deposited in the baseball players Annuity and insurance plan adopted in 1947 by the club owners and the commissioner's office.

The announcement was made jointly by Mr. Chandler, Frank White, MBS president, and J. P. Spang Jr., president of Gillette.

The confinement of the seven-year contract to radio rights alone was regarded as a reflection of the changing pattern of broadcasting. Although Mr. Chandler was willing to make a long-term deal at a stated price for radio rights, he was plainly hesitant about pegging prices for television that far in the future.

It was recalled that in the recent World Series, the television rights were sold at a higher figure ($200,000) than that paid for radio ($175,000).

Obviously, it is Mr. Chandler's hope that television will produce

(Continued on page 43)

N. Y. ELECTION

Radio-TV Time Near $300,000

SIZZLING political campaigns in the New York area were ringing up time sales on station cash registers which may reach the $300,000 mark by election day tomorrow, according to a survey by BROADCASTING.

The volume of time purchases was said to exceed that of all previous political campaigns in the area except presidential races. Principally involved in the New York elections are a U. S. Senatorial seat and the mayoralty.

For many of the New York stations, political expenditures came as found money—little salesmanship being used to get the business. One station, WNEW, which does not accept such advertising, said it turned down $100,000 worth of such business, deciding instead to make 12 hours of time available on a free basis to all the parties.

The volume of the purchases caused a spread of political talk clear across the broadcast day.

Time itself was purchased carefully, according to the professional radiomen who were acting as advisers to the parties. Lloyd G. Whitebrook, account executive and vice president of Ben Sackheim Inc., agency for the democratic state committee, said he believed all the parties were making the "most intelligent use of radio and television in a political campaign in a long time."

Notes Adjacencies

Close attention was paid by the timebuyers to adjacencies and to programming on competing stations, he said.

As a result of reaction to radio and television impact in the campaign, he foresees even greater use of the media, with emphasis on increased television volume, in the 1950 New York gubernatorial race.

Those stations which made a special effort to get radio business found an almost bewildering multiplicity of purchasers to contact. Not only were the parties themselves spending money, but also a maze of committees created for the campaign. Thus, in the Lehman Senatorial race, for example, in addition to the Democratic State Committee buying time, there were such organizations as the Citizens Committee for Lehman ($30,000 in time, $15,000 in spots and $7,500 in TV) and Labor's League For Political Education ($6,000 time and $2,000 spots).

Up to the middle of last week, it was said, considerable sums still were to be allocated for the election. The BROADCASTING survey, as of that time, showed that New York City stations and New York State networks put together by CBS, ABC, MBS and NBC had billed in excess of $215,000. It was expected that in the last five days of the campaign the final figure for such expenditures would top $300,000.

Business written on the books by the middle of last week added up as follows for individual New York stations and New York state networks:

WBNX—Democrats, $1,592.75; Republicans, $1,702.00. Total, $3,294.75.

WEVD—Total, $6,000, two-thirds of which was spent on Jewish language broadcasts, the rest on Italian and other minority tongues.

WINS—Liberal Party for Newbold Morris (Mayor) and Herbert H. Lehman (U. S. Senator, Dem.), $250; Abe Stark (Brooklyn Borough President, Dem.), $1,187; Oren Root Jr. (Manhattan Borough President, Rep.-Fusion) Dinner Committee, $125.50; New York State Republicans, $697; Coordinating Committee Independent Democrats for Lehman, William O'Dwyer (mayor) and Robert F. Wagner Jr. (Manhattan Borough President), $212.50; Citizens Committee for Morris, $250; Bruce Bromley, (Assoc. Judge, Appeals Court, Rep.), $252; Joint Labor Committee, AFL-CIO for O'Dwyer (mayor) $2,662.50; Independent Citizens Committee, $960; John Foster Dulles (U. S. Senator, Rep.), $396. Total, $6,991.50.

WJZ—AFL-CIO Joint Labor Committee For O'Dwyer, $1,680; City-Wide Independent Citizens Committee For Lehman & O'Dwyer, $2,760; Citizens Committee For Morris, $4,560; Liberal Party For Lehman, $4,776; American Labor Party, $1,320; Harlem Election Committee For Benjamin Davis (City Council), $3,168; Democratic Committee of New Jersey For Elmer H. Wene (Gov., Dem.), $3,252; Republican Committee of New Jersey For Alfred E. Driscoll, $480; Independent Citizens Committee For O'Dwyer, $5,149; A. Harry Moore For Wene, $960. Total, $28,105.

WLIB—Dulles, $572; O'Dwyer, $741; Stark, $125; Morris. $250, and Lehman, $1,524. Total, $3,212.

WMCA—Stark, $4,585; Republicans, $3,948; American Labor Party, $5,746; Morris, $2,896; O'Dwyer, $5,358; Lehman, $2,258; Liberals, $1,232; Harlem Communist Parts, $3,696; miscellaneous, $1,520. Total, $31,239.

WMGM—Overall total report of $25,000 with no breakdown available.

WNBC—Independent Citizens Committee For O'Dwyer, Vincent R. Impellitteri (Council President, Dem.), & Lazarus Joseph (Comptroller, Dem.) 11 quarter hours, $5,000; Campaign Committee For Morris, Harry Uviller (Comptroller, $430, Rep.-Lib.-Fusion), & Matthew H. Diserio, (Council President, Rep.-Lib.-Fusion), 10 quarter hours, $4,800; Campaign Committee For Robert Wagner, 3 quarter hours, $1,200; Liberal Party, one quarter hour, $500; Independents Citizens Committee For Lehman, one quarter hour, $250; American Labor Party, four quarter hours, $1,800. Total, $13,550.

WNEW—No time sold in keeping with station policy. Station donated 12 hours in four weeks to candidates, claims to have refunded $100,000 worth of political advertising.

WOR—Liberal Party, $4,000; American Labor Party, $1,500; Republicans, $2,500; Democrats, $6,000; New Jersey Republicans, $5,000; New Jersey Democrats, $1,000; Brooklyn Democrats, $500; Brooklyn Republicans, $1,500; Total: $25,000 of which $2,000 said to be WOR's share of Mutual billings (see state network section).

WOV—While station does not solicit political advertising, it set aside some blocks of time during mornings, afternoons, and early evenings for those seeking to buy it. Overall total, for which no breakdown was forthcoming, $5,000 to $6,000.

WQXR—Campaign Committee For Morris, Uviller and Diserio, $1,576. Joint Labor Committee For O'Dwyer, $1,139; City-Wide Independents Citi-

(Continued on page 81)

MORE NAB CHANGES?

Board Meets Nov. 15-17

NAB is likely to have its functions further overhauled when the board of directors meets Nov. 15-17 at Washington headquarters.

The board's fifth and final 1949 session will take up the job of streamlining the association where it left off last July, and at the same time review what has happened since that time.

A stack of problems will face the new directors, including such matters as BMB's future, if any; proposal to set up two vice presidencies between department heads and president; suggestions for regrouping of states into 12 instead of 17 districts; whether to move Broadcast Advertising Bureau outside NAB, as contemplated last summer; reduction of standing committee structure from 19 to 10; cut in committee membership from seven to five.

Also on the meeting slate will be the increasingly touchy NARBA situation, which has drawn stiff resolutions from several recent district meetings. Then there will be the usual financial matters and the task of reconciling NAB performance with the curtailed budget.



Drawn for BROADCASTING by Sid Hix

"Is that an audition or is J. B. breaking in a new secretary?"

Three satellite sessions will precede the board meeting. The Finance Committee meets Nov. 13-14; Structure Committee and BAB Committee meet Nov. 14. Their work is interlocking as far as the whole streamling process is concerned. The Structure Committee made a preliminary study of the streamling progress at a late October meeting [BROADCASTING, Oct. 24].

Budget for '49

NAB's budget for 1949 was set at $774,000 at the November 1948 meeting, and increased another $50,000 in April to finance the new BAB. In July the board cut back the budget to $700,000 by eliminating the Program Dept. and otherwise revamping the operation. With this budget slice came a 12½% dues cut for stations, effective until the end of the year. The dues cut has been popular among members, judging by reaction at district meetings.

Harry M. Bitner Jr., WFBM Indianapolis, will attend his first board meeting next week. He was elected by the board to fill the vacancy created by the resignation of Harry Bannister, WWJ Detroit.

Possibility arises that two TV directors will sit with the board for the first time. The board has power to elect these at-large members under the by-laws as amended just a week ago, pending use of new mail procedure next year. Should the board elect the TV di-

(Continued on page 40)

BLAZE SLOWS FCC

Space Will Be at Premium

A SERIES of explosions and fire in its major records-keeping sections threatened FCC last week with weeks and possibly months of reduced activity.

Officials after a two-day checkup reported relatively small loss of records in the blasts and blaze, which wrecked portions of two floors of FCC's Washington headquarters Tuesday morning without serious injury to personnel. But they conceded the full extent may not be known for weeks.

The Commission policy was "work as usual, so far as possible." Damage was estimated unofficially at $150,000.

The explosions and fire originated in the transformer and master switch room in an eighth-floor section of the New Post Office Dept. Bldg., near FCC's docket and license sections and broadcast reference rooms. The ceilings of seventh-floor offices along one corridor and parts of two others were crumpled by the blasts and the weight of water and debris, and partitions were knocked down. The damage was on the Pennsylvania Ave. side of the $11,700,000 building.

FCC Chairman Wayne Coy, directing the regrouping operation, said one long seventh-floor corridor would have to be rebuilt—a matter of months. Other portions of the seventh floor were put back into use Thursday.

The master key to the recovery program appeared to be the immediate habitability of the license section quarters, on the eighth floor. Authorities said they were hopeful these quarters could continue in use with little delay. With its countless file-packed rooms, reestablishment of this section in other quarters, possibly outside the Post Office building, would be a major operation.

Extent of Damage Uncertain

Detailed examination of files was expected to show considerable water damage. There was no way to know just how seriously this may impede activity.

Many records were blown out of the building but most were believed to have been recovered. Total or serious losses for the most part were confined to papers actually "in work"—those on desk-tops or office files being processed when the blasts and fire occurred. In many cases it was felt duplicates were available.

Law Bureau offices most seriously damaged included those of General Counsel Benedict P. Cottone and Assistant General Counsels Harry M. Plotkin, Max Goldman, and Harold Cohen. Temporary offices for them and others displaced along "lawyer's row" were being crowded into other quarters.

Papers scattered during the fire were being rounded up and sorted as rapidly as possible. But officials agreed it would be virtually impossible to tell whether such files were actually complete until they are taken out for processing.

Classified records—those not open to public inspection—were reported substantially intact. A guard was set up to keep watch over them in some instances. Comr. George E. Sterling is the Commission's security officer.

A few hearings slated for the day following the fire were cancelled temporarily, but there was no general postponement.

The mimeographing section, damaged by the explosion and blaze, was moved into other offices and the flow of releases was resumed Thursday afternoon. The rate at which decisions are announced will be controlled, of course, by the rate at which the Commission is able to act.

Though several persons were injured, authorities said none was hurt seriously. Walter S. Davis, head of the docket section, was admitted to a hospital for treatment of face wounds. Aaron Trail, building superintendent, was knocked down by an explosion and trapped in an eighth-floor room until rescued by firemen. Several firemen were injured.

* * *

Martin Levy, in the common carrier division of the Law Bureau, said he was working in a seventh-floor office with Bernard Strassburg, also of the Law Bureau, when the first explosion came.

Ceiling Caves In

"The whole ceiling fell in," he said. "I got down on the floor and the ceiling hit my shoulder, but then it stopped. It was apparently held up by the chairs and tables. I couldn't get the door open, so I broke out the glass to get out."

Both he and Mr. Strassburg were given first aid for hand cuts.

Employes in the building—some 3,000 counting those in the Post Office Dept. and Interstate Commerce Commission as well as FCC—all left in orderly fashion when the blasts began. A flickering of lights had indicated something was wrong, and a fire alarm preceded the heaviest of the explosions.

The first blast came about 9:58 a.m., a second at 10:12, and a third at 10:31. The fire was declared out at about 11:30. A crowd estimated at 30,000 lined the streets to watch the fire-fighting operation.

* * *

While an inquiry board was set up to investigate the fire, some FCC engineers advanced the belief that a short circuit might have caused the oil in which a transformer was immersed to become over-heated and explode.

When it became clear that no one had been seriously hurt, the inevitable gags began to be heard.

One wag, noting that the fire started near the television hearing records, attributed it to spontaneous combustion.

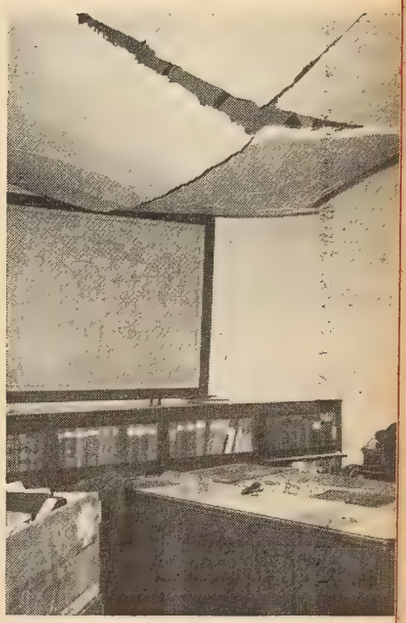
Another wit said he understood Chairman Coy notified Assistant General Counsel Plotkin that the ceiling had fallen on Mr. Plotkin's desk, and that Mr. Plotkin replied that it was no cause for alarm because everything else in the Commission was on his desk already.

Other stories said when FCC

(Continued on page 40)

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FCC FIRE and explosion damage was still evident Wednesday after wreckers began clearing debris. Top left—Docket room on 8th floor opposite site of biggest blasts. Sally Blaine's docket index desk is in center. Top right—7th floor office of General Counsel Benedict P. Cottone, directly below 8th floor transformer unit which initially went amuck. Note scattered records loaded in box at lower left of picture. Lower left—Partitions lean into 7th floor office of Assistant General Counsel Harry Plotkin, head of Broadcast Division. Lower right—Common Carrier attorneys Barnard Strassburg and Martin Levy were at their desks when this ceiling fell in on 7th floor office, directly below large blast. Both suffered only minor scratches partly obtained in climbing through door after breaking glass to escape.

ABC BUDGET

Radio-TV Cutbacks Spread

ABC'S BUDGET parings which began a fortnight ago [BROADCASTING, Oct. 31] with severe reductions in sustaining television programming spread throughout the network last week.

The ultimate aim is to cut 10% off the radio operations and a whopping 20% from television. The belief of ABC management, it was reported, is that network television operations have been over-extended.

So great has been television's drain on ABC finances that the corporation showed a net loss of more than $40,000 in its first six months this year. Its financial report for the third quarter, which may show some improvement, will not be released for at least another week.

Perhaps because of news of the budget cut-backs, ABC stock, which had been experiencing a fairly even rise on the New York Stock Exchange [BROADCASTING, Oct. 24], not only steadied but fell off slightly in price.

Personnel reductions, amounting to perhaps 100 employes coast-to-coast, were begun last week. Four members of the network's sales department in New York, including Tom Fry, national sales director, were eliminated.

Nearly a score of staffers in the engineering department reportedly were let go. Although no other departments suffered so heavily, it was understood that more reductoins were in the wind.

J. Donald Wilson, vice president and network program director, was believed slated for reassignment or release. It was believed possible he would return to ABC's West Coast offices, where he was program manager before he went to New York. James Bixler, supervisor of announcing and night programs, was released.

The budget cuts were plainly intended to put ABC on a healthier financial basis than it has occupied earlier this year. It was pointed out that the network is committed to a heavy expansion program in television facilities and that operating expenses had to be reduced if realistic financial policies were to ensue.

Only a fortnight ago the network announced it had borrowed $600,000 from Mutual Life Insurance Co. to assist in financing the development of the network's Hollywood Television Center [BROADCASTING, Oct. 31]. Network spokesmen asserted that the loan had been in negotiation for several months.

The reports of budget cutting aroused speculation that Edward J. Noble, chairman of the ABC board, who controls a majority of ABC stock, was putting his corporation in order as a preliminary to reopened negotiations with 20th Century-Fox Film Corp., which some time ago expressed interest in buying the network.

This speculation was regarded as uninformed. BROADCASTING learned on competent authority that the film company has not resumed discussions with ABC. At the same time, however, a qualified informant said that an eventual revival of Fox interest in buying the network was by no means an impossibility.

The last negotiations were stalled on price. Whether, in view of decreased earnings since that time, the asking price for ABC had or would be lowered, was a question which presumably might interest the film company.



MAKING plans for helping the Boy Scouts of Greater New York in their 1950 finance drive are (l to r): Front row—Scout Ernest Lorch of Troop 518, Manhattan; Thomas Revere, radio production chief of Biow Co. and chairman of the Scouts Radio Broadcasting Committee, and Marion Harper Jr., president of McCann-Erickson Inc. and chairman of the Scouts Advertising and Publishing Div.; back row—Arthur J. Kemp, vice president of McCann-Erickson and vice chairman of the Advertising and Publishing Div.; Robert Saudek, vice president of ABC and vice chairman of the Radio Broadcasting Committee.

GREENSPOT TESTS

Sponsors Three Shows in West

GREENSPOT Beverage Inc., Los Angeles (orangeade), Nov. 2 started a test campaign via sponsorship of three Western regional network shows.

The firm is sponsoring two weekly quarter-hours of *Suprise Package*, Tuesday, Thursday (2-2:15 p.m. PST), and five minutes weekly of *Detective of the Week*, Wednesday, (8:25-8:30 p.m.) both on 14 ABC stations in California, Nevada and Arizona for 13 weeks. It also is backing five quarter-hours weekly of *Ladies First*, Monday through Friday, alternating in 11-11:30 a.m. period on 24 Don Lee Network stations in same area for six weeks. Agency is Philip Meany Co., Los Angeles.

Heet Buys Spots

HEET Div. of Demert & Dougherty, Chicago, for Heet gas line anti-freeze, will sponsor radio and television spots in 40 northern U. S. markets starting this month. Firm is doubling its advertising budget this winter. Agency is Ruthrauff & Ryan, Chicago.

FORD ACCOUNT

JWT, Field Agents Confer

A MEETING of field representatives, who service the Ford Dealer advertising account in various section of the country, and key personnel on the Ford account of J. Walter Thompson Co., was held in the agency's New York and Detroit offices last week to discuss 1950 advertising plans. Discussions were lead by experts from the agency's media, research, radio, motion picture, creative and planning groups.

JWT executives who attended the meetings included: O'Neill Ryan, Henry Flower, William Griffin, Winfield Taylor, Wallace Elton, Joseph Stone, Norman Strouse, George Richardson, John Resser, Wilfred Howard, Walter Gross, Burns Cody, Frank Savage and Frank Babcock.

CBS INCOME

1949 Gross Now $74 million

CBS gross income for the first 39 weeks of 1949 was $74,607,071 as compared to $70,904,806 during the similar 1948 period, it was reported Wednesday following a meeting of the network's board. The board also declared a cash dividend of 35 cents per share on Class A and Class B stock, payable Dec. 2 to stockholders of record as of Nov. 18.

Although the CBS gross income was up for the period, earnings were down. Net income was $2,003,812 as against $3,010,446 for the nine-month period of 1948. Earnings per share were $1.17 for the first nine months this year as against $1.75 for the comparable 1948 period.

The consolidated income statement of CBS and its domestic subsidiaries follows:

	Nine Months Ending			
	October 1, 1949 (39 Weeks)		*October 2, 1948 (39 Weeks)*	
Gross income from sale of facilities, talent, lines, records, etc.		$74,607,071		$70,904,806
Less: Time discount and agency commissions, record returns, allowances and discounts		21,909,967		20,369,617
		$52,697,104		$50,535,189
Deduct:				
Operating expenses and cost of goods sold	$35,002,578		$33,479,371	
Selling, general and administrative expenses	12,850,207		11,737,368	
Provision for depreciation and amortization of fixed assets	968,681		808,128	
Total		48,821,466		46,024,867
		$ 3,875,638		$ 4,510,322
Miscellaneous income, less miscellaneous deductions		$ 71,826*		$ 398,124
Income before federal income taxes		$ 3,803,812		$ 4,908,446
Provision for federal income taxes		1,800,000		1,898,000
NET INCOME FOR PERIOD		$ 2,003,812		$ 3,010,446
Earnings per Share		$1.17		$1.75
(Calculated upon the 1,717,352 shares of $2.50 par value stock outstanding as of October 1, 1949)				

* Deficit.

EFFECTIVE NEWSCASTS

A Newspaper Man Views Radio

By E. Z. DIMITMAN

THIS is strictly a case of a newspaperman rushing in where radio men fear to tread.

I am a newspaper man. I know nothing about radio and its problems. For years I just listened—mostly to news. During the past year, however, I have had occasion to read, study and analyze several thousand radio news scripts of several radio stations in metropolitan areas. As a check, I listened to newscasts of many stations, large and small, in other metropolitan areas—New York, Chicago and Washington.

The scripts I read and the newscasts I heard—to my newstrained mind—lacked a distinctive character, an unspoken but present "listen to me tomorrow again, please" appeal.

One newscast sounds very much like another—the same news that comes over the wires of the press associations, plus an occasional local item or two, possibly clipped from the hometown newspapers.

The above refers to newscasts



Mr. DIMITMAN

* * *

originating in the newsrooms of local stations. The newscasts of the networks, almost without exception, are excellent in every way and each is identified by special features. The network news presentations compare favorably with the news presentations of our betters newspapers.

Some of the local stations (as the best example, the NBC outlet in Chicago, WMAQ) produce newscasts that are informative and bright, that show originality and thought in preparation, and include some unusual feature to give them character and distinction. Such stations, I am afraid, are in the minority.

I wonder how many station owners or managers have taken the time and effort, in recent years, to study what goes out over the air from their news rooms from three to as many as a dozen times a day. I don't mean to listen to a cast now and then, to glance through one day's scripts. Read three or four weeks scripts; listen to ALL the newscasts for a week.

Study Worthwhile

From my own experience I am certain it would be well worthwhile for top executives to make such studies, or have them made.

While television is groping with the difficult and not-yet-solved problem of creating and producing an adequate, interesting and up-to-the-minute news program, at something resembling a reasonable cost, local radio news, if it will, can make friends for itself who will not be easy to switch to television for news.

Without going into detail of what seem to me to be the serious shortcomings of most newscasts, I would like to offer for consideration a few thoughts.

First, a common denominator:

A station's newscasts should be so planned that a listener will come to know that on a specified cast, at a certain hour, every day, he can expect an added feature of particular interest to him (or her).

Each newscast period should have such a special feature or added value to which a listener can look forward—giving the cast a continuity value and providing a peg for promotion.

One newscast can be specifically designed for business men by devoting three to five minutes of the cast to a review of the business and financial news of the day, plus the stories of the day that would be of special interest to businessmen.

Another might be aimed at the housewife, with a portion of the program devoted to food—what foods are seasonally abundant and low priced in the community that day; an unusual recipe suited to the weather and the available low cost food. And, of course, a careful selection of news stories of particular interest to the homemaker.

Another, at a proper hour could

(Continued on page 45)

NOW freelancing as radio news content analyst and newspaper consultant, Mr. Dimitman has been actively engaged in newspaper work since 1920. Among his many journalistic jobs, he has been executive editor of both the *Philadelphia Inquirer* and the *Chicago Sun*. In analyzing radio news, Mr. Dimitman has made thorough studies of the newscasts of KMPC Los Angeles and WJR Detroit. In these two tasks he read, studied and analyzed more than 2,500 news scripts totalling well over 4 million words. Here Mr. Dimitman gives a constructive criticism of radio newscasts, offering his suggestions for improvement.

NARND MEET

To Feature Noted Speakers Panels, Business Talks

BUSINESS sessions and panel discussions will be held each of the three days during the convention of the National Assn. of Radio News Directors to be held Nov. 11-13 at the Commodore Hotel, New York, it was announced last week.

Also on the convention agenda are addresses by Gen. Omar N. Bradley, Chairman of the Joint Chiefs of Staff; Justin Miller, NAB President; Benjamin Cohen, Assistant Secretary General in charge of Information at the United Nations; Edward R. Murrow, CBS commentator, and Erwin D. Canham, editor of the *Christian Science Monitor*.

Although the convention does not open until Friday, Nov. 11, a pre-meeting tour of the UN has been arranged for the day before, Thursday, Nov. 10. A pre-convention cocktail party will be given by Carl Byoir Assoc. at the Commodore Thursday evening.

The agenda:

Friday: 9 a.m., registration; 10-11:30 a.m. business sessions; 11:30 a.m., Judge Miller's address; 2 p.m. address by Mr. Cohen; 2:15 p.m. address by Mr. Canham; 3 p.m., talk by Robert K. Richards, director of public relations of the NAB, on the Voice of Democracy contest; 3:15-5 p.m., panel discussion of "Disaster Preparedness" with John Bills, WQAM Miami, as chairman, and Bruce Barrington, KXOK St. Louis; Jack Beck, CBS Pacific Coast news director; Morgan Beatty, NBC newscaster, and news executives of the four networks as participants. From 5 to 7 p.m. Friday, International News Service will be host at a cocktail party at Toots Shor's restaurant.

Saturday: 9:30 a.m. to 12:30 p.m., panel discussion on television news under the chairmanship of Adolph Schneider, NBC director of television news and special events—(Members of the panel will be announced later); 1:30-3:30 p.m., business session; 3:30 p.m., panel on "Profitability of Radio News Rooms" under the chairmanship of Wilton Cobb, manager of WMAZ Macon, Ga., with Bill Krueger, KDAL Duluth; Orrin Melton, KSOO Sioux Falls, S. D., and Bill Warrick, WJOB Hammond, Ind., among the participants.

United Press will provide cocktails at the Commodore Saturday evening. General Bradley and Mr. Murrow will address the annual banquet Saturday night. General Bradley also will submit to questioning, according to Jack Shelley, news manager of WHO Des Moines, who is program chairman of NARND.

Sunday: 10 a.m. to 12 noon, a discussion of "What Will Television Do to News Broadcasts?" will be held. Principal participants in that will be Elmer Davis, ABC newscaster, and Charles Hull Wolfe, of McCann-Erickson, New York. A business session will be held 12-12:30 p.m., concluding the convention.





CHARRED embers (left) depict wholesale damage wrought by an estimated $50,000 fire at the studios of WASK Lafayette, Ind., Oct. 22 [BROADCASTING, **Oct. 31**]. **Firemen fight flames (right) at the Wallace Bldg. which housed the newly-built WASK six-studio suite on the top floor. Station returned to air that afternoon with a broadcast of the Purdue-Illinois game using two old studios in a portion of the building not as badly-damaged and new equipment rushed from Gates Radio Corp. manufacturing plant in Quincy, Ill.**



'County Fair' . . . . . .







By HAL DAVIS

PHOEBE will be the only heifer in my life.

Svelte, sparkling, and weighing 375 pounds, Phoebe was lifted to fame and fortune on the strong muscles of a 17-year-old farm boy, Allen La Fever. At the same time, the radio industry and the public became conscious of a show called *County Fair*, the vehicle on which Allen's exploits with Phoebe were conveyed to a panting world.

County Fair had come under the Borden banner in July, 1945, through Kenyon & Eckhardt's radio department. It was smuggled into program schedules via ABC, with little fanfare. But faith in the idea of the show kept it going through the painful early stages of development.

When the show moved to New York from Hollywood, and went evening, during the winter of 1945, the program staff came up with a modified version of a Greek legend about a farm boy who lifted a calf until it became a cow. And when Allen La Fever first lifted Phoebe, his Jersey heifer, on the ABC stage, it became apparent that this stunt was one of the naturals for which many dream and few are delivered.

Basically, *County Fair* was not intended as a giveaway or a standard audience participation show. *County Fair* was intended to duplicate the rumpus acts and family entertainment of the standard product so familiar the country over. When the idea of "running stunts" hit the program producers, however, *County Fair* began to exert real impact.

* * *

MORE than four years after its introduction, *County Fair* has shown remarkable selling and audience power. Commercially, it has sold Borden's Instant Coffee, all types of Borden cheeses, None Such Mince Meat, Silver Cow Evaporated Milk, Eagle Brand Condensed Milk, Borden's Fluid Milk, Hemo, Lady Borden Ice Cream, Borden's Ice Cream, Vam Pros and Ration Ayd.

HAL DAVIS, publicity director and member of the Plans Board, has been with Kenyon & Eckhardt, New York, since October, 1945. Before joining the agency Mr. Davis was in the Navy for three and a half years as First Class Petty Officer. Prior to that he was a partner of Davis-Lieber, publicity firm with such clients as Paul Whiteman, Benny Goodman etc. Before that he was publicity director of Columbia Records and with the CBS publicity department.

Mr. Davis headed his own orchestra at one time. He is currently conducting a children's show called "For Children Only" on WMGM New York, in addition to his K & E activities.

Sponsor identification on the program has always been extremely high. Many at the agency and client feel that not promoting merchandise for prizes has helped in this respect. *County Fair* was the first, and probably the only, show of its type to buy all its prizes. Occasionally, one is promoted for a special occasion, but in the last three years, the only brand name on the show has been that of Borden.

One of the things which we like about the program is its departures into the realm of satire; especially concerning radio. With full knowledge of Fred Allen's reputation in that department, we submit that *County Fair* began ribbing giveaways before Mr. Allen, poked fun at many radio eccentricities just as effectively and topically as Mr. Allen, and, in addition, never lost its sense of humor about itself, as seems to have happened to Mr. Allen.

To be really effective, a radio show must sink into the consciousness of the client's field force. One of *County Fair's* strong points is the hold it has on the Borden organization in the field. When the show takes to the road, the local field force welcomes its coming with sincere hosannas.

Every time the show goes out, it is hooked into a special promotion.

A teenage promotion, with newspaper cooperation, is set up in each city. Additionally, a pattern for promotion has been worked out which seems to fit in each case.

A great deal of the publicity success of *County Fair* has been due to the co-operation of its producers. Arthur Moore, who had



NINE thousand persons attended the *County Fair* broadcast from the Coliseum at the International Dairy Exposition in Indianapolis, Ind., last month. These Borden officials and advertising executives met during the program: (l to r) Jim Henry, director Borden producer relations; Leonard Tamblyn, manager of Borden's Indiana Division; Dwight Mills, president, Kenyon & Eckhardt Inc., and John Bates, K&E Borden account executive.

Borden's Show Format Clicks Since 1945

the show when it first came to New York, and Leonard Carlton, his successor, have been the kind of producers all publicity men ask for when they make requests to Valhalla. Many stunts have been worked out together with publicity and promotion key factors in their adoption. That kind of close teamwork is much better for our purposes than the fait accompli which is so often placed in the lap of the publicity department.

The long line of *County Fair* stunts, including the flight of the calves to Greece, teaching an old dog new tricks, punching out of a paper bag, the chickens which laid eggs during the program, "Junior Achievement" County Fairs, Return the Book Weeks, hot cakes selling like hot cakes, The Sleeping Man, "Champion of the Year" and the most recent "Making a Mountain out of a Mole Hill", stand up against the most expensive and complicated affairs conceived by competitive shows. The *County Fair* budget has always been modest, which is a wonderful incentive for creative thinking.

* * *

RATING-WISE, *County Fair* piled up sound Hoopers during its Saturday afternoon runs, dollar value Hoopers on Wednesday evenings against Duffy and Berle, and is now back climbing again at a later time on Saturday afternoon. Nielsen-wise, the story is most impressive. Consistently in the top Nielsen brackets, the show has had an amazing record.

The prime basis of our *County Fair* success, I believe, has been the affection and regard held by all concerned with the show. With sublime disregard for back patting, more understanding clients than Stu Peabody and Henry Schachte of Borden are not to be found.

Herb Landon and myself, who have lived with the show since its infancy, feel *County Fair* is a good luck charm. It's our baby, our favorite, and our most challenging problem. Producer Len Carlton, writer Bob Quigley, emcee Win Elliot, man-of-many-abilities Bill Becher, maestro Bill Gale and all the rest of the cast consider *County Fair* labor of love rather than a meal ticket.

That feeling is the reason *County Fair* is steaming along after four and a half years of continual broadcasting. It's the reason we think *County Fair* is a different kettle of fish than most other radio shows.

It just goes to prove that true love is commercial.

STUNTS, awards, feats of strength and many, many other features have highlighted Borden's *County Fair*. A few of the most notable—

* * *

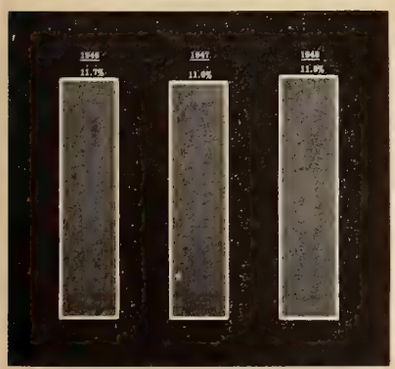
Picture 1—Bobby Feller, famous Cleveland Indians pitcher, comes out laughing after having failed to punch his way out of the *County Fair* paper bag.

* * *

Picture 2—Contestant of the Year competition brought together four winners of big jackpots of $25,000 or more. Winner James McCaffrey is crowned and received $1,000 prize which he donated to charity.

* * *

Picture 3—Probable high-spot of *County Fair* came when 17-year-old Allen La Fever lifted Phoebe the 375-lb. heifer. Allen's stunt was a modified version of a Greek legend about a farm boy who lifted a calf until it became a cow.

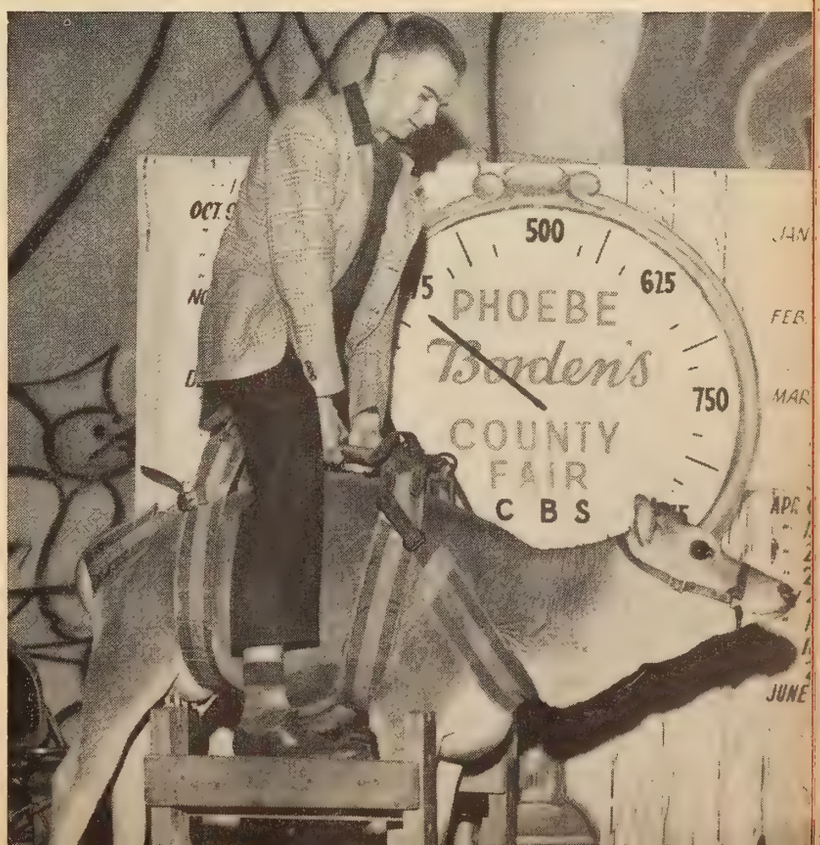


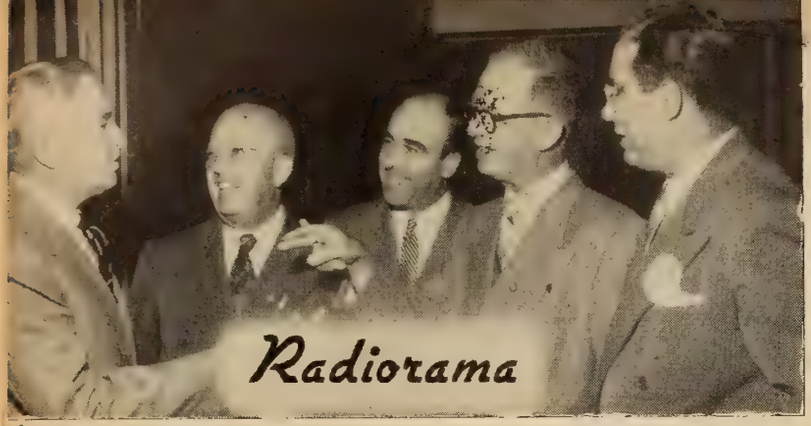
DURING the three-year period when the program was at a uniform time period—Saturday daytime—it consistently reached better than 10 out of every 100 homes per week. The 11.7% figure for 1946 decreased to 11.6% for 1947, but increased to 11.8% in 1948.

—Chart by Kenyon Research Inc.





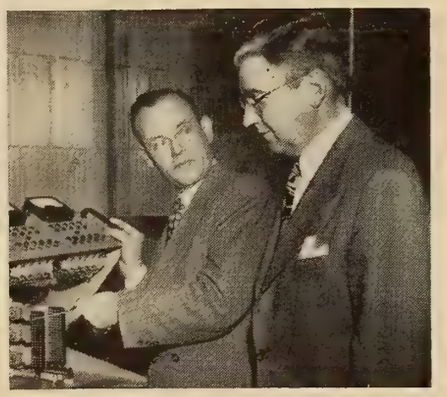




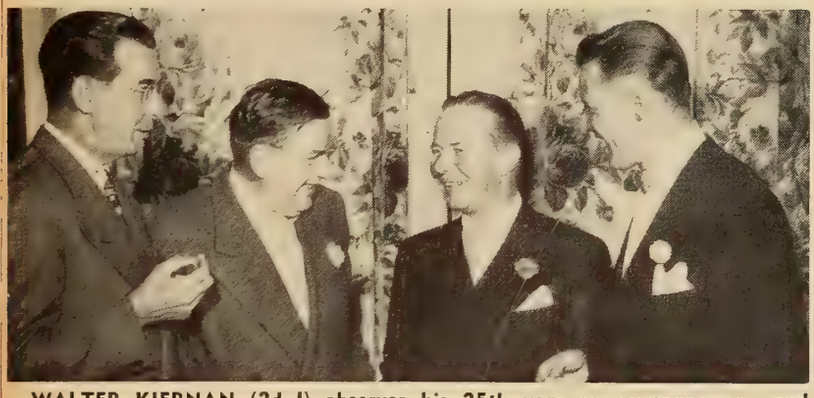
C. E. HOOPER, president of C. E. Hooper Inc., told the Washington, D. C., advertising Club Oct. 25 that broadcasters should unite in a solid front to promote joint use of radio and TV and adopt a single method of measuring the growing broadcast audience. Mr. Hooper (1) discusses a point with (l to r) Earl Gammons, CBS Washington v. p.; Ben Strouse, WWDC gen. mgr.; Phil Hoffman, WOL gen. mgr., and Bill Sigmund of Henry J. Kaufman & Assoc., all of Washington.



AT OPENING of *Catholic News* show n WASH (FM) Washington (Friday, :45-5 p.m.), sponsored by *The Cath-lic Review*, are (l to r) The Rev. John innott Martin, *Review* editor; Larry arl, then WASH prog. dir.; Everett . Dillard, WASH pres.; Rev. Milton A. Schellenberg, commentator.



CHIEF Engr. Alan Cormack (l), KCBS San Francisco, demonstrates relay system of new master switching equipment to Arthur Hull Hayes, CBS v. p. in San Francisco and KCBS gen. mgr. Equipment is part of plans for the KCBS audio equipment construction project [BROADCASTING, Oct. 24].



WALTER KIERNAN (2d l) observes his 25th year as newspaperman and his sixth in radio and also is wished well on his new five-times-weekly, mid-day ABC series with Philip Morris & Co. Ltd (cigarettes) which started sponsoring the program Oct. 24. Celebrating the three events in New York are (l to r) Ray Jones, Philip Morris v.p. in charge of sales; Mr. Kiernan; Mark Woods, ABC pres., and Pat Gorman, director of advertising for Philip Morris.

SPECIAL broadcast inaugurated new 550-ft. vertical radiator antenna of KNBC San Francisco Oct. 24. Gathered around the microphone are (l to r) KNBC Chief Announcer Hal Wolf; John W. Elwood, gen. mgr.; Natalie Masters, star of NBC Western network *Candy Mason* program, and News Commentator Bob Letts. According to Mr. Elwood, the antenna adds approximately 10,000 square miles to area in which KNBC can be heard.



CAPITAL DISASTERS COVERED

Radio, TV Record Air Crash, FCC Fire

RADIO and television were there last Tuesday—at the scene of the worst aviation disaster in U. S. history—to record the Eastern Air Lines DC-4 and the P-38 fighter crash that snuffed out 55 lives at Washington, D. C.'s, National Airport.

Using radio's far-reaching ear and TV's penetrating eye, local broadcasting officials channeled the reports directly from the scene to listeners and televiewers in an exemplary fashion.

Typical of the reports received by BROADCASTING were these:

News tips and fast action spurred NBC Washington newsmen who were covering the double explosion and fire in the Post Office Bldg. which houses FCC offices (see separate story). A WRC-WNBW (TV)-NBC listener tipped off the station on the airport crash. The report was aired on WRC's 12 noon *Esso Reporter* before two of the three major wire services had flashed bulletins. Subsequent news reports and programs were carried periodically throughout the afternoon.

Television also carried reports including Dave Brinkley's eye-witness interview on WNBW's *Television Journal;* NBC network films on the *Camel News Caravan* and Commentator Robert McCormick's report, and WNBW's local newsreel film coverage.

Gets Blood Donors

Radio drew emergency blood donations for the Red Cross Blood Center. One news bulletin aired on WRC at 12:55 p.m. proved so productive that, 25 minutes later, district officials asked WRC not to repeat the appeal.

After first reports of the crash came in, Stephen Laird, WTOP-CBS newsman, used a battery-operated Minitape to obtain eye-witness accounts. WTOP aired and fed to the network a 15-minute show at 3.30 p.m., which was repeated at 10:30 p.m. Charles Collingwood and Allan Jackson opened with commentaries, then the program switched to WTOP studios for Mr. Laird's previously-made recordings. Commentator Bill Shadel read the list of victims.

ABC was on the scene with tape-recorded eye-witness accounts by Harold Stepler, chief announcer at WMAL, network's Washington outlet, and Baxter Ward. Their 15-minute recording was interspersed in a 26-minute program aired locally at 3 p.m., with news reports before and after. In addition, a portion of the tape was aired on Taylor Grant's 7 p.m. *Headline Edition.*

WOL used recorded telephone interviews with eye-witnesses for its local and MBS network broadcasts, a segment of which was heard on the *Mutual Newsreel.* Feature of its network coverage at 10 p.m. was Joe McCaffrey's account of his talk with the Bolivian ambassador dealing with background on Mr. Bidoux, the Bolivian P-38 pilot and lone survivor.

WWDC, independent outlet, was one station that happened to be there—at the airport. It was preparing for its regularly-scheduled giveaway program, *The Sky-Clubbers,* aired from the airport at 12:15 p.m., but devoted the period to interviews by Lee Dayton, program m. c.

As an aftermath of the fatal crash, WMAL-ABC reported that many radio listeners were waiting to hear famed *New Yorker* cartoonist, Helen Hokinson on Ruth Crane's *Modern Woman* program, aired daily 11:30 a.m.-12:15 p.m. Miss Hokinson, one of the victims, was to appear on the show.

On her program, Miss Crane speculated on the progress of the plane after announcing Miss Hokinson would be her guest. A few minutes later she and her listeners learned of the crash.

The aviation crackup, coupled with the fire at FFC, kept Washington newsmen hustling because of the close time proximity of the two incidents.

At WRC-NBC Jay Royen, NBC Washington news chief, spotted the Post Office fire and telephoned Cassius Keller, special events director. Broadcasts soon followed. Newsreel pictures of the blaze were telecast on both WNBW's *Television Journal* and NBC's *Camel News Caravan.*

WTOP-CBS carried the fire flash at 10:30 a.m. Newsman Claude Mahoney was at the scene. WTOP's studios are located in the Warner Bldg.—some two blocks distance from the Post Office Bldg.

Z. C. BARNES

Is Calkens & Holden Partner

Z. C. (Jess) BARNES, who recently resigned as vice president in charge of sales for Mutual, has been named a partner in Calkens & Holden, New York advertising agency.



Mr. Barnes

Mr. Barnes had been associated with the network since 1943. Before that he was a vice president with The Outdoor Advertising Inc. for 11 years.

He becomes a fourth partner in the agency. Others are J. Sherwood Smith, president, Rene Clarke, vice president and R. P. Clayberger, secretary and treasurer. Mr. Barnes plans to vacation in the South until he takes up his new duties on Jan. 1, 1950.


Tear off
and
Mail
NOW!



DEEP in conversation at NAB District 1 meeting in Boston are (l to r): E. E. Hill, executive vice president, WTAG Worcester; Carter Knight, commercial manager, WEIM Fitchburg, Mass.; Bertha Bannan, station representative, Boston; George H. Jaspert, station manager, WCCM Lawrence, Mass., and Harold E. Fellows, general manager, WEEI Boston and District 1 director.

* * *



AIRING all viewpoints in this corner at District 1 cocktail party are (l to r): Carl W. Schultz, assistant manager, WMMW Meriden, Conn.; Paul B. Eaton, advertising manager, H. P. Hood & Sons, Boston; Craig Lawrence, general manager, WCOP Boston, and Edmund J. Shea, radio and TV director, James Thomas Chirurg Co., Boston.

* * *

STRONG NARBA STAND

NAB District 1 Worried

By MITZI KORNETZ

RESENTMENT against channel-grabbing proposals of nations at the NARBA conference in Montreal continued to grow among U. S. broadcasters as NAB District 1, meeting in Boston last week, adopted a strong resolution.

While other districts in voicing their opposition had dealt more with frequency grabbing by Latin countries, New England broadcasters demanded that government delegates reject proposals which would, in effect, change power limitations of various classes of stations and create added confusion.

They directed that copies of the resolution be transmitted to President Truman, Secretary of State Dean Acheson, FCC Chairman Wayne Coy and the Senate and House Foreign Relations Committees and instructed the NAB to take positive action to safeguard U. S. broadcasters' interests.

Fellows Presides

Presiding at the two-day (Monday and Tuesday) sessions at the Hotel Somerset was Harold E. Fellows, general manager of WEEI Boston and District 1 director. A record turnout of more than 240, which included non-NAB members, was described as the largest registration of broadcasters and those in allied services at any District 1 meeting.

Gerald Harrison, president of WMAS Springfield, took up the cudgels on behalf of FM in a fighting speech, telling the group, "On AM you get less than you bargained for. On FM you get more than you hoped for."

There are so many FM transmitters now on the air, Mr. Harrison declared, "that unless the majority of Americans have developed tin ears from long listening to AM they will soon note the difference, and the switch to FM will be on in earnest."

He described factors which have contributed to the "not spectacular but consistent" progress of FM in New England. First, he pointed out, was the fact that AM coverage in this section of the country is not in proportion to its power elsewhere because of high attenuation of AM signals due to soil conditions. This condition, he said, does not affect FM.

Mr. Harrison also gave credit to the Braves and Red Sox baseball clubs for the growing acceptance of FM in the area. "Where practically no network stations were able to carry baseball the past two summers, these games were broadcast by independent daytime stations, some of which had associated FM stations. Come dusk, these independent daytimers with FM transmitters put the night games on FM only."

He recalled the excitement caused by the Braves' pennant race in 1948 and that of the Sox this year, which meant that fans following the games had to buy FM sets "where these games were available only by FM and where AM signals were weak." These FMers by necessity, he said, are now FMers by choice.

Television, too, according to Mr. Harrison, is responsible for promoting FM because the aural part of it is FM and people notice how much better these sets sound than their AM ones. He said Springfield FM ownership had increased from 5% to 20%.

Judge Justin Miller, NAB president, asserted at a news conference that it would be five years before TV can become a fully-developed operation and ten years before a substantial number of people will see color television. One of the factors holding up TV's advancement, he charged, is the pre-emption by government agencies of more frequencies than they need. "TV is cramped for space," he said, adding that the medium will be held back until government studies its own "use or abuse of frequencies" and considers releasing some for different uses.

Speaking to the broadcasters Tuesday afternoon, Judge Miller posed the questions which will be facing the NAB in coming months in regard to BAB, BMB, standards,

(Continued on page 44)

RADIO DOLLAR THEME

Marks Dist. 2 Meet

WAYS of bringing more dollars into radio advertising were submitted to broadcasters at the NAB District 2 (N. Y., N. J.) meeting last week by Maurice B. Mitchell, director of NAB's Broadcast Advertising Bureau, as the eastern bracket of district meetings was concluded.

Michael R. Hanna, WHCU Ithaca, District 2 director, set the theme for the Thursday-Friday meeting when he said NAB has two services to perform: (1) extensive service on the bread-and-butter level, with 50% emphasis on sales, and (2) to protect the broadcasting industry and enhance its position in relation to legislation.

Mr. Hanna recalled there has been no attempt by Congress in the last three years to make "inroads on our freedom." He said the meeting was really a broadcasters' workshop, with emphasis on dollars and cents.

Charles F. Phillips, WFBL Syracuse, District 2 sales managers chairman, introduced Mr. Mitchell. The BAB head gave a list of suggestions on how to raise radio's share of the advertising dollar and how to get new spot business.

Following the Thursday luncheon Mr. Mitchell went into the tactics of competing media, noting that radio "can go a good five fast rounds" with any newspaper as a medium of advertising.

Explaining BAB sales aids, he warned that failure to understand the difference between local (retail) and national (general) rates can cost a station thousands of dollars. He suggested simplification of rate structures.

Sears, Roebuck has been persuaded to make a radio test in the South and will spend 25% of its advertising budget in that area for the purpose, he said. Robert McCready, BAB assistant director, aided Mr. Mitchell in presenting the BAB slide film and the opposite newspaper film. The All-Radio Presentation motion picture will be ready in February, he said.

First speaker introduced by Mr. Hanna was Dr. Kenneth Baker, NAB director of research, acting president, BMB, who gave strictly an AM preview of BMB study No. 2, which will be issued early in December.

Dr. Baker related that this study is definitely an improvement on the No. 1 of 1946, which was weak because it was based on a measurement of audiences who listened once a week to a program. The forthcoming study will provide measurement audience figures for not only once-a-week program listening but for two, three and four days, etc., and figures more nearly comparable

(Continued on page 44)

NARBA

Stiff Opposition Approved To Cuban Pressures

FIRM RESISTENCE to Cuban pressures in negotiations for a new NARBA reportedly was authorized last week in Washington conferences between FCC Comr. Rosel H. Hyde, chairman of the U. S. delegation, and government radio authorities.

Mr. Hyde conferred at length with both his FCC colleagues and State Dept. officials Monday and Tuesday before returning to Montreal, scene of the conference, Tuesday night.

Both FCC and the State Dept. are understood to have authorized Mr. Hyde to hold the line against any Cuban demands beyond the terms of the NARBA which expired last March.

His visit was designed to review conference progress to date, appraise the problems that have developed, and establish the official U.S. position in the light of developments. State Dept. authorities conceded the Cuban attitude was the main subject.

Although Cuba has not yet submitted any formal statement of demands, there have been ample indications of her view that each nation has a sovereign right to operate on any channels it desires. Cuban assignment shifts since expiration of the second NARBA affect many U. S. stations, both regionals and clears [BROADCASTING, Oct. 10].

Clear channel frequencies used by several stations in the South are said to be among those most recently squatted upon by Cuban transmitters. Cuba reportedly is eyeing a total of at least six such channels.

Conference progress was described officially as "slow," but there remained prospects of adjournment possibly by around Dec. 1. Hopes of mid-November adjournment were termed unrealistic, however.

The juridical committee meanwhile completed the important task of drafting treaty framework, while a plenary session Wednesday adopted the proposed NARBA engineering committee rules permitting stations subjected to unauthorized interference by foreign stations to request an engineering investigation and, if need be, arbitration.

The permissive nature of this agreement, it was believed, will permit adherence by Mexico, which took exception to the compulsory enforcement provisions in the last NARBA and which is not participating in the current conference. The permissive plan had Cuban backing.

Three NAB district meetings have adopted strongly worded resolutions opposing the tactics of both Cuba and Mexico [BROADCASTING, Oct. 24, 31], and others are expected to follow suit. Those which already have acted are District 4, in its meeting at Pinehurst, N. C.; District 3 at Skytop, Pa., and District 1 at Boston (see story page 31).

Correction

WLS Chicago (50 kw) was the winner of the $1,000 duPont award in 1948 in the big station class, and not WBBM Chicago as was incorrectly stated last week [page 65]. The award to WLS was for "outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and to the communities served."

TRANSIT FM

Kansas City Service Opened

TEST of public reaction to music-soothed rides was launched last week in Kansas City, Mo., with installation of transit FM in 30 of the city's approximate 800 motor vehicles, R. C. Crisler, executive vice president of Transit Radio Inc., reported to BROADCASTING.

Contract was negotiated between KCMO-FM Kansas City and the city's Public Service Co., transit operator, and calls for extensive 60 day tests to determine the public's reaction to the musical rides. If the response is favorable, in line with that of other cities maintaining similar installations, service will be expanded and put on a permanent basis, Mr. Crisler said. Program format will be similar to that of TR elsewhere—news, weather and time reports, short commercials and other announcements, as well as light unobtrusive music fare.

Meanwhile, a survey of 737 vehicle operators in St. Louis, Mo., where KXOK-FM provides transit radio fare, showed 75% favoring the service, 15% no opinion and 10% opposed. One thousand of St. Louis Public Service Co's vehicles have included TR operation for the past 15 months. Survey was conducted during September by G. Myron Gwinner Co.

Cupid's Busy—at CBS

OCTOBER was matrimony month at CBS, where three weddings took place within eight days. Bill Lipton, member of the network's *Let's Pretend* cast was married on Oct. 15 to Joan Abbrancati, video and radio writer for Young & Rubicam, New York. Marcia Durant, narrative script writer for CBS-TV's *People's Platform*, was wed on Oct. 7 to United Press Writer Robert McKesson Liles. Barbara Keating, script writer on the WCBS New York *Margaret Arlen* program, was married on the same day to George Peabody Jr., president of the New York public relations firm of Peabody & Assoc.

Royal V. (Doc) Howard, industry observer put this humorous thought into a sketch.



"From confidential sources, Montreal observers believe Cuba came prepared for a winter long conference."

RADIO-TV WEEK

Democracy Essay Contest Heads Observance

HEADED by the Voice of Democracy radio essay contest, National Radio & Television Week was generally observed Oct. 30-Nov. 5 by all segments of the broadcasting, manufacturing and distribution industries.

Reports coming into NAB and the Junior Chamber of Commerce during the week indicated that the record 250,000 entries in the 1948 Voice contest will be at least doubled this year. Junior Chambers are holding local auditions, to be followed by state eliminations and finally by the selection of four national winners who will receive scholarships.

Radio dealers and distributors around the nation staged special displays and tied the week into their advertising. Nearly 600 newspapers used large mats as anchors for local white space dealer and distributor advertising. A half-dozen retail trade associations took part in the observance.

Radio Mfrs. Assn., which sent out the newspaper mats on specific request by the publications, held a town meeting for servicemen. The three-day session opened Tuesday night with 800 servicemen at the U. S. Chamber of Commerce Auditorium in Washington. They were welcomed by R. C. Sprague, Sprague Electric Co., chairman of RMA's Television Committee. Mr. Sprague predicted another 40,000 service technicians will be required by 1953.

Training Needed

A. T. Alexander, Motorola Co., moderator of the first session, said technicians must keep abreast of technical developments in television or lose business to younger and better trained technicians. The town meeting was sponsored by RMA and the Washington Electric Institute.

Broadcast stations and networks observed the week with frequent announcements and special programming. Most stations played the Voice of Democracy transcriptions used as a guide for high school students entering the contest.

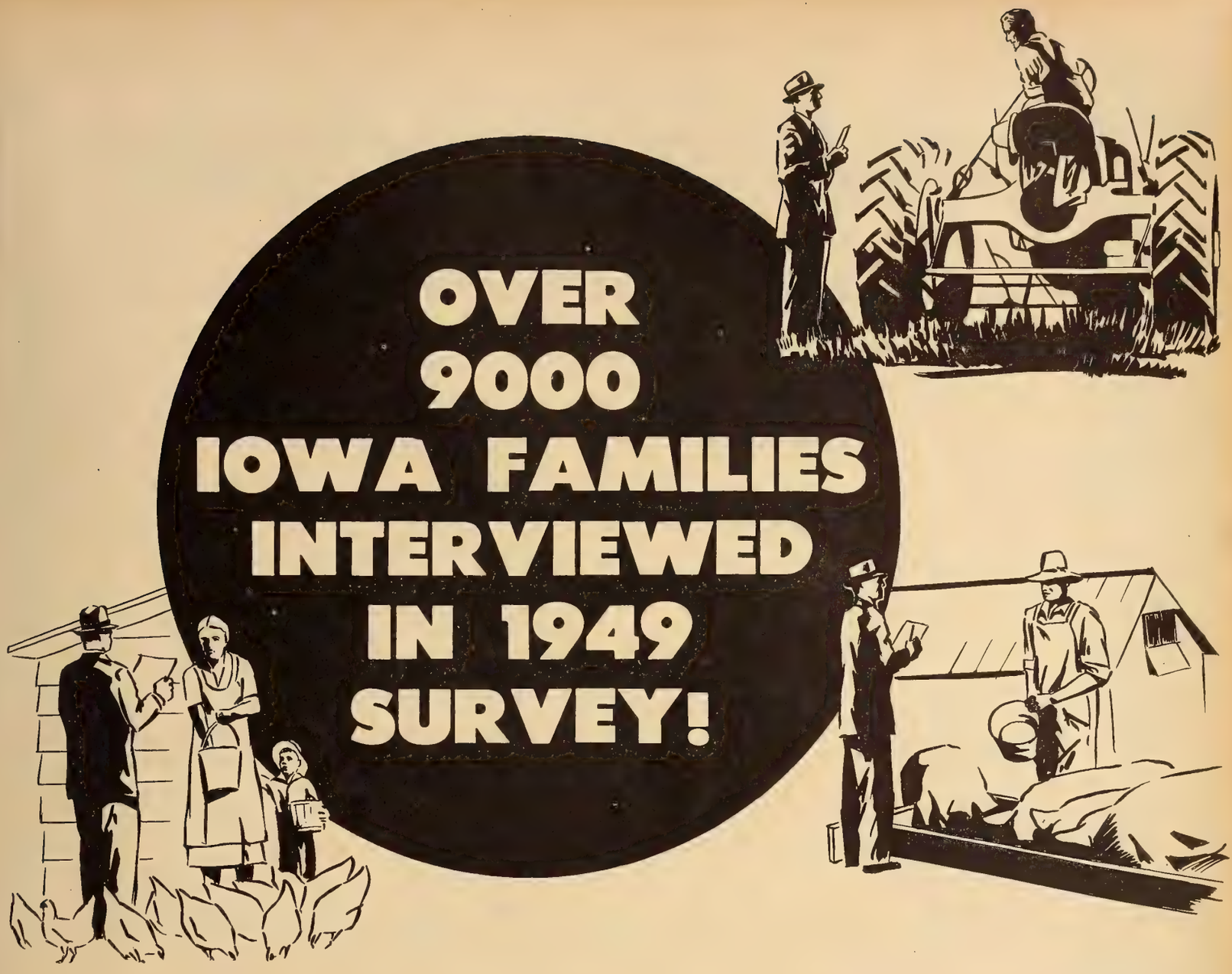
In Los Angeles, Mayor Fletcher Bowron proclaimed the fact that Los Angeles "has become the center of the nation's radio and television industry and the focal point of history's greatest mass medium of communication." He saluted the local broadcasting industry as "a powerful force in the perpetuation of the principles of American democracy."

Mayor Bernard Samuels of Philadelphia was one of many large city mayors proclaiming local observance. He participated in a dinner staged by the Philadelphia Junior C. of C., joint sponsor with RMA and NAB of the Voice contest.

Richards in Pittsburgh

In Pittsburgh, Robert K. Richards, NAB director of public relations and publications, addressed a meeting of the Electric League of Western Pennsylvania. In the course of his talk he referred to the fast growth of the "week" movement. "We are celebrating four different weeks," he said, "radio and television, flowers, apples and Girl Scouts. Almost 95% of the homes in America have radio receivers. I'll bet they can't say that about flowers, apples or Girl Scouts."

Mr. Richards noted that set manufacturers are now scrambling to meet a growing demand for radio receivers which promises to become a real market-bonanza by holiday time.



OVER 9000 IOWA FAMILIES INTERVIEWED IN 1949 SURVEY!

Dr. Forest L. Whan and his Wichita University staff interviewed over 9,000 Iowa families *(1 out of every 85 in the State!)* to secure the data now available in the 1949 Iowa Radio Audience Survey.*

These families represent a mathematical cross-section of Iowa's city, town and farm audience. Thus the Survey is not only able to make revealing *comparisons between* urban and rural listening habits, but also gives typical characteristics of the Iowa audience *as a whole.*

In addition to all the standard information for which the Survey is famed, the 1949 Edition contains much new and valuable data about *changes* that have taken place in Iowa listening habits, *since 1941.*

Every advertising and marketing man who is interested in Iowa radio should have a copy of this remarkable Survey. Get yours today! *Write WHO, or ask Free & Peters.*

*The 1949 Iowa Radio Audience Survey is a "must" for every advertising, sales or marketing man who is interested in Iowa.

The 1949 Edition is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University—is based on personal interviews with 9,116 Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

As a service to the sales, advertising and research professions, WHO will gladly send a copy of the 1949 Survey to anyone interested in the subjects covered.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

THE LATEST WCKY STORY

LOOK AT ALL THE CINCINNATI STATIONS BETWEEN 6 PM AND 8 PM MONDAY-SATURDAY . . . .

LOOK AT RATINGS
LOOK AT COST
LOOK AT POWER

	RATING*	OPEN ¼ HR. RATE COST	POWER
WCKY	**6.6**	**$120.00**	**50,000 Watts**
STATION A	4.5	100.00	250 Watts
STATION B	5.6	136.00	5,000/1,000 Watts
STATION C	5.1	479.00	50,000 Watts
STATION D	5.1	120.00	5,000 Watts

(—Pulse July-August 1949 Average Rating 6-8 PM Monday thru Saturday)*

IT'S OBVIOUS - - IN CINCINNATI,

FOR RATINGS

FOR COST

FOR POWER

WCKY IS YOUR BEST BUY!

INVEST YOUR AD DOLLAR WCKY'S-LY

THE LATEST WCKY STORY

HERE ARE SOME OF THE ADVERTISERS ON WCKY BETWEEN 6 AND 8 PM, WHO ARE GETTING INCREASED SALES AT THE LOWEST COST PER THOUSAND LISTENERS:

CAMEL CIGARETTES
FORD MOTORS
MGM PICTURES
BULOVA WATCHES
BRUCKMANN BREWING
PROCTER & GAMBLE
LUDENS
FOUR WAY COLD TABLETS
BAVARIAN BREWING CO.
BURGER BEER
CROSLEY REFRIGERATORS
LEVER BROS.
ANACIN
NEW YORK CENTRAL RAILWAY
KOOL CIGARETTES
SWIFT ICE CREAM
DODGE MOTORS
MISSION BELL WINE

WCKY — ON THE AIR EVERYWHERE 24 HOURS A DAY SEVEN DAYS A WEEK WITH NON-DUPLICATED BLOCK PROGRAMMING.

Call Collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
Cincinnati Phone: Cherry 6565
TWX: CI-281

L. B. Wilson

WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

Editorial

Pa.'s TV Ghosts Laid

TELEVISION, which manages to stride forward on momentum and acceptance in spite of its multifarious regulatory, spectrum, union and economic troubles (not to mention color spots before its iconoscopes), won its most important victory in the Pennsylvania courts the other day. It came in the unequivocal opinion of Chief Judge William H. Kirkpatrick of the U. S. District Court for Eastern Pennsylvania, precluding clearance (censorship) of TV films before use.

The victory transcends the TV field. It implements existing laws precluding state censorship of any of the radio media. It applies as effectively to aural broadcasting as it does to TV, and ultimately to facsimile.

If the State Board had prevailed, TV would stand to lose one of its most important virtues —spontaneity. It would have reduced TV, as we've stated before, to the electronic equivalent of a second or third-run movie house. But, more important, it would have subjected a mass radio medium to censorship, in contravention of the First Amendment. It would have been the opening wedge, because other state censorship boards inevitably would have followed suit.

Judge Kirkpatrick found the proposed censorship invalid because it would impinge upon interstate commerce in a field which Congress had pre-empted and he found it inconsistent with the national policy adopted by Congress for the regulation of radio and TV. Moreover, he concluded it would constitute an undue and unreasonable burden on interstate commerce in telecasting.

That appeared all-inclusive. But Judge Kirkpatrick went farther. He found that TV, like newspapers and radio, is included in the press "whose freedom is guaranteed by the First and Fourteenth Amendments . . .; that the chief purpose of the guaranteed liberty of the press is to prevent previous restraints upon publication and "in the case of radio and television previous restraints upon broadcasting"; that the TV program, as it has been developing, "is an organ of public opinion."

The Pennsylvania censors may appeal, though we doubt it, particularly in view of the sweeping and conclusive nature of Judge Kirkpatrick's opinion.

Not only TV, but all radio and all interested in the preservation of our fundamental freedoms owe a real debt to the five TV stations in Pennsylvania, who carried this fundamental censorship fight through the courts.

THAT NO FCC people were seriously injured in the explosion-fire that made a shambles of many FCC offices in the Post Office Building is a near-miracle. Once the smoke had cleared and it was ascertained that nothing more serious than physical damage had resulted, the quips began to fly. FCC was congratulated on its new "expediting procedure." One report was that all red tape had been burned (but, alack, could be quickly replenished). It's suggested that the FCC should perish the idea of restoring burned or destroyed records. It could save its time and taxpayers' funds by starting from scratch. At press time there were no indications that the fire would thaw the TV freeze.

What Makes FCC Run?

ON RECENT occasions we have said this FCC is the best yet. Of course, it has complained about work overload and lack of manpower. That's the occupational plaint of the bureaucrats. Withal, however, this FCC seemed less mischievous and perhaps less disposed to bait and browbeat.

This we reluctantly confess may be pure mirage. It is now painfully evident that some old influences, mainly among staff lawyers, are still at it. Many of them owed their fealty in other days to Ex-Comr. C. J. Durr, the Blue Book Boy. It is as if Cliff Durr rides again in the Law Bureau.

The FCC, man for man, may be better qualified. Yet, because of the almost incredible persuasive power of its Law Bureau, events seem to occur as the lawyers wish. Cases are ladled up to the FCC to meet the Law Bureau's convenience and interest; the applicant's necessity apparently doesn't enter into it.

There are many old cases languishing in the Law Bureau. In that respect this Commission certainly is no better than its predecessors. When a majority of the Commission seems to be swinging in favor of a particular decision, and the principal lawyers are opposed, chances are the issue won't come before the FCC until the lawyers are ready—and with further ammunition.

The FCC uncorked a corker last week [see page 23, this issue; CLOSED CIRCUIT, Oct. 31]. It meted out to a dozen owned-and-operated stations of CBS, ABC and NBC temporary license renewals pending certain investigations, all pertaining to the so-called network-monopoly regulations. There was the complaint of the National Assn. of Radio Station Representatives largely against CBS because of its move to represent in national spot selling a number of its key affiliates. Pendency of this complaint was used as the vehicle in issuing the temporary renewals against all three networks.

Why this action out of a clear sky? The FCC mentioned in two of its letters that Don Lee, regional West Coast network, had been subjected to hearing on alleged violations of the network regulations. This case, it said, is "presently pending for decision." What the FCC didn't say was that the case had been "presently pending" for nearly three years.

We have no doubt that networks have pushed around affiliates. They are not eleemosynary institutions. The FCC itself has made this possible by wholesale licensing of new stations in overcrowded markets, without regard to its own engineering standards.

Moreover, the network regulations provide for affiliation contracts for only two years' duration, with a six-month negotiating period, whereas broadcast licenses are issued for three years. It should be obvious that license terms and network contracts should run for the same tenures. Otherwise, how can an applicant for renewal specify how much of his time will be devoted to network, or national spot or local?

The network renewal action is simply one of scores of instances in which the Law Bureau has come up with a quick answer, designed to fit any situation and its own interest. The Law Bureau acted in such obvious haste that it didn't even bother to look up dates or names. It called NARSR the "National Assn. of Radio *Spot* Representatives." The NARSR complaint probably hasn't been discussed in formal Commission councils since the hearings a year ago.

If private industry functioned as the FCC does (and the FCC has no competition), it would be bankrupt. The FCC's complaint about work overload is man-made and lawyer-spawned. With half as many lawyers it probably would get twice as much done.

Our Respects To—



WILLIAM BASHFORD McGRATH

TO ADMIT a mistake is admirable. To celebrate a mistake is, to say the least, unusual. But unusual is an apt description of William Bashford McGrath, managing director of WHDH Boston, who in September celebrated the 20th anniversary of the most profitable "mistake" in his career.

When as a student at Syracuse U., Bill McGrath transferred from the architecture school to liberal arts in order to pursue his interests in broadcasting, he received a letter from the university chancellor advising him that he was making a mistake "to leave a profession which is the greatest of all the arts —architecture—in favor of one whose future is so in doubt."

There is no doubt in Mr. McGrath's mind as to the future of the broadcasting art and WHDH, an independent station which in three years of McGrath leadership has spurted from behind to win a position in revenue and ratings.

Slim, wiry, boyish-looking Bill McGrath says he owes all he knows about independent station management to a woman—Bernice Judis. Mr. McGrath worked under the direction of Miss Judis at WNEW New York for ten years, and is frank to admit that "much of our WHDH operation reflects her basic thinking."

Evidently he was an excellent student for, among other honors chalked on the WHDH report card in the few years he's been at the helm, is an increase of approximately 150% in gross revenue.

Bill McGrath was both an excellent student and a broadcaster long before he ever dreamed of entering radio as a profession. Arriving at Syracuse U. in 1929 to study architecture, he was approached by a frat brother who wanted to know if he'd like a part-time announcing job. Ironically, the frat brother was Kingsley Horton, now in CBS television, with whom Mr. McGrath found himself in friendly competition when Mr. Horton was assistant manager of WEEI Boston.

Mr. McGrath auditioned for the job at WSYR Syracuse by reading from a newspaper. He got the job—and along with it a knowledge of the causes of ulcers. His heavy college schedule called for classes from 8 a.m. to almost 5 p.m., and when these were over, he would rush to the station, where he announced every program from 5 p.m. until midnight. Arriving back at his room, he would pour over drawings until 3 or 4 a.m., managing to get to class again by eight the next morning.

After two years of this routine, Bill McGrath made the logical decision, transferring from

(Continued on page 46)



Satin slippers and plunging necklines
—ten gallon hats and cowboy boots.
College grad at the debutante
Ball—ranch hand and the village belle.
Whatever our choice, whatever our
fate, we're more alike than we think.
That's why right now, today, America's
music—western hill country music—
the true music of the pioneer
is as popular in big New York as on the prairie where it was born.

That's why Prairie Stars, New York's favorite program of America's music presented nitely on WOV by Rosalie Allen, celebrated sweetheart of the prairie, holds one of the most loyal buying audiences in all radio. For fast action selling —for product loyalty—for a highly responsive buying audience (64% of whom are women) get the facts on who is listening to Prairie Stars—get the facts on buying power and consumer habits...ask to see WOV's newly completed Prairie Stars Audience Audit. It's proof that on WOV RESULTS IS THE BUY WORD.

Prairie Stars a WOV feature production is one of 5 AUDITED AUDIENCES.

PRAIRIE STARS

a WOV feature
presented by

ROSALIE ALLEN

Monday through Saturday 9 to 11:00 P. M.

WOV

NEW YORK

RALPH N. WEIL, Gen. Mgr.
The Bolling Company, National Representatives

BASEBALL

Opposition Mounts Despite New Rules

BASEBALL'S amended rule on play-by-play broadcasting and telecasting rights [BROADCASTING, Oct. 31] was sent to major league clubs last week while reports circulated that some broadcasters, displeased despite the changes, were contemplating anti-trust action.

Though the amendment had Justice Dept. sanction and was greeted by some station operators as a big step in the right direction, others condemned it as being of little practical value and claimed that, in effect, it gave the Justice Dept.'s blessing to restraint of trade by baseball clubs.

The Justice Dept. had announced that, in view of the amendment, it was calling off its investigation of anti-trust aspects of the baseball clubs' policy until the effects of the changes can be seen and evaluated. The department also said it will maintain watch and "may take appropriate action" if there is evidence of restraint in the future.

Text of the revised rule, with an accompanying explanatory letter, was sent to the baseball clubs by Baseball Commissioner A. B. Chandler. The new version makes plain, as the Justice Dept. had announced the week before, that:

(1) The local major or minor league club may object—"during the period it is playing a home game and only during such period"—to broadcast or telecast of another major league game from a station within the local's territory; (2) it may also object—"during the period [it] is telecasting one of its road games"—to the telecast of a game by another major league club from a station within the local's territory.

Time Period

The Commissioner's office said the above-mentioned time period begins "30 minutes before the commencement of such game [home or road telecast] and [continues] for three and a half hours in the case of a single game, and for five and a half hours in the case of a double-header." The rule is effective as of Oct. 15.

The communication to club owners also pointed out that no club once giving its consent, could specify a particular station or sponsor for games of any particular club; nor can it grant any rights—broadcast or telecast—within its home territory for any games of any other club. It may, however, limit that consent to "a particular date or dates."

Under no circumstances should any major league club permit a radio station or network to negotiate with a local club for any permission for broadcasts or telecasts required by the rule, Mr. Chandler emphasized. Each of the major leagues will set up procedures to be followed.

In urging club owners to carefully study the revised rule, the Commissioner's office stressed that revisions had been worked out by major league representatives and the Justice Dept. "without any concession . . . that the existing rule was in any way illegal." Changes "were necessary," Mr. Chandler said, to forestall the department's investigation of alleged anti-trust violations with respect to broadcast-telecast practices.

Text of amended Major League Rule 1 (d):

(d) (1) *Broadcasting.* Each major league club shall have the exclusive right freely to authorize a broadcast (including rebroadcast and network broadcast) of games played in its home park, except that a major league club shall not authorize a broadcast of such games to be made from a station located outside its home territory and within the home territory of another major or minor league club during the time that such other club is playing a home game, unless such other club has prior thereto consented to the broadcast of said game or of any game of another major league club during such time from a station located within its home territory.

(2) *Telecasting.* Each major league club shall have the exclusive right freely to authorize a telecast (including retelecast and network telecast) of games played in its home park, except that a major league club shall not authorize a telecast of such games to be made from a station located outside its home territory and within the home territory of another major or minor league club during the time that (a) a home game of such other club is being played or (b) is away-from-home game is being telecast from any television station or stations located within the home territory of such other club, unless such other club has prior thereto consented to the telecast of said game or of any game of another major league club during such time from a station located within its home territory.

(3) Nothing contained in paragraphs (1) and (2) shall be deemed to limit the right of each major league club to authorize a broadcast or telecast of any or all of both its home and away-from-home games at any time from any station or stations located within its home territory.

(4) Where any consent is required under paragraphs (1) or (2), the major league club or major league authorizing the broadcast or telecast must secure such consent. No club giving such consent shall be entitled to limit its consent to any particular station or sponsor or to the games of any particular club or grant rights (exclusive or otherwise) in respect to the broadcasting or telecasting within its home territory of any games of any other club; but such club may limit its consent to a particular date or dates.

(5) The words "home territory" shall mean and include, with respect to any baseball club, the territory included within the circumference of a circle having a radius of fifty (50) miles, with its center at the baseball park of such baseball club.

For the purposes of this rule, the phrase "during the time," as applied to the playing of a home game or the telecast of an away-from-home game, shall mean a period of time commencing thirty (30) minutes before the commencement of such game and continuing for three and a half (3½) hours in the case of a single game, and for five and a half (5½) hours in the case of a double-header.

(6) Nothing contained in this rule shall be deemed to affect or limit the ownership by each major league club of all right, title and interest in and to its games, including the news thereof, or to affect or limit (except to the extent set forth in paragraphs (1) and (2) of this Rule 1 (d)) its exclusive right and privilege to sell, license, control, regulate and terminate the publication or dissemination by radio, television or otherwise of any news, reports, descriptions and accounts of any game or any part thereof, both within and outside its home territory.

This amendment shall be effective Oct. 15, 1949.

TRANSIT RADIO

Hearings End In D. C.

RESULTS of a recent survey on passenger-operator acceptance of transit FM in Washington, D. C., and the inclusion of a TV option in the Transit Radio Inc.-Capital Transit Co. contract were revealed to the D. C. Public Utilities Commission before it ended hearings last week.

The Commission requested written briefs from transit FM advocates and opponents before deciding whether the service conforms to the "public convenience and safety." Further appeals may be taken through legal channels if PUC issues a formal order favorable to music-soothed rides. WWDC-FM is franchise-holder for Washington transit music.

In the survey, conducted during October by Edward Doody's St. Louis research organization, 93.4% of 3,434 persons polled were not opposed to the service, with only 6.6% voicing objection. A poll of 294 streetcar and bus operators found that 95.9% felt music did not interfere with safety of the vehicles. Only 2% contended it did. (One out of 17 bus-car fatalities in Washington since Jan. 1 was radio-equipped, a police official noted.)

* * *

"... Upset By Radio Commercials On Streetcars? Try Dr. Shmoogle's Soothing Stomach Syrup..."



Typical of some newspaper opposition was Herblock's cartoon last week in the Washington Post

Meanwhile, FCC indicated unofficially it had no precedent for taking action as personally suggested by one witness who told PUC that citizens can appeal directly to Congress, FCC (when WWDC's license comes up for renewal) and other sources.

The TR-CTC contract gives TR's Washington branch an option to deal for video service should Capital Transit ever consider TV-equipped vehicles. It is not now practical, E. C. Giddings, CTC vice president, told PUC, but "the day may come when it is." It is not being contemplated at present, however, he added.

Washington newspaper comment was generally tempered and favorable to transit music. The *Evening Star*, which owns and operates WMAL-AM-FM-TV properties, thought it was a good thing especially since radio revenue would help CTC's financial status. The *Daily News* complained that ". . . radio broadcasts and plugs interfere and compete with readers of printed news . . . we're against it. But the general public is larger . . . and what (it) wants should prevail."

FCC Actions

TEN new AM stations and one new FM outlet granted by FCC. Seven existing AM stations granted improved facilities. Three transfers authorized. Details of these and other major FCC actions are given in FCC Roundup starting on page 79. Actions of the FCC begin on page 72.

JAMES NAMED

Heads Steuben Promotion

E. P. H. JAMES, formerly MBS vice president, has been appointed promotion director for Steuben Glass Inc., New York.

In his new post, "Jimmy" James will step outside of broadcasting circles for the first time in more than 20 years.

It was in 1927 that he turned his back on three years of advertising agency activity to join the brand new NBC as sales promotion director. For the next 13 years he was responsible for all NBC promotion, moving in 1941 to the Blue Network as director of publicity, promotion and research. After three years as an Army Air Force officer, Mr. James joined MBS as manager of sales operations in the fall of 1945. He subsequently took over the direction of that network's advertising, promotion and research, and was elected a vice president in June, 1947.

DISPLAY of WBRE Wilkes-Barre, Pa., took first prize in field of consumer service at Parade of Progress Exhibition recently.

FIRST CLASS
Permit No. 1208-R
(Sec. 510, P.L. & R.)
Washington, D. C.

BUSINESS REPLY CARD

No Postage Stamp Necessary If Mailed in The United States

—POSTAGE WILL BE PAID BY—

BROADCASTING MAGAZINE,
NATIONAL PRESS BLDG.,
WASHINGTON 4, D. C.

Please send me:

52 weekly issues of
BROADCASTING
TELECASTING
plus Yearbook and Marketbook

☐ **Two years $12** ☐ **One year $7**

NAME _____

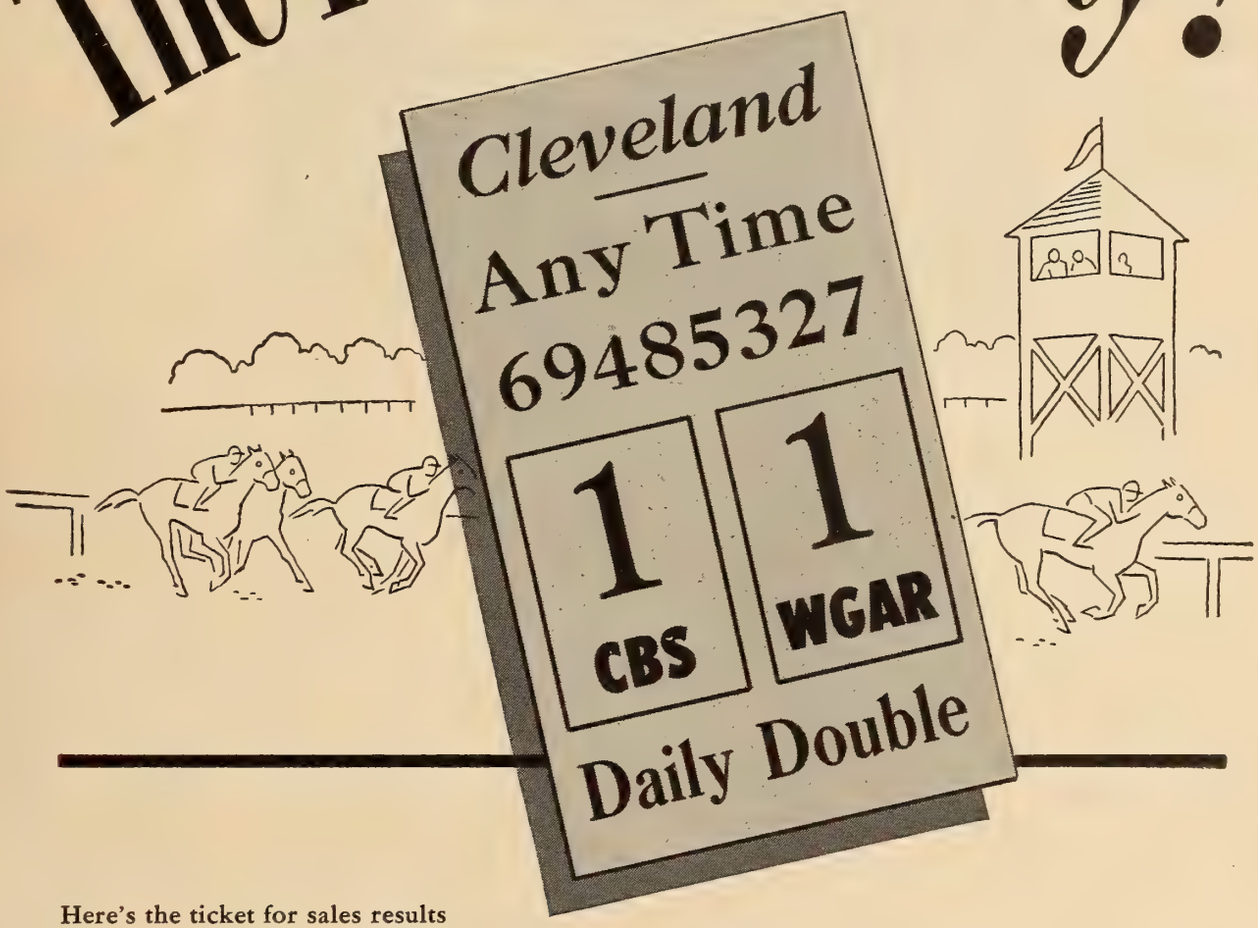
FIRM _____ TITLE _____

☐ HOME
☐ BUSINESS ADDRESS _____

CITY _____ ZONE _____ STATE _____

☐ BILL ME ☐ BILL FIRM ADD $1 A YEAR FOR CANADIAN OR FOREIGN SUBSCRIPTION

The Perfect Parlay!



Here's the ticket for sales results in northern Ohio. It's the winning combination of CBS and WGAR!

The line-up of top CBS shows is the nation's Number 1 listening habit. Outstanding WGAR programs and personalities rate Number 1 with northern Ohio listeners according to a recent radio poll. So, when you plan your advertising for northern Ohio's six-billion dollar market, don't overlook this perfect parlay for listeners... CBS—WGAR. Ask your Petry man for the facts...now!



WGAR

50,000 WATTS *Cleveland*

Represented Nationally by Edward Petry & Co.

More NAB Changes?

(Continued from page 24)

rectors on the opening day, they might be able to take part before the three-day meeting is over.

NAB's membership has risen from 1,133 AM, 548 FM and 6 TV outlets last June 30 to 1,151 AM, 520 FM and 36 TV stations as of last Friday. Not counting associate members, the total has risen from 1,687 to 1,707 actives. The increase in number of members has not compensated for revenue loss caused by a flurry of large station resignations early in the year.

The sharp increase in TV membership was mainly due to a low $10 monthly dues schedule for TV outlets affiliated with AM and FM members, effective to next Jan. 1. This rate was adopted in July. Video-only stations pay at the rate of $125 a month.

Among the board's policy matters is the problem of relations with FM Assn. and Television Broadcasters Assn. The low NAB rate for its members' TV affiliate was construed as a step to keep video stations within NAB. The Structure Committee has discussed the idea of inviting FMA into NAB and a proposal may develop at next week's board meeting [CLOSED CIRCUIT, Oct. 31]. FMA's executive committee is expected to meet some time this week. At this writing FMA appears to be awaiting a definite merger invitation from NAB.

Some of the actions taken by the board last July may have to be called back or worked over again. The board called for a cut in the standing committee structure from 19 committees of seven members to 10 committees of five members (one from the board). This would cut the total committee expense from about $50,000 for two meetings a year to perhaps a third that much if only one annual meeting is permitted.

President Justin Miller has commented at several district meetings on the difficulty of cutting the committee setup and the effect on NAB's overall effectiveness. He has been on the district meeting circuit much of the time since the board adopted its reorganization plan, leading to practical operating problems at headquarters.

The vice presidency idea is based on the premise that Ralph Hardy, Audio Div. director, and George E. Markham, Video Div. director, should have such stature in coordinating departmental functioning. The two new executives assumed their duties Sept. 1.



FIREMEN wet down ruins of 8th floor corridor near FCC docket room after fire is brought under control. Major explosions of transformers and other electrical equipment occurred in this area.

Census Campaign

AN ADVERTISING campaign for Bureau of the Census, U. S. Dept. of Commerce, will be conducted by the Advertising Council before 1950 to pave the way for the decennial census, the Council announced last week. Robert R. Mathews, vice president of the American Express Co., New York, is volunteer coordinator for the campaign, and Benton & Bowles Inc., New York, is volunteer agency.

RWG STOPPAGE

Hope On Federal Mediator

STAFF news and continuity writers at ABC, NBC and CBS last week authorized the negotiating committee of the Radio Writers Guild to call a strike. The committee, however, stated it would not order a stoppage as long as Federal Mediator J. R. Mandelbaum remains active in trying to bring both sides together.

Main issue is the RWG demand for job security provisions. The guild seeks the right to negotiate or at least to talk over dismissals before they occur. The networks are said to be standing firm on the principle of the right to fire at will.

Following tabulation of the unanimous strike action, Mr. Mandelbaum met with the networks Monday, with the Guild on Wednesday and was scheduled to meet with the networks again last Friday. Presumably his next efforts would be to bring the two sides together.

Garroway Signs

DAVE GARROWAY, AM and TV star on NBC and WMAQ-WNBC (TV) Chicago, has signed an exclusive contract with the network for radio and television shows for a reported five years. Although no details of the agreement were revealed, it is understood the new contract is now in effect. Mr. Garroway's part in the negotiations was handled by his manager, Biggie Levin. Central Div. officials, including TV Manager Jules Herbuveaux, represented NBC. Mr. Garroway has a weekly TV network program, *Garroway at Large*, a network AM show, and AM and TV programs locally in Chicago.

Blaze

(Continued from page 25)

members heard of the blaze they rushed to throw in the letters they've received from Sen. Ed Johnson, chairman of the Senate Interstate Commerce Committee and one of their most persistent critics. And General Counsel Cottone was said to have attempted to make similar disposition of the records in the long-pending clear-channel case. To which he supposedly replied that he tried to, but that when he picked up the dockets they disintegrated of their own age.

WOW APPEALS

FCC's KCSJ Decision

APPEAL was filed last week by WOW Omaha in U. S. Court of Appeals for the District of Columbia against FCC's decision denying relief from the Commission's grant of 590 kc operation to KCSJ Pueblo, Col., same channel used by WOW [BROADCASTING, July 4].

The Commission at the time stated WOW had not shown any greater interest in the area lost under mutual interference with KCSJ and had failed to protect its rights during the hearing held on the KCSJ application. WOW had asked the Commission to issue an order for the Pueblo station to show cause why it should not use its night directional array during the day also in order to protect WOW. The Omaha station is assigned 5 kw fulltime on 590 kc while KCSJ is assigned 1 kw on that frequency.

WOW explained in its appeal that KCSJ presented qualified engineering testimony during the hearing that no interference would result to WOW and that it, "as well as the Commission, relied upon the representations and warranties of intervenor" KCSJ. The Omaha station said the grant was made on this basis and it was after KCSJ began operation that complaints of daytime interference began to be received. WOW then made its own measurements which revealed "extensive interference," the brief said.

Upcoming

NAB DISTRICT MEETINGS

Nov. 21-22: Dist. 8, Book Cadillac, Detroit.
Nov. 28-29: Dist. 16, Paradise Inn, Phoenix.
Dec. 1-2: Dist. 15, Mark Hopkins, San Francisco.
Dec. 5-6: Dist. 14, Utah, Salt Lake City.
Dec. 14-15: Dist. 17, Benson, Portland, Ore.

* * *

Nov. 9-10: Second General Radio and Television Conference of the Lutheran Church, Missouri Synod, Claridge Hotel, Chicago.
Nov. 9-10: Ohio Assn. of Broadcasters Sales Clinic, Statler Hotel, Cleveland.
Nov. 11-13: Southwest Assn. of Advertising Agencies, Tulsa Hotel, Tulsa, Okla.
Nov. 13-14: NAB Finance Committee, NAB Hdqrs., Washington.
Nov. 14: NAB Structure Committee and BAB Committee, NAB Hdqrs., Washington.

YOU WANT THE LOWEST COST PER THOUSAND
IN CINCINNATI?
See Centerspread This Issue
ON THE AIR EVERYWHERE 24 HOURS A DAY
L.B. Wilson
WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER

it takes POWER



Only WBAL covers the rich Baltimore area and wide surrounding territory with 50,000 watts power*

* 4,225,000 people live in the WBAL coverage area... and spend more than $3,290,000,000 annually in retail sales

represented nationally by
EDWARD PETRY & CO.

50,000 Watts
WBAL
Baltimore's NBC

GIVEAWAY SUITS *Early Trial Expected As FCC Files Answer*

ISSUES were joined last week and way was cleared for an early trial as FCC filed its answer in the suits by ABC, CBS and NBC challenging legality of the Commission's giveaway rules, now suspended pending outcome of the court tests.

FCC's answer denied the networks' contentions that the rules were invalid and that enforcement of them would cause the networks injury.

One network legal expert said that from the nature of the issues he believed it possible that the trial would not be of marathon-like proportions.

The trial date itself would probably be set after consultations between counsel on both sides and the three-man federal court which will hear the cases in the Southern District of New York. If Christmastide activities proved no obstacle, the trial could start in December, it was said.

The answer, made jointly by the FCC and the U. S. Government, was signed for FCC by Benedict P. Cottone, general counsel; Max Goldman, assistant general counsel, and by Richard A. Solomon and Daniel R. Ohlbaum, Counsel. William J. Hickey, special assistant to the Attorney General, signed as attorney for the U. S.

Among points made in the answer:

● Denial of the network contention that FCC did not present any arguments or evidence at hearings in October 1948 in support of the proposed rules.

● That no answer is required to the network contention that giveaways are not lotteries because whether or not they are lotteries involves issues of law, not fact.

● Denial that FCC does not have jurisdiction or authority to adopt the giveaway rules.

The answer closed with a prayer that the networks' actions be dismissed, plaintiffs to pay the costs.

Nelson Quits ABC

NORMAN NELSON, ABC Hollywood sales promotion manager, resigns effective Nov. 15 to handle promotion and publicity for Ken Niles' Villa Marina, Balboa, Calif. No successor will be named. His duties will be absorbed by Ned Hullinger, manager of ABC Western Div. publicity, who will be in charge of audience promotion; and by Fran Conrad, ABC Western Div. station relations director, who will direct sales promotion.





FIRST COPY off the press of the new "Spot Radio Estimator," published by the National Assn. of Radio Station Representatives [BROADCASTING, **Oct. 31], is examined by (l to r) T. F. Flanagan, managing director, NARSR; Richard C. Grahl, radio time-buyer, William Esty Co. Inc., publication adviser; and Lewis H. Avery, president, Avery-Knodel Inc., and chairman of the publication committee of NARSR.**

LEASING PLAN

Underway At WAAB, WMTW

FIRST STEPS under an expansion program were announced last week in line with FCC approval early last month of the leasing of two Yankee Network owned stations to Radio Enterprises Inc. [BROADCASTING, Oct. 10]. Ray Brown, formerly manager of WEAM Arlington, Va., has been placed in charge of WAAB Worcester, Mass., and Abbott Smith named manager of WMTW Portland, Me.

The leasing arrangement permitted Yankee Network to assign the licenses of WAAB, a 5 kw outlet, and WMTW, a 250 w station, to Radio Enterprises headed by John A. Baybutt, 1% owner, and controlled (99%) by his mother, Mrs. Josephine L. Baybutt, owner of Ernest Jacoby & Co., Boston commodity brokerage firm.

Also announced last week was appointed of RA-TEL as national spot representatives for both stations. Purpose of the expansion program, it was explained, is to provide more individualized and thus "improved operation" for the stations.

Both outlets are to continue as Yankee and Mutual affiliates. In addition to newly inaugurated local programs, the stations will participate in the recent Yankee Network purchase of six hours weekly of M-G-M's transcribed programs.

Marx To De Soto

DE SOTO Div. of Chrysler Corp., Detroit, effective Jan. 4 will take over sponsorship of the Groucho Marx program, Wednesday on CBS, from Elgin-American which is dropping the program. De Soto will drop its current giveaway show, *Hit the Jackpot*, at that time. BBDO, New York, is the agency for De Soto.

PETRILLO PLAN

Industry Group Studies

COALITION of industry forces such as has seldom been seen before in show business seemed to be forming last week as part of a solid front against the proposals of James C. Petrillo covering services of musicians for television films.

At a management meeting in New York last Monday, a nine-man industry committee was named to consider the Petrillo proposals. The committee comprised not only television station and network representatives but also representatives from a major Hollywood studio, eastern and western film producers, TV show packagers and television film trade associations.

It is expected that the committee will be the only industry body which will conduct the negotiations certain to develop as the result of the Petrillo proposals [BROADCASTING, Oct. 31].

Its first job will be to prepare its own position for further discussion with Mr. Petrillo. Very probably, its initial meeting to work out counterproposals will be held this week in New York. When finally it has drafted such proposals, the committee will seek a meeting with the AFM president.

On the committee are:

Hal Roach Jr., of Hal Roach Studios and president, Television Film Producers Assn.; Melvin L. Gold, president of the National Television Film Council; John B. Wheeler, representing eastern film producers; Ralph M. Cohn, Columbia Pictures; A. Walter Socolow, representing Ziv; Ernest De La Ossa, NBC; Howard Hausman, CBS; Joseph A. McDonald, ABC, and Arthur R. Connell, WOR New York.

Mr. Petrillo's proposals called for payments of $27 per musician for each 15 minutes or less of TV film program, the rehearsal, recording or photographing of which does not exceed one hour. Other proposal, detailed in over six and one-half typewritten pages, set forth conditions of work which industry spokesmen have said would be restrictive on television.

PART of cast of WSM Nashville *Grand Ole Opry* has gone to Europe for 20 day tour before U.S. Air Force groups in England, France and Germany.

45.0
"HOOPER"*
***(average 5 periods, Winter, 1948)**
proves the best buy in
DANVILLE, VA.
is
WBTM
5kw (d) ABC 1kw (n)
Rep: HOLLINGBERY

WHAS ANSWERS

Asks FCC To Dismiss Temperance Case

ASKING dismissal of a complaint filed by the Temperance League of America, WHAS Louisville told FCC last week that a station's responsibility to present a well-balanced program service "carries with it the obligation to refuse requests for time as well as to grant them."

The League has asked FCC to refuse renewal of the WHAS license on grounds that the station carries beer advertising and refuses to sell time for temperance messages [BROADCASTING, Oct. 17].

WHAS Director Victor A Sholis, asked by FCC to give the station's side of the case, wrote that the League had made no request for time but that Rev. Sam Morris, long-time prohibitionist and associated with the League, had done so and had been refused.

He said Mr. Morris "stated that he expected to solicit donations in his broadcasts; that he wanted to urge prohibition; and that his message would be given a 'religious treatment' since he felt the temperence story could not escape 'religious overtones.'"

WHAS, Mr. Sholis reported, "reached the conclusion that the sale of time to Rev. Morris for a program of this nature would not contribute to a well-balanced program schedule, was inconsistent with basic operating policies, and would not serve the public interest."

League's Contention

He said the League's contention "is the same" as that made by Mr. Morris in his complaint against KRLD Dallas a few years ago, and that FCC's answer should be the same—that is, he said, that "the problem raised is of industry-wide proportions, and should not be considered on the renewal application of an individual station, but by a general investigation of the subject if such is warranted."

He said WHAS offered Mr. Morris sustaining time but that this was refused.

Mr. Sholis said WHAS makes substantial time available for religious programs—on a sustaining, not a commercial basis; that the station "does not permit solicitation of funds on commercial programs except by legally qualified candidates in its primary coverage area"; that the brewery-sponsored programs cited by the League are, respectively, news, record, and music-and-news shows.

While the League was "substantially correct" in its claim that 60% of Kentuckians live in "dry" areas, the WHAS executive reported, with respect to the station's primary coverage area in Kentucky there are 931,423 in "dry" territory and 974,003 in "wet" areas. Within the station's 100 microvolt contour, covering parts of nine states, he gave the count as 7,313,205 in "wet" regions and 2,763,903 in "dry" territory.

Mr. Sholis said WHAS had carried programs by Mr. Morris a few years ago and concluded, upon a review of these, "that a repetition of such programs, on the basis which Rev. Morris proposed, would not make any contribution to the present well-balanced program service of WHAS."

World Series

(Continued from page 23)

even higher revenues in its promising future.

The nature of the one-year television agreement between baseball, Mutual and Gillette suggested that a repetition of the television squabble that developed in the recent World Series was unlikely.

In pre-World Series conferences, the eagerness of all television networks to carry the games resulted in all television stations accepting them on a no-pay, no-expense basis. Gillette bought the lines but paid no time charges to stations.

The wording of the new contract as described in the announcement last week suggested that internetwork bidding would prevail next year and that rights would be granted on an exclusive basis, subject, of course, to the policies assuring midwest television coverage. That Gillette entered an agreement guaranteeing only that it had a chance to meet rival offers for television rights indicated that Mr. Chandler also thought it possible that bidding from other television sponsors might materialize.

In recent years, official baseball figures show that payments for radio and television rights to the series to have been: 1948—radio $150,000, television $140,000; 1947—radio $175,000, television $65,000; 1946—radio $150,000; 1945—radio $100,000.

ABC's 'DR. I. Q.'

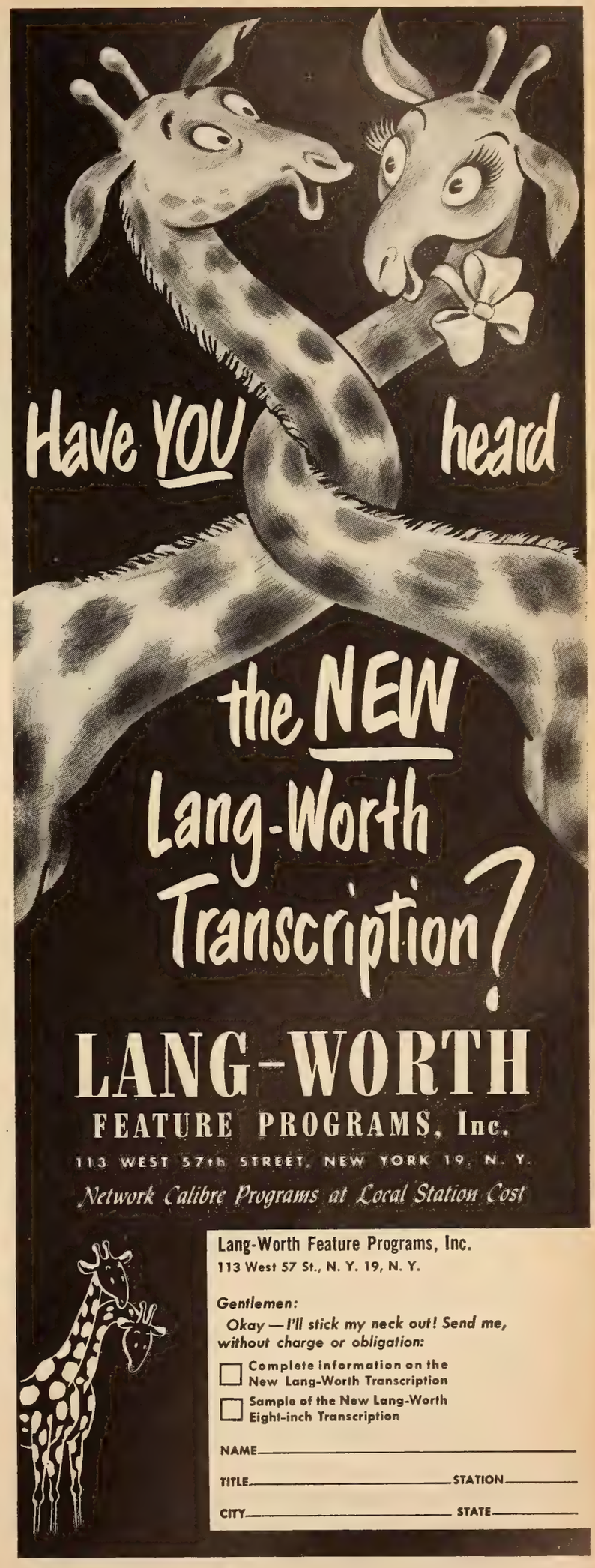
Lorillard Ready To Sign

P. LORILLARD Co., New York, through its agency, Geyer, Newell & Ganger, same city, is about to sign contract for sponsorship of *Dr. I. Q.* on ABC for its Embassy cigarettes.

Dr. I. Q. formerly was on NBC and has been sponsored by Mars Candy, Chicago, through Grant Adv., Chicago, for the past 10 years.

Not Dead Yet

READERS of the *Columbus* (Ohio) *Dispatch* found WHOK Lancaster's radio program schedule for Oct. 26 listed under the heading "Deaths in Ohio." The erroneous but amusing listing occasioned a quip from Staff Announcer Paul Miller. "Nothing short of an atom bomb could kill us . . . we're radio-active!"



Lang-Worth Feature Programs, Inc.
113 West 57 St., N. Y. 19, N. Y.

Gentlemen:
Okay — I'll stick my neck out! Send me, without charge or obligation:

☐ Complete information on the New Lang-Worth Transcription
☐ Sample of the New Lang-Worth Eight-inch Transcription

NAME_____
TITLE_____ STATION_____
CITY_____ STATE_____

Strong NARBA Stand

(Continued from page 31)

and giveaways. He foresaw the international situation as probably the most important problem in the industry in another year.

The morning meeting was devoted to a discussion of station operating labor costs, led by Charles H. Tower, assistant director of NAB's Employe-Employer Relations Dept. Craig Lawrence, general manager of WCOP Boston and District 1 employe-employer relations chairman, opened the session and then turned it over to William B. McGrath, managing director of WHDH Boston and member of the Employe-Employer Relations Executive Committee.

Delegates were invited to attend an Advertising Club luncheon at which Edward Reeve, manager of research projects at CBS, and Frederic Wile Jr., assistant to the NBC vice president in charge of television, were the speakers. The subject was "TV—Today and Tomorrow."

Emphasis on Business

Emphasis during the Monday sessions was on business as Maurice B. Mitchell, director of NAB's Broadcast Advertising Bureau, told the delegates how to make sales and influence prospective clients. He discussed means of accelerating advertising in local markets and stressed the importance of knowing the system of distribution in acquiring national spot business.

Presiding at the day-long workshop meeting, which attracted complete sales staffs from many stations, was Herbert L. Krueger, commercial manager of WTAG Worcester and District 1 sales managers chairman.

The slide film, "How to Turn People into Customers," was shown at the Monday luncheon, a joint NAB-Radio Executives Club of Boston affair.

Earlier in the day, Dr. Kenneth H. Baker, acting president of BMB, explained the finer measurement of the second coverage study. He said that non-subscriber data would, for the first time, be available to subscribers and that comparisons never before possible could be made.



ENJOYING themselves at District 1 get-together are (l to r): Front row—Arnold F. Schoen, general manager, WPRO Providence; Jan Gilbert, radio director, Harold Cabot & Co., Boston; L. H. Stubbs, general manager, WGAN Portland; Charles N. DeRose, general manager, WHYN Holyoke, Mass.; rear—John B. Carr, Dow, Lohnes & Albertson, attorneys, Washington; Peter B. Kenney, manager, WKNB New Britain, Conn.; Larry Cervone, Gates Radio Co., New York, and Henry J. Guzewicz, vice president, Stainless Inc., New York.

Dr. Baker set the time for release of the study in early December and said that stations which had not yet joined could still do so.

Carl Haverlin, president of Broadcast Music Inc., announced that recent popularity charts on records and sheet music showed BMI at an all-time high of 60%. He said four BMI tunes are now on the *Hit Parade* and that two of them got on straight from the grass roots.

Resolutions adopted by District 1 included commendations to Judge Miller, "for his championship of the principles of the right to speak freely and his able counsel"; to Mr. Haverlin, Roy Harlow, Lin Patee and other members of BMI, for contributions by the organization; and to Dr. Baker for his work with BMB.

The death of Harold Morrill, former manager of WLAW Lawrence, and the service rendered by him to the industry was noted, with the recommendation that tribute to him be inscribed in NAB records. Appreciation was expressed to Mr. Fellows for his performance as director and to members of his staff for their assistance in contributing to the success of the meeting.

A further resolution extended pledge of full support to BAB, acknowledging the contributions of the bureau and the "great leadership" of Mr. Mitchell.

The resolutions committee included Carleton D. Brown, WTVL Waterville, chairman; Mr. Harrison, and C. Glover DeLaney, WTHT Hartford.

Text of the NARBA resolution:

Whereas, the NARBA conference is now in meeting in Montreal for the purpose of effectuating a new treaty to replace the one recently expired, and

Whereas, several proposals have been made, formally and informally, the effect of which would be to change the power limitations now applicable to the several classes of stations as defined by the former treaty, and

Whereas, the adoption of the proposed changes would be inimical to the interests of the United States broadcasters,

Now, therefore, be it resolved that the Government of the United States, through its official delegation to the conference, reject any proposal which would result in changing the power limitations of the several classes of broadcast stations, and

Be it further resolved that copies of this resolution be transmitted to the President of the United States, the Secretary of State, the Chairman of the FCC, and to the members of the Senate and House Foreign Relations Committees.

And, be it further resolved that the NAB take positive action to insure the continued operation of those regulations respecting existing facilities as well as to insure the future requirements of the broadcasters of these United States.

Radio Dollar Time

(Continued from page 31)

to the ABC figures of newspaper circulation will be shown.

This time, too, Dr. Baker informed, non-subscriber data will be available so that a radio station will be able to get a complete picture of the radio listening in its coverage area, which should prove very important for sales. The bureau will make these reports readily available to buyers of time.

Present status of the study, Dr. Baker continued, is that there have been 357,000 returns from 362,000 mailpieces. The report will cover all cities over 10,000 population, and 40 more cities now having radio stations will be shown. The new study has averted the weakness of the first study which played down the fringe audience, but which is salable as an every night audience. Tests will have to be undertaken to determine the county-by-county FM set ownership.

Dr. Baker said any station may join the bureau by making a payment retroactive to 1947, although new stations would make only a nominal monthly fee.

Sidney Kaye, New York, general counsel of the BMI, speaking in place of Carl Haverlin, BMI president, revealed there are 30,000 recorded popular and folk music titles in his company's catalogue. Kolin Hager, of SESAC, reported that his company is working on variety continuities covering all kinds of music, is preparing 900 new dramatic scripts and that a program builder of 8,000 tunes is being broken down into catalogues to be issued in February.

Mr. Hanna appointed the following as the resolutions committee; Cy King, chairman, WEBR Buffalo; Bob Hanna (no relation), WGY Schenectady; William Moore, WBNX New York and Tom Brown, WGVA Geneva.

DIST. 16 PLANS

Johnson Named Co-Chairman

ALBERT JOHNSON, manager of KOY Phoenix, has been named co-chairman of annual NAB District 16 meeting to be held Nov. 28-29 at Paradise Inn, Phoenix. Calvin Smith, manager of KFAC Hollywood and District 16 director, made the appointment. Mr. Smith acts as other co-chairman of the affair.

Other committee heads named were A. E. Joscelyn, director of operations, CBS Hollywood, Sales; William B. Ryan, manager, KFI Los Angeles, Television; Lee Little, president KTUC Tucson, Public Relations; William J. Beaton, manager KWKW Pasadena, Unaffiliated Stations; Donn B. Tatum, vice president and counsel, Don Lee Broadcasting System, Employer-Employe Relations; Les Bowman, chief engineer, KNX Hollywood, Engineering; Richard O. Lewis, president and general manager, KTAR Phoenix, Resolutions.

YOU WANT THE LOWEST COST PER THOUSAND
IN CINCINNATI?
See Centerspread This Issue
ON THE AIR EVERYWHERE 24 HOURS A DAY
L. B. Wilson
WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER

District 1 Registration—Boston

A—G

Addison Amor, RCA Thesaurus; Leon Alarie, WACE; A. N. Armstrong Jr., WCOP; Jack S. Atwood, WRDO; Demeritt Ayer, WMUR; Dr. Kenneth Baker, NAB; Bertha Bannan, Boston; Charles W. Barton, WARE; Harold S. Bates, WJOY; Ernest F. Batchelder, WKNE; Jack A. Beauvais, WEEI; George W. Bingham, WGNY-WKIP; Lorelei Bird, WEEI; Josephine E. Bishop, WMAS; J. W. Blackburn, Blackburn-Hamilton Co.; R. W. Booth, WTAG; Louis A. Boucher, WTAG; Haskell Bloomberg, WLLH; Arthur F. Borges, WERI; Quincy A. Brackett, WSPR; T. B. Braine, WCAX; Warren H. Brewster, WLNH; Dol Brissette, WTAG; Carlton D. Brown, WTVL; Arthur T. Brush, WHDH; William Burleigh, WSPR.

Thomas Calhoun, WEEI; Hervey Carter, WMUR; Herbert Caryl, INS; Larry Cervone, Gates Radio Co.; James Chalmers, WEIM; Vincent Chandler, WMUR; Earle G. Clement, WBET; Joseph K. Close, WKNE; Edward Codel, Katz Agency; Robert Collins, WMUR; Gilbert M. Congdon, WRJM; Guy Cunningham, WEEI; Charles F. Curran, WBKA, WBKA-FM; Kenneth M. Curto, WPRO; Jack Davis, WJOY; C. Glover DeLaney, WTHT; Norman DeLude, WOTW; John Deme, WICH; Charles N. DeRose, WHYN; Robert Donahue, WMAS; Nat V. Donato, C. P. MacGregor; Franklin M. Doolittle, WDRC; Harold A. Dorschung, WEEI; Joseph P. Duchaine, WBSM; Tom Dunn, WCOP.

Wilbur S. Edwards, WEEI; Paul Feldman, WMAS; Robert W. Feldman, WMAS; Harold E. Fellows, WEEI; Dean Finney, WTWN; Jack Fitzgibbons, WALE; Dana W. Fitzgerald, WLLH; James M. Flenniken, Capitol Records; Robert C. Foster, Paul H. Raymer Co.; Robert Friedheim, World Library; Andrew C. Fuller, WTAG; Charles A. Fuller, WBET; Fred Garrigus, WEEI; Creighton E. Gatchell, WGAN; James Gates, WIDE; Janet Gilbert, Harold Cabot Co.; Ray Girardin, WEEI; Richard L. Gravel, WTAG; Hugh M. Grauel, World Bcstg. System; Warren Greenwood, WHAV; William H. Goodman, WPRO; Ansel E. Gridley, WARE; Edward E. Guernsey, WLBZ.

H—R

Walter B. Haase, WDRC; Kolin Hager, SESAC; John W. Haigis Jr., WHAI; Roy Harlow, Broadcast Music; Gerald Harrison, WMAS; S. P. Hasbrook, WCAX; Carl Haverlin, Broadcast Music; David Hayes, WACE; J. E. Hill, RCA Bcst. Equip. Sales; William Hewitt, WFCI; Gerald T. Higgins, WLAM; E. E. Hill, WTAG; Charles Holbrook, WMOU; Frank S. Hoy, WLAM; Paul Huber, WTVL; Benjamin A. Hubley, WMNB; Harmon H. Hyde, WPJB; Louise Ignacio, WEEI; George H. Jaspert, WCCM; Walter Johnson, WTIC; Arthur H. Jones, Gray Research Co.; Ted Jones, WCRB.

J. Gordon Keyworth, WMNB; Peter B. Kenney, WKNB; David M. Kimel, WLAW; Gene King, WCOP; Walter Kingsley, WCOP; Gerald Kirby, WEEI; Carter Knight, WEIM; Anne Kopka, WOTW; H. William Koster, WPJB; Herbert L. Krueger, WTAG; G. A. Kruttschnitt, WMMW; Charles F. Kuhner, WMNB; Frederick P. Laffey, WLAW; Melvin Lahr, WSAR; Arthur E. Lathrop, WPJB; Craig Lawrence, WCOP; Gordon J. Lewis, WIDE; Edward Lloyd, WEEI; Bert Lown, Assoc. Program Ser.; William F. Lucey, WLAW.

Bernie Mack, WMUR; William F. Malo, WDRC; William Malo Jr., WNHC; Al Maffie, WLNH; Rudolph O. Marcoux, Maine Bcstg. System; G. Emerson Markham, NAB; H. Roy Marks, WEEI; Harold H. Meyer, WPOR; Justin Miller, NAB; James T. Milne, WNHC; Florence Mitchell, WEEI; Maurice Mitchell, NAB; Henry G. Molina, WEIM; Henry G. Molina Jr., WEIM; Paul Monson, WSPR; Patric J. Montague, WHYN; Gordon Moore, WMUR; Albert Morgan, WTVL; Bernard S. Morley, WTAG; Paul W. Morency, WTIC; Robert Z. Morrison Jr., World Bcstg. System; J. J. Murray, WEEI; Marion MacNeil, WERI; Donald McElwain, WACE; William McGrath, WHDH; Noel A. McKeon, WTAG; James F. McKernan, WTWN.

Hal Newell, WBKA, WBKA-FM; Arthur Newcomb, WOTW; Donald Norwood, WLAW; Richard J. O'Brien, WMNB; Columbus O'Donnell, WRJM; Lewis E. Oehring, WKNE; Clifford E. Ogden, Capitol Records; Harvey Olson, WDRC; Charles O'Malley, WACE; W. Paul Oury, WERI; Gus R. Parmet, WALE; John T. Parsons, WBRK; Lin Pattee, BMI; Sol Paul, BROADCASTING; Robert M. Peebles, WKNE; George J. Peters, WAVZ; Ed Pilla, WCOP; Helen Pine, WEEI; Charles H. Pinkham, Erwin, Wasey; Robert Reid, INS; Alan Reinhart, Harry Goodman Radio Prod.; David M. Richman, WHOB; William H. Rines, WCSH; Ralph J. Robinson, WACE; Irving E. Rogers, WLAW; Mary V. Rowles, BAB; J. Maxin Ryder, WBRY; Philips H. Ryder, WBRY.

S—Y

Carl W. Schultz, WMMW, WMMW-FM; Arnold F. Schoen Jr., WPRO; Richard L. Shepard, WBKA, WBKA-FM; Elden H. Shute Jr., WLAM; Ray Simms, Erwin, Wasey; George L. Sisson, WALE; James R. Sisson, WALE; A. E. Spokes, WJOY; Mildred Stanton, WORC; Reinhold Steinhilber, WBET, WBET-FM; Milton W. Stoughton, WSPR; Horace N. Stovin, Radiotime; L. H. Stubbs, WGAN; C. Meryl Sullivan, NAB; J. D. Swan, WCAX; Paul Tiemer, Paul H. Raymer; Alan C. Tindal, WSPR.

Charles B. H. Vaill, WEEI; Harold Vigue, WTVL; Wallace A. Walker, WFCI; William W. Warner, WHDH; J. Buz Way, WALE; J. J. Weed, Weed & Co.; Pierre Weis, Lang-Worth; Mary Whalen, WEEI; Harry Wheeler, WCOP; James Wildman, WEEI; John Wilkoff, WCOP; David R. Williams, Standard Radio Trans. Ser.; Charles W. Woodward Jr., WPJB; William E. Young, Lang-Worth; Clifford Youse, WLAW.

Late Registrations

Otto F. A. Arnold, WBSM; Benjamin Bartzoff, WVOM; Samuel Berkett, ASCAP; John J. Boyle, WJAR; Ford Billings, WWCO; George F. Bissell, WEAV; John P. Carr, Dow-Lohnes-Albertson; Marjorie Carter, Kettell-Carter; Thomas E. Cunningham, AP; Charles W. Curtin, WNAC; Bob Carpenter, Mutual; Mr. Gazuwicz, Stainless Inc.; Frank S. Hay, WLAM; Clarence Hubbard, WLNH; John J. Hurley, WNEB; A. E. Kelleher Jr., WFGM; Elmer Kettell, Kettell-Carter; H. S. Killgore, Collins Radio Co.; Mitzi Kornetz, BROADCASTING.

J. P. Lynch, Graybar Electric; Martin D. Mannix, WEAV; Edward F. McCann, WNEB; Horace W. Nicholas, WHAI; Paul A. O'Bryan, Dow-Lohnes-Albertson; Edward L. Pamphilon, Raytheon; James M. Patt, WNBH; George M. Perkins, WHDH; Robert Plumpson, WLNH; Otis C. Rewolt, Walker Co.; Larry Reilly, WTXL; Len Rooney, Raytheon Mfg. Co.; Harold H. Segal, WCOP; Edmund J. Shea, James Thomas Chirurg Co.; Gerald L. Staten, WNBH; W. C. Swartley, WBZ; Albert F. Wild, General Electric Co.

Newscasts

(Continued from page 27)

be aimed at the teen-agers with stories of interest to high school and college boys and girls including local school sports results.

One early evening cast could have a portion devoted to "what shall we do tonight?"—including a capsule review of a new movie, what sports events are scheduled, highlights of the station's own night radio program and, if TV is in the set-up, the best of the listings. At that hour it might be well to devote the remainder of the program to local and regional news, since the network newscasts have, by that time, given a good roundup of national and international news.

The possibilities are almost limitless, and, of course, depend on the community itself, the competition, and the facilities and personnel available.

Each newscast should, of course, give a balanced news presentation, in addition to the special feature.

Limitless Possibilities

Each cast should have a name—*Business Men's Luncheon News, News for the Homemaker*, etc.

These special feature "name" casts should be promoted until each has its special audience, as well as the general audience which all newscasts attract.

Secondly, radio news calls for an improvement of local news presentation.

The press associations do not and cannot provide adequate, up-to-the-minute local spot coverage. Many, if not most, stations depend, in the main, on what little (and late) the press wires carry on local news, plus clippings from the hometown newspaper.

No Large Staff Needed

Local news can be developed, without a large staff, by utilizing to the fullest the tools that have been made available to broadcasters in recent years. A top local story can be covered on the scene with wire or tape recorder and then aired with, if necessary, comments by the caster. For fast-breaking and exciting regional news, the recorded telephone interview is tops for interest. And, finally, some local spot features to spice the news. The newspapers carry such features every day, why not radio?

I started this article with a paraphrased adage and it's as good a way as any to conclude.

There is an old one in the newspaper business—news sells papers, features hold readers.

Why not in radio news—news brings listeners, features keep them coming back.

WITH BUYS

'Home News' Acquired

PURCHASE of the 16-year-old Baltimore *Home News*, a controlled circulation weekly newspaper, by WITH Baltimore was announced last week by President Thomas Tinsley of Maryland Broadcasting Co., which operates WITH and WLEE Richmond.

R. C. (Jake) Embry, WITH vice president, will hold a similar position with the Home News Co. Mr. Tinsley said the paper would continue its present operation with the same personnel, but that the business, advertising and editorial offices would be moved to the WITH Bldg.

Army-Navy Football

GILLETTE Saftety Razor Co., Boston, will sponsor broadcast and telecast of the Army-Navy football game in Baltimore Nov. 26. Through its agency, Maxon Inc., New York, the firm will air the game on the full MBS network for radio and on NBC-TV network for television.

WOR Engineers

WOR New York radio and television engineers now will be represented by Local 1212 of the IBEW instead of by NABET, as the result of an NLRB election Nov. 1. IBEW won the election, polling 95 votes against 12 for NABET.

SELF-WINDER

DULUTH, MINN.—"So I'm a crank when it comes to certain things," admits Otto Mattick as he rolls along on his self-winding tricycobile. "And I'm all set to toss a monkey-wrench into the works if anybody even dares to suggest that KDAL's Hoopers aren't far and away the highest in the Duluth-Superior Market." No fear of that, though, because KDAL completely dominates the audience hereabouts. This area is well worth selling, too. And KDAL is the way to sell it.



Avery-Knodel can suggest the best thing for you to use on KDAL. Ask them. Ask, too, about the famed KDAL "follow-through."

Respects

(Continued from page 36)

architecture to liberal arts.

By this time, Bill McGrath was sure of his chief interest. Working in association with the man who is now Dean Kenneth Bartlett and who heads one of the largest university radio schools in the country, Mr. McGrath helped in the formation of the Syracuse U. station.

In 1932 he left his part-time announcing job at WSYR to take a similar one at WFBL, remaining with this CBS outlet in Syracuse until his graduation.

At this point romance entered the McGrath career. He had fallen in love with a Boston girl, so he headed toward the Hub, found a job at the Yankee Network, and set out to woo and win Mary Chase.

Six months later, on Friday, May 24, 1935, he quit work. On Saturday he married Miss Chase. Saturday night they spent their honeymoon on the Boston-New York boat. And Monday morning Bill McGrath was back at work as night manager at KYW Philadelphia.

Joins WNEW

After a year there, he went to New York to join the yearling WNEW, as production manager. Shortly after, he became program director, holding that post until 1944 when he went into the commercial side as sale promotion manager.

During the decade Bill McGrath was with the New York independent station, it began its 24-hour-a day operation, started such programs as Martin Block's *Make-Believe Ballroom*, and helped to give many vocalists their start.

Mr. McGrath recalls the time Miss Judis told him about a fellow who was singing with a small band which the station was carrying as a remote pickup from the Rustic Cabin in New Jersey. He called the fellow in, offered him a daily 15-minute program of his own. Tommy Dorsey heard the show and invited the vocalist to join his orchestra. It was Frank Sinatra.

In March 1946 the *Boston Herald-Traveler* bought WHDH, a 5 kw independent, and Mr. McGrath was asked to take over as managing director. He found, as he terms it, "nothing but a frequency." There were over 17 hours of daily programming to fill and tough network competition to fight.

"We had to start somewhere," says Mr. McGrath. "Somewhere" was to find someone who could take a block of time—two hours in the morning— and make it pay off in listeners and sales. "Someone" turned out to be Fred B. Cole, who emcees the station's most sales-producing program, *The Carnival of Music.*

Mapping out plans as he would a blueprint, Mr. McGrath's next step in building WHDH was to establish a news formula. This consisted of 21 daily five-minute newscasts every hour on the half-hour with additional periods at 7 a.m., 6 p.m., and 11 p.m.

Gets Sports Rights

Next, he set out to tie up as many outstanding sports features as possible. In quick succession, WHDH obtained the rights to air the Harvard football games, which had never before been broadcast commercially; then, the Boston Bruins hockey games; and finally the Boston Braves and Red Sox games.

WHDH is probably one of the few major stations of its size (now 50 kw) in the country which broadcasts every baseball game from start to finish. Although many stations consider such programming uneconomical, WHDH's manager belongs to another school of thought. "The good-will it establishes among listeners, especially by not breaking off at crucial moments, more than compensates for any dollar loss that could possibly be involved," he says.

WHDH's Gross Zooms

Bill McGrath doesn't have to worry now about such things as dollar loss. In 1947, a year after he joined WHDH, gross revenue was up 80%. In 1948, it had increased 44% over the previous year. And so far this year, it's been running at a rate of 30% over 1948.

With four major network outlets in the area, Bill McGrath has reason to be proud of the showing his station has made. Long associated with unaffiliated stations, he believes that—in addition to good programming, showmanship, and aggressive selling—part of the showing WHDH has made is due to the fact that it *is* an independent.

"Independent stations," he declares, "are in the best position to withstand the competition that will be experienced from TV."

Previously, he explains, independent stations always conceded that their competition to leading network nighttime shows necessarily had to be limited and that their big audience-pulling job had to be done between 8 a.m. and 8 p.m.

"The picture's changed now, though," affirms Mr. McGrath. "TV stations are drawing nighttime audience away from the network stations. And after the folks get tired of the comedy and variety on video, they want something easy to take so they can carry on the rest of the evening socially." He believes that the WHDH formula of music and news is the answer, as shown in increased nighttime ratings for the station.

Although the architect-turned-broadcaster has been away from a drafting board for a long time now, he still likes to try his hand at an occasional blueprint and was very instrumental in the layout of the new WHDH studios. The layout consists of a central "island" which contains all the studios and is surrounded by all the offices. These are laid out in the order of departmental flow of business, making for more efficiency and saving valuable time in the development of a program from an idea to the finished product on the air.

Probably one of the industry's youngest men to wear the 20-year pin, Bill McGrath was born April 5, 1911, in Brooklyn, New York. He attended school there until 1927 when his family moved to Boston. After one year there they moved to New Jersey, where Mr. McGrath attended the East Orange High School before going on to Syracuse U.

Home for Mr. McGrath now is Saugus, Mass., where he lives with his wife and two children, Marylin, 11, and William Frederick, 16 months.

For relaxation Mr. McGrath likes to fish, preferably for tuna, and has never been known to give up a good poker game. But his hobby, he claims, is AM radio.

He's on the Employe-Employer Relations board of NAB and was the first president of the Radio Executives Club of Boston, formed last year. He finds time for civic duties also and this year is serving as radio chairman of the Red Feather Campaign in metropolitan Boston.

First 15 Program Hooperatings—Oct. 30 Report

Program	No. of Stations	Sponsor & Agency	Hooper	Last Year: Hooper	+or—	Pos.
Radio Theatre	172	Lever Bros. (JWT)	21.1	22.5	—1.4	2
Jack Benny	179	American Tobacco Co. (BBDO)	21.0	21.9	—0.9	4
Original bcst. 18.7 Added by 2d bcst. 2.3†						
Arthur Godfrey's Talent Scouts	154	Thomas J. Lipton Co.—Div. Lever Bros. (Y&R)	18.2	17.2	+1.0	8
Fibber McGee & Molly	165	S. C. Johnson & Son (NL&B)	17.1	22.0	—4.9	3
My Friend Irma	150	Pepsodent Div.—Lever Bros. (FC&B)	16.9	18.2	—1.3	6
Bob Hope	151	Lever Bros. (BBDO)	15.4	21.1	—5.7	5
Mystery Theatre	150	Sterling Drug (D-F-S)	15.3	13.2	+2.1	23
Walter Winchell	286	Kaiser-Frazer (Weintraub)	15.2	23.1	—7.9	1
Original bcst. 13.7 Added by 2d bcst. 1.5†						
Mr. Keen	149	Whitehall Pharmacal (Murray)	14.7	12.9	+1.8	28
Suspense	169	Electric Auto-Lite Co. (N-E)	14.5	14.0	+0.5	18
People Are Funny	164	B. & W. Tobacco (Seeds)	14.4	14.5	—0.1	15
Amos 'n' Andy	149	Lever Bros. (R&R)	14.1	11.7	+2.4	39
Mr. Chameleon	139	Sterling Drug (D-F-S)	13.9	6.4	+7.5	88
Horace Heidt	172	Philip Morris (Biow)	13.8	12.1	+1.7	37
Charlie McCarthy	171	Coca-Cola Co. (D'Arcy)	13.6	14.7	—1.1	14
Original bcst. 12.5 Added by 2d bcst. 1.1†						

† Second broadcast on same day in some cities provides more than one opportunity to hear program.

Top 10 Program Hooperatings—Oct. 30 Report

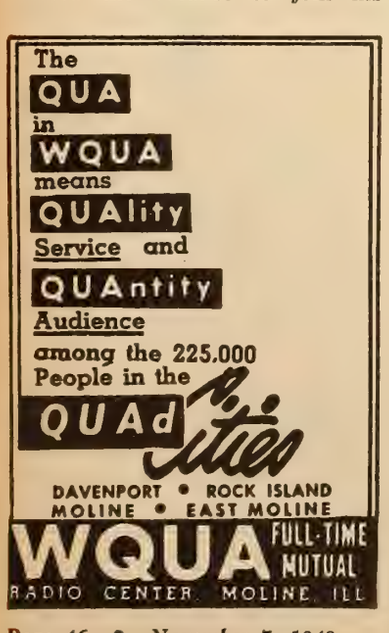
Program	No. of Stations	Sponsor & Agency	Hooper	Year Ago:* Hooper	+or—	Pos.
Romance of Helen Trent	85	Whitehall Pharmacal (Murray)	7.7	6.2	+1.5	7
Aunt Jenny	81	Lever Bros. (R&R)	7.1	5.8	+1.3	12
Ma Perkins	95	Procter & Gamble (D-F-S)	6.5	7.2	—0.7	2
Arthur Godfrey (10:15-11 am)				6.2	+0.2	8
10:15-10:30 (TT) 4.6	170	Toni Co. (FC&B)	6.4			
10:15-10:30 (MWF) 3.9	170	Wildroot Co. (BBDO)				
10:30-10:45 6.4	170	Gold Seal Wax (C-M)				
10:45-11 7.0	169	National Biscuit (M-E)				
11-11:30 7.2	174	Liggett-Myers Tob. Co. (N-E)				
Young Widder Brown	146	Sterling Drug (D-F-S)	6.2	6.5	—0.3	4
Big Sister	93	Procter & Gamble (Biow—Spic and Span; Compton—Ivory)	6.1	6.3	—0.2	6
Stella Dallas	146	Sterling Drug (D-F-S)	5.9	6.1	—0.2	9
Our Gal Sunday	84	Whitehall Pharmacal (Murray)	5.9	6.0	—0.1	11
Wendy Warren and		General Foods Sales (B&B)	5.8	5.5	+0.3	16
Wendy Warren and	148					
Guiding Light	85	Procter & Gamble (Compton)	5.8	6.1	—0.3	10

* Based on talent Rank Order—Oct. 15-21, 1948

Broadcasters' Panel

PANEL discussion on children's programs will be furnished by the Southern California Broadcasters' Assn., at a Rancho Santa Anita Parent-Teachers' meeting tonight (Nov. 7). Speakers will include Alan D. Courtney, NBC Hollywood assistant director of public relations; Martha Gaston Bigelow, account executive, KFOX Long Beach and regional chairman of Assn. of Women Broadcasters; Nick Nelson, star of KFAC Hollywood *Uncle Whoa Bill* program; Jeanne Gray, KMPC Hollywood commentator.

Telecasting Insert
Pull Out for Filing



NOVEMBER 7, 1949

TELECASTING

A Service of BROADCASTING Newsweekly

WOR-tv

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New York

9

one of America's great television stations

Starts regular telecasting NOV. 15...
with "Clear Sweep" coverage of the
San Francisco Bay Area

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SELL MORE ON CHANNEL 4

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CHRONICLE

NBC

KRON-TV provides unparalleled "Clear Sweep" coverage of the San Francisco Bay Area market. The KRON-TV transmitter location — atop San Bruno Mountain, bordering the San Francisco-San Mateo County line — is generally considered the finest for telecasting in this area. And the specially-designed KRON-TV antenna is San Francisco's highest . . . mounted on a tower which is 1,461 feet above sea level.

KRON-TV will present top NBC network television programs, assuring strong audience tune-in from the outset. Local programming, including some day-time television, will also be outstanding. CHECK KRON-TV FIRST FOR TELEVISION ADVERTISING IN THE SAN FRANCISCO BAY AREA MARKET!

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A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg.
Washington 4, D. C.

NOVEMBER 7, 1949

BROADCASTING, Telecasting
$7 annually, 25c weekly

COLOR TESTS

Comparative Demonstrations Delayed to Nov. 21

A WEEK'S DELAY in the scheduled Nov. 14 comparative demonstrations of color television systems was reported agreed upon last Thursday afternoon in a meeting of an FCC-industry committee with FCC Chairman Wayne Coy.

Participants said postponement until the week of Nov. 21 was decided upon when it became evident that, otherwise, arrangements could not be completed in time to permit side-by-side originations by the rival RCA and CBS color cameras and the black-and-white equipment of Allen B. DuMont Labs.

Since the Thanksgiving holiday falls that week, it was assumed the comparative showings would get under way on Monday. They are expected to last about two days and will be held in the studios of RCA-NBC's WNBW (TV) Washington. No outside pickups are planned.

The decision came at the end of the sixth week of FCC's color hearing, after two and a half days of testimony on behalf of DuMont, opponent of immediate standardization of color. Testimony highlights included:

● Assertion by Dr. Allen B. DuMont, head of the manufacturing and TV broadcasting firm, that uncertainty over color and the VHF monochrome freeze have forced DuMont to curtail transmitter division activities and personnel and to hold back set manufacture by at least one-third.

● Reiteration that it will be "10 to 20 years" before there is "a nation-wide system of color television with as good quality, reliability and comparative cost as we have today in our present black-and-white system." Dr. DuMont felt, however, that "we could have the start of a system within the next 10 years."

● Denial that manufacturers and broadcasters are "holding back color television for their own selfish interest," despite charges aired by some Commissioners to the contrary.

● Estimate that, with respect to the three proposed color systems, "we are in about the same relative position in color today that we were in black-and-white, say around 1932."

● Disclosure that DuMont is working on several possible color systems and has done "considerable work" on storage tubes, which Dr. T. T. Goldsmith Jr., DuMont research director, thought may provide a new and better approach to the color TV problem.

Representatives of RCA, CBS and DuMont may undertake this week to work out a stipulation as to the limitations that FCC should place upon use of the November comparative showings in reaching a decision on the color question. This course was suggested by Chairman Coy after DuMont spokesmen noted that in many respects the tests would not simulate actual commercial broadcast conditions and that quality of reception may differ due to the use of different transmitter sites.

DuMont earlier had suggested complete cancellation of the Nov. 14 comparisons—a course FCC rejected the previous week in denying RCA's petition for a two-month postponement [BROADCASTING, Oct. 31].

The DuMont request was based on the fact that Color Television Inc., sponsor of the third color system under consideration, is not ready for comparative tests now; that RCA and CBS are limited as to currently available equipment, and that FCC has already called for further comparisons Feb. 8.

Installation Schedule

Decision to delay the first comparisons followed a report by RCA that it could not be ready by Nov. 14 if the equipment for all three systems were being installed in the same studio simultaneously. RCA proposed that the demonstration be conducted with RCA, CBS, and DuMont operating separately rather than side-by-side.

Instead, it was agreed that RCA should have sole use of the studios until Nov. 14, after which CBS will move in to set up its equipment.

Chairman Coy and the FCC-industry committee, headed by FCC Labs Chief E. W. Chapin and charged with the task of working out a program for the comparative showings, discussed the plans at some length. Final program plans are now being developed.

Dr. DuMont, winding up his firm's direct testimony at the Thursday morning session of the hearings, urged that the color question be settled "one way or the other," that the VHF freeze be lifted at once, and that FCC encourage extensive color experimentation before standards are set.

He said DuMont does believe in color. But both he and Dr. Goldsmith emphasized their view that a standardized color system should have essentially the same characteristics as the present monochrome system, plus color.

"We believe that before standards can be set," Dr. DuMont said, "several stations should be in operation for some six months to a year transmitting regular programs with at least several hundred receivers in the field for each station."

On the same theme, Dr. Goldsmith had told the Commission that the entire industry should in-

(Continued on Telecasting 8)

SPONSORS' ROLE

Discussed at L. A. Seminar

POINTING out that the western regional and/or local advertiser "has been kicked from pillar to post" by the radio networks through preemption, Burt Oliver, Hollywood manager of Foote, Cone & Belding, told the Academy of Television Art & Sciences' second annual seminar Nov. 1, that he hoped this could be avoided in television.

Mr. Oliver said he didn't think 13-weeks protection was ample reward to the advertiser concerned. Noting that the majority of the TV advertisers today are in spots or participations, he nevertheless advised that from this area would develop some of the medium's prime customers of the future.

He felt that it was now possible to evaluate TV in its true light as an effective advertising medium capable of doing a job, just as other media like radio and newspapers. Mr. Oliver felt that there was little evidence to support the belief that radio would be eliminated by television, instead he feels that the two complement each other.

Others participating in the day-long sessions were: Les Hoffman, president of Hoffman Radio Corp.; Harry Witt, general manager of KTTV (TV) Hollywood; Bernard Ebert, Stokey Ebert Productions; Herb Stroock, IMPPRO; Donn Tatum, vice president and general counsel of Don Lee Broadcasting System; Roy Brewer, International Representative of IATSE; Hal Evry, Woodbury College.



Mr. Tatum

Mr. Hoffman pointed out that television has become a billion-dollar industry without one cent of subsidy, a fact he felt deserves applause for the American system.

Mr. Ebert, in discussing live production, said that experience has emphasized the importance of considering the intimacy of the medium. Further he said that television's greatest need is writers.

Mr. Stroock, speaking for the film side, said "our problem is unions." He went on to show how the high wage levels of the movie unions drive production film costs up.

Mr. Tatum covered several of the legal aspects of television growth with particular emphasis upon the ASCAP negotiations. He expressed the hope that all union problems could be peaceably solved.

Summing up the position of IATSE, Mr. Brewer felt that its members had already made considerable concessions to TV film makers. But he voiced a strong hope that IATSE will succeed in extending into television, not only at the film end.

Mr. Witt noted that the Los Angeles market already represents a $10 million investment involving the city's seven stations. These, he pointed out, are supplying set owners with 190 hours of programs weekly. However, he cited an urgent need for greater research into listener habits with so much already at stake and more to come.

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WMAR-TV ENTERS THIRD YEAR AS BALTIMORE TV PIONEER



By J. FRANK BEATTY

THE CITY of Baltimore, traditionally famed for its monuments, seafood and marble stoops, has a new and thoroughly modern claim to national fame. It is a television claim: Largest TV percentage of total radio audience.

WMAR-TV, the *Sunpapers'* video operation, proudly proclaims this Hooper finding and recalls that the number of sets in the city has increased from 1,600 to 88,000 in the two years the station has operated.

As the first TV station to take the air in the city—its second birthday was celebrated Oct. 27—WMAR-TV calculates there are 350,704 Baltimoreans watching television every day, figuring four viewers per set. That's only a few thousand short of the daily circulation of the two *Sunpapers*, and the newspaper end of the business is 112 years old.

The Hooper finding shows that video viewers accounted for 33.4% of the combined radio and TV evening audience in Baltimore during August and September. New York was runner up with 31.9% and the national average was 19.7%.

The *Sunpapers* are accustomed to doing things in a big way and have a million dollars invested in radio and television. Their prewar radio dreams culminated in postwar applications for AM, FM and TV stations. The TV application was filed March 7, 1946, and two months later the A. S. Abell Co., operating corporation, had itself a TV CP.

Neil Swanson, executive editor of the *Sunpapers*, had the station on the air Oct. 27, 1947, as one of the first dozen commercial TV operations in the United States. When the TV license was granted April 20, 1949, it became the seventh station to get this FCC document.

Late October apparently is a period of action around the *Sunpapers* extensive quarters. The Abell company selected this Oct. 26 as cornerstone-laying day for a vast new plant to house its newspapers. This project is to be completed next summer and WMAR-TV officials are licking their chops in contemplation of some choice square footage in the present three-building array.

The lone large WMAR-TV studio has all the latest equipment in its 1,340 square feet but station officials will feel a little easier about their 65-hour program week when more space becomes available. The transmitting end of the business is more amply housed on the 34th floor and in the cone of the Mathieson Bldg., a few steps away. This building is described as the tallest south of New York.

WMAR-TV has an FM affiliate, WMAR, separately programmed 97 hours a week and feeding during daytime hours a fleet of 60 buses equipped with transit receivers. An AM CP was granted by the FCC (1 kw on 850 kc unlimited) but the *Sunpapers* dropped it a year ago because there already were eight AM outlets in Baltimore, selection of a transmitter site was headachy and the station didn't want a third radio operation at that particular time.

Once the TV transmitter was in good working order back in 1947, the *Sunpapers* started looking around for a top-flight radio director. They selected Ewell K. Jett, an engineer of three decades experience and a member of the FCC who had joined the old Federal Radio Commission in 1929 as an engineer and had risen to a commissionership. Mr. Jett took over Jan. 1, 1948, and carries the title of vice president and radio director of the Abell company. Paul Patterson is president with William F. Schmick executive vice president.

On Mr. Jett's executive staff are Robert B. Cochrane, program director; Ernest A. Lang, commercial manager, and C. G. Nopper, chief engineer. Mr. Cochrane was obtained from the *Sunpapers* where he had been Tokyo bureau manager. Mr. Lang came from the *Sunpapers'* advertising department. Mr. Nopper was at WFBR Baltimore before the war, reaching WMAR-TV by way of RCA and Bendix.

In all, the staff comprises 96 persons. It's a stable operation, with scarcely any turnover. Six employes have been added in the last year, all for the transit end of the business. Thirty-eight members work on the technical side of the combined stations.

Four sponsors dominated the commercial schedule when WMAR-TV did its first programming Oct. 30, two years ago. They were Hub department store, Diamond Jim Brady, Joseph Zamoiski Co., Baltimore and Washington Philco distributor, and National Brewing Co. All have remained on the WMAR-TV customer list, especially National Beer which sponsors 8½ hours a week of WMAR-TV time.

Business has steadily increased,

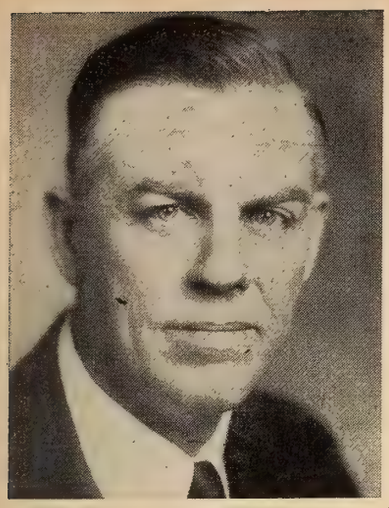
* * *





Left—Bailey Goss in action on WMAR-TV Sports Parade.

Below—WMAR-TV's Two Custom-Built Mobile Units.



Mr. JETT

* * *

and WMAR-TV now has 79 sponsors compared to 58 a year ago. The station thus has enjoyed a 62.5% increase in number of advertisers in the last year, along with a rise of 286.2% in commercial hours and 236.36% in paid spot announcements. The Class A one-time hourly rate on rate card No. 4 is $400 compared to $200 two years ago.

Commercial programming in September totaled 116 hours 23 minutes (45.2%) compared to 142 hours 2 minutes of sustaining and another 108 hours 33 minutes of test pattern transmission.

* * *

GROSS TV income for the first nine months of 1949 ran 164.5% above the parallel period in 1948.

When WMAR-TV celebrated its second anniversary, it noted that 201 commercial programs were carried in September compared to 69 in September 1948. The increase in business has been steady and WMAR-TV's executives appear to be fondling occasional dreams in which the normal reddish tints of TV bookkeepers segue into blackish hues. They deny any such aspirations but admit under pressure that WMAR-TV's business progress is highly encouraging in this three-station television city (WBAL-TV took the air in February 1948 and WAAM (TV) celebrated its first anniversary last Tuesday).

WMAR-TV likes to talk about its "firsts," and has a long list of them. One of these is the *Sports Parade*, three-hour afternoon program which WMAL-TV Washington picks up off the air. The stations exchange off-the-air programs frequently. Bailey Goss and Jim McManus have developed many gimmicks and routines on the *Parade* and their following extends over a wide area. National Beer has an hour five days a week plus two hours on Saturday, with participants using the remaining time.

Baltimore is a "horse" town and the folks take their racing seriously. So WMAR-TV picks up Pimlico, Laurel and other tracks regularly with the aid of two mobile units.

The remote trucks have a two and a three-camera chain, along with ¾-ton air conditioning units and three 7000 mc microwave relay transmitters. They are used at Annapolis via a platform on one of the Navy's wireless towers. At the tree-surrounded Johns Hopkins field the relay is beamed through a 15-foot hole cut out of the foliage. Chief Engineer Nopper's crews have gone out on a total of 536 remote assignments, including 100 trips to the races, 69 basketball games and 102 wrestling matches. They make good use of a Zoomar lens carrying Serial No. 1.

As part of a news-minded operation WMAR-TV has recorded current history with vigor and without much regard for expense. The first TV news film was telecast on the station's first programming day two years ago and it has never missed a daily film edition. Over 180 miles of 16mm film have been processed in visually narrating thousands of stories.

The elaborate film department has produced eight series of documentaries, five of which have been used on CBS, with which WMAR-TV is affiliated. Subjects include slums, military operations and displaced Europeans.

Every Saturday evening an amateur show is picked up live from the stage of the Center Theatre, between pictures. Mr. Nopper's crew has only 10 minutes to set up and five to get off the stage after the program ends.

* * *

WMAR-TV boasts many success stories—a stack of them told weekly in quick form via white space in the *Sunpapers*. The Baltimore Window Shade & Awning Co., for example, is constantly astonished that its Miss Evans is kept busy all week answering phones because of one minute of advertising.

Last August Mr. Nopper handled the pickup and transmission from Johns Hopkins Hospital for TV color demonstrations in Washington, using CBS and Zenith-built color equipment. The WMAR-TV signal was picked up in Washington below the horizon.

The three-batwing TV antenna atop the Mathieson Bldg. was built at the rooftop level as a jack pushed it up through the cone. The antenna has a gain of 3.4. The RCA pylons also support an FM radiator, with top of mast 88 feet above the roof and 591 feet above the street. WMAR-TV claims it was first to use a break-front TV transmitter as it fitted the RCA equipment into the cone. It uses RCA equipment throughout. A microwave dish antenna can be aimed any direction from the transmitter room 80 feet below. Two 100-watt red lights welded to the tower can be controlled from below if the beacon fails.

Getting down to vital statistics, WMAR-TV operates on Channel 2 with 16 kw radiated power. It is represented by The Katz Agency. An offset carrier arrangement has been worked out with WCBS-TV New York to minimize interference.

TELEVISION EXPENSIVE

. . . Not when you can reach the great Chicagoland audience with WGN-TV for as little as $26.25

That's an amazingly low price . . . especially when you consider that television is the fastest growing, most effective sales medium in the world. Obviously, you can spend many times more, but it is possible to demonstrate your product in the living rooms of thousands of Chicago homes for this small amount.

Remember too, the number of Chicago television set owners is increasing—thousands a month. Many advertisers—local, regional and national—have recognized the tremendous potential of this ever-expanding audience. And more and more advertisers have turned to WGN-TV. Advertisers know WGN-TV is the station that's TOPS in technical equipment—TOPS in production "know how." As a result, WGN-TV is first in commercial time sold—first in local programming.

WGN-TV's advertisers are both large and small. There's a place for your sales message on television at a price you can afford, so join the trend to WGN-TV in Chicago—where Channel 9 is more than a number . . . it's a habit.

DUMONT

WGN-TV

CHANNEL 9 · CHICAGO



Kathi's Daytime Success

Draws Women Viewers in A.M.

By BRUCE ROBERTSON

ON Nov. 1, 1948, a new video program, *Your Television Shopper*, made a tremulous debut on WABD (TV) New York as a half-hour Monday-through-Friday midmorning telecast. Like most of the other programs in WABD's inaugural daytime schedule, *Your Television Shopper* started out as purely sustaining. Furthermore, it started out at 10:15 a.m., a time then considered as anachronistic for a TV show as if it had been the year 1015 A.D.

By Oct. 31, 1949, 52 Mondays later, *Your Television Shopper* had become an established success. Its daily telecast time had stretched from 30 minutes to a full hour. Its list of participating sponsors had reached the SRO point, with a waiting list of five. And, on that day a New York department store, Saks 34th, paid the sincerest tribute to the program's success by assuming sponsorship of its first half-hour, across the board.

Like most successful ideas, that on which *Your Television Shopper* is based is simple: All women love to shop. Few women have enough time to do all the shopping they would wish. The women whose shopping needs are greatest, housewives with growing families, have the least time for shopping because of the restrictions of their houses and families. Therefore, let them do their shopping at home by television.

Like most successful plans, that of *Your Television Shopper* is appropriate to the medium of its execution. Printed advertisements could picture household products; radio commercials could describe them; stores could demonstrate them to women present in the stores, but only television can make mass demonstrations to women at home and only daytime television can reach an almost all-feminine and therefore almost all-interested audience.

Like most successful programs, *Your Television Shopper* is easily produced. Two sets, simulating a living room and kitchen much like those in the homes of the program's viewers, provide suitable backgrounds for the display and demonstration of products of interest to mothers and housekeepers. These sets, which require no changing from day-to-day, are located at right angles, so that a camera can switch from one to the other with a simple 90 degree turn.

Like most successful creations, *Your Television Shopper* centers upon a personality, Kathi Norris, who conceived the idea, who conducts the daily hour-long telecast and who supervises what is the most important and by all odds most strenuous part of the entire operation, selecting the products to be telecast and the guests to be interviewed. During the program's first year on the air, Miss Norris has presented to her shoppers-at-home well over 4,000 articles, more than nine-tenths of them unsponsored, and interviewed some 600 guests. Starting out unaided, Miss Norris now has a staff of seven, with Babs Donnigan as coordinator.

* * *

EACH broadcast opens with Miss Norris seated at a kitchen table, inviting her audience to join her in a second cup of coffee, an invitation that leads naturally into a plug for Aborn Coffee, whose maker sponsors five participations in the program each week. From that point on, however, anything can happen. One program may be focused on a single theme, such as the early October telecast devoted to a preview of the new Christmas toys. The show's normal pattern, though, is for Miss Norris to show a variety of items, clothes, toys, kitchen gadgets and what-have-you.

Similarly with guests, she usually has two or three and talks to each for five minutes or so, but on occasion she has given almost all her time to an unusually interesting or important visitor. The range of guests on the program is as wide as that of the products shown, from national figures and names-in-the-news to experts in some branch of home economics and housewives who have run hobbies into profitable businesses.

Wilbur Stark, of Wilbur Stark-Jerry Layton Inc., video program production firm with 790 TV shows to its credit in the past two years, is producer of *Your Television Shopper*. From making an occasional appearance on the show, he has become a daily visitor, known to thousands of viewers as "Sweetie," as he is called by the program's star who in private life is Mrs. Wilbur Stark. Pamela Stark, aged three, also is an occasional guest on the show.

Never forgetting that her program is primarily a service show, Kathi Norris mentions the name, price and point of sale of every item she demonstrates. It would be difficult for a newcomer to the program's audience to tell which products are sponsored items on the program and which are not, except for a somewhat more informal treatment of the sponsored wares, with which her regular followers are of course familiar.

In fact, when a non-sponsored item explains itself through being seen, Kathi's description often sounds like a one-minute commercial of name, price and store, while the sponsored goods may provide part of the show's informal entertainment. For instance, on a recent broadcast Kathi and "Sweetie" got into a half comic, half serious discussion of soup making which, while not pointedly commercial, kept all eyes focussed on Habitant Soups for perhaps five minutes.

* * *

NOW that the first half of the program is sponsored in its entirety by Saks 34th, all items

(Continued on Telecasting 13)

KATHI NORRIS, creator and conductor of *Your Television Shopper* on WABD (TV) New York, attributes her video success to being a wife and mother. She runs her daytime program on the theory that other busy housewives would like to know about the same new products she is interested in herself. Her indefatigable enthusiasm for the products she demonstrates on the air, her ability to entertain as she sells, or vice versa, have made her program an outstanding mail puller and sales maker. Now that *Your Television Shopper* is safely past its first anniversary on WABD, Kathi is planning a national extension of this local show over the DuMont TV Network.

Kathi, Pamela and Husband Wilbur Stark celebrate Pamela's birthday.



WITT TO CBS

Latest KTTV (TV) Change

HARRY W. WITT, general manager of KTTV (TV) Hollywood, has resigned to rejoin CBS Hollywood on Nov. 15 in a "special television developmental assignment," it was announced Thursday by CBS and the *Los Angeles Times*.



Mr. Witt

Norman Chandler, president of KTTV Inc. (51% owned by the *Times* and 49% by CBS), did not announce Mr. Witt's successor but Harrison Dunham, attorney for the newspaper, is expected to be acting manager pending a permanment appointment.

Howard S. Meighan, CBS vice president and general executive, declined to elaborate on the specific nature of the appointment of Mr. Witt, who before joining KTTV was assistant general manager of CBS Hollywood. Mr. Witt joined CBS in 1936 as sales manager of KNX Los Angeles, having previously served as manager of KGB San Diego and sales manager of KHJ Los Angeles.

Others Who Left

Four members of the KTTV staff had resigned previously, including Robert Forward, program director; Charles Bulotti, production director; John Decuir, production designer and Ted Stell, set designer. Mr. Forward has been replaced by Bob Purcell, formerly public service director.

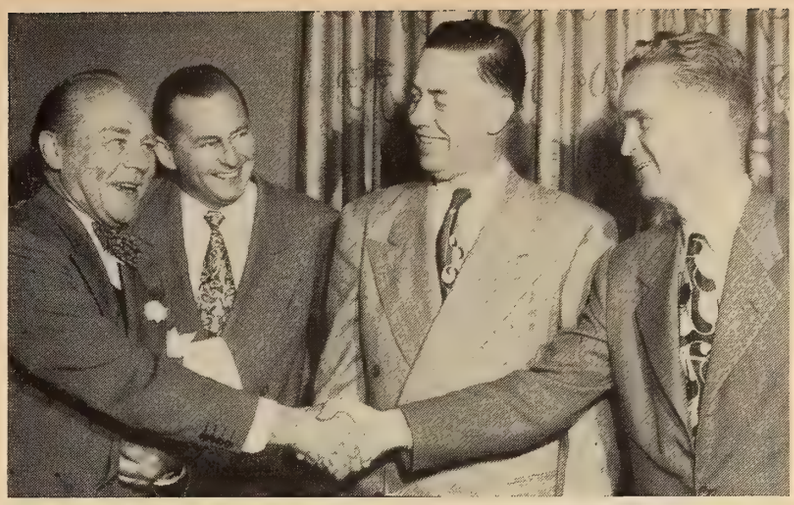
Published reports that the changes indicated dissatisfaction between CBS and the *Times* were denied by Mr. Meighan on his return to New York. He said: "There is not the slightest grounds for comment concerning any disagreement between CBS and the *Los Angeles Times*."

'CRUSADE' FILM

For Local Sponsorship

RE-EDITED copies of ABC-TV's *Crusade in Europe* are being made available for local sponsorship to the network's affiliates, starting the second week in January 1950.

According to Murray C. Grabhorn, ABC vice president, the network, which has exclusive video rights to the series, will present it again in response to public demand. The first showing of the 26 episodes was sponsored on the network by *Time* and *Life* magazines. Because of the marked increase in the number of video viewers since the series' inception, it was felt the additional set owners should be given an opportunity to see the program. Several new ABC-TV affiliates also have requested the repeat telecasts, Mr. Grabhorn said.



COMEDIAN Charles Ruggles (l), star of new *The Ruggles* show on KECA-TV Hollywood, is welcomed to ABC television by Robert Laws (r), the network's Western Div. general sales manager. Group includes (l to r) Mr. Ruggles; Don Lauritzen, president of Rockett-Lauritzen agency; D. B. Lewis of Lewis Food Co., sponsor of program for Dr. Ross Dog Food, and Mr. Laws.

TV AUTHORITY

Screen Extras Join SAG In Opposition

LINING up with its big brother—the Screen Actors Guild—the Screen Extras Guild last week announced its opposition to the proposed shape of the Television Authority plan being evolved by the International Board of the Associate Actors and Artistes of America.

In a letter to its members, SEG attacked TVA first on the grounds that "it would be completely or almost completely controlled from New York." It also pointed out that TVA would require "new dues to do work you can do now as a member of Screen Extras Guild." And it warned members of the sapping effect the new "super union" would have on their present organization.

Meetings are now being held in many cities across the country to explain to actors the need for a Television Authority to serve as one big union for video talent. The meetings are being held in advance of a Nov. 16 session of the 4A's International Board at which creation of the TVA may come to a vote.

Definition Differences

Essence of the differences between the live and film unions arises from the definition of film. SAG contends that live performances are those which air directly upon presentation as well as those which are kinescoped for one showing in non-cable cities. Likewise the "live" unions recognize theatrical film as the province of the film unions.

The source of debate arises from what the two groups have come to identify in discussions as "the grey area." SAG contends that all programs which are kinescoped with the intent of more than one showing per market marks them as a film result, regardless of the technical process which made it possible. The live unions are reluctant to concur with this.

While this is not a present problem, SAG intends to get this clarified from the beginning. In this respect, SEG joins SAG, additionally rankled by "the minimizing of its interest" in the various discussions inspired by the Eastern "live" unions.

Admitting its stand alongside of SAG, SEG scores TVA "as an unholy jurisdictional raid . . . warning the selfish promoters of the proposed Television Authority that the film guilds will resist . . . this attempt to build a new empire wielding control over all actors."

The newsletter contends that SEG and SAG have offered "complete cooperation with any branch of the 4A's selected to handle union affairs of performers in live television shows." And it further reports that "mutual interchangeability for television" has been offered to avoid payment of additional dues in working back and forth between live and film. Both film guilds reportedly also have offered to "submit to impartial mediation."

They also warn of the dire consequences which would result "from forcing a jurisdictional war on all performers." They recognize that in such a state of performer affairs all would "suffer." In view of this they report to their membership that both guilds "have appealed and will continue to appeal to the promoters of Television Authority to settle the dispute in peaceful manner."

The Screen Actors Guild is due to meet Nov. 13 in its annual membership meeting.

The live actors unions, seeking to establish the TVA, are: American Federation of Radio Artists, Chorus Equity, Equity Assn., American Guild of Variety Artists and American Guild of Musical Artists.

TV AUTHORITY

4A Board Postpones Vote

INTERNATIONAL board of the Associated Actors and Artistes of America, in a meeting in New York Oct. 26, ducked putting to a vote the creation of a Television Authority until Nov. 16.

Instead, a resolution postponing until that date action on the TVA, which would be one big union for all video talent, was offered and passed unanimously.

The motion to postpone thus got the "live" actors and the film actors in agreement at least on a "not right away basis." It has been the disagreement between these two groups over TV film jurisdiction which has stymied efforts to launch the TVA.

Before the Oct. 26 meeting, it was freely predicted that a motion to bring the TVA into being, regardless of opposition of Screen Actors Guild and Screen Extras Guild, would be made. Once in being the TVA would mediate its differences between itself and the screen players, it was believed.

Apparently to head off the scrap that has been developing between the 3,000 screen players and the 30,000 live actors (the latter, members of Actors Equity Assn., Chorus Equity, American Federation of Radio Artists, American Guild of Variety Artists and American Guild of Musical Artists) the motion to postpone was offered. The resolution, according to Paul Dullzell, 4A's president, stated action to postpone was being taken "to preserve continued unity among 4A's unions in the interests of the public and of our entertainment profession."

The board also decided that during the three weeks postponement of action on TVA, membership meetings of all 4A's unions will be called in 12 key cities "to afford a forum for full discussion by all sides of the current issues, and to educate all 4A's members on the problems and methods of organization in the new field of television."

Such membership meetings are to be held in New York, Los Angeles, Chicago, San Francisco, Detroit, Philadelphia, Boston, Washington, Cincinnati, St. Louis, Pittsburgh and Seattle.

TV No Robber

YANKEE STADIUM sold out for the pennant-deciding game between the New York Yankee and Boston Red Sox despite reported 62.2 rating for WABD(TV) New York by The Pulse Inc., New York, on the game's video audience. The rating is believed to be the highest ever reported on a regular season baseball telecast, according to the station, disproving claims by some members of organized baseball that TV robs the stadium box-office.

Color Tests

(Continued from Telecasting 3)

vestigate the various color systems "for a number of years" if necessary, in order to perfect a sound commercial system.

The DuMont president charged that, in the current proceeding, "for the first time, the Commission is asking the industry to do something it is not ready to do."

He said "the manufacturers and broadcasters who have developed television to its present state of public acceptance are being accused of holding back color television for their own selfish interest," but that "I do not believe this is so."

His testimony brought sharp questioning from Comrs. Robert F. Jones and Frieda B. Hennock, who have been outspokenly critical of witnesses opposing prompt color authorization.

Dr. DuMont said he didn't regard converters as a solution to the problem, and that if the CBS system were adopted then "factory recall," or else the establishment of factory-controlled service stations throughout the nation, would be necessary to make the change-over for existing sets.

Recalling Sets

For a manufacturer today, he said, the necessity of recalling sets to the factory in many cases "would put him out of business."

He said RCA's system does not provide reception which compares with the quality of present-day black-and-white, and "to my mind it has a long way to go before it can provide a satisfactory picture."

His objections to both the RCA and CTI systems were that "they are too complex and have extremely difficult registry problems." He said neither these nor the CBS system has been adequately field-tested, and he also scored CBS's for difficulties involved in converting sets having tubes larger than 12½ inches.

Neither Dr. DuMont nor Dr. Goldsmith thought much color progress would be made "until experimental stations get on the air and transmit test patterns and programs on a regularly scheduled basis."

Under questioning by Comr. Paul A. Walker, Dr. DuMont said he might "go along" with the CBS color principles if the 525-line standard were followed.

Consider TV Status

The DuMont chief made plain that he thought FCC should consider the present status of the television industry and the people working it in. Uncertainties about color and the VHF freeze, he said, have resulted in DuMont not scheduling the amount of increase in set production that it had anticipated for next year. He said its transmitter division personnel is being reduced from about 300 to about 100.

Dr. Goldsmith's testimony for the most part was in presentation of the prepared statement and exhibits which he tendered the week before [BROADCASTING, Oct. 31].

He said DuMont is working on a direct-view tube and also has offered to purchase the patent rights to the one described by Dr. Charles Willard Geer, U. of Southern California physics professor, earlier in the hearing. Dr. Geer, he said, "was loath to accept" the offer but DuMont does not consider it a pressing matter because "we are more interested in the tube's technical developments."

Indeed, he thought the direct-view tube may not be the ultimate answer in color TV. "There may be other inventions which would make the tube obsolete," he said.

Dr. Goldsmith reported that DuMont is working on several potential color techniques, attempting to combine "the best points of each while adding new developments."

He said DuMont has a patent pending on certain phases of development of a direct-view tube and, in another connection, disclosed that "negotiations are now under way with Polaroid which may lead to patent rights."

No hearing is scheduled today (Monday). Sessions resume Tuesday and continue through Thursday afternoon. FCC had hoped direct testimony would be completed by that time, but it appeared some sessions might be needed the following week.

Dr. Lee DeForest, inventor of the vacuum tube, and U. A. Sanabria, his associate, are slated to testify on behalf of American Television Inc., picture tube manufacturer and owner of American Television Institute of Technology. Additionally, some of the witnesses already heard are scheduled to return for presentaion of additional testimony.

Revised Schedule

Under the revised schedule of the hearing, which FCC originally hoped to complete in three weeks, sessions will be recessed following the completion of direct testimony until Feb. 6. At that time CTI will present its official demonstration, with further comparative showings starting Feb. 8, and cross-examination beginning Feb. 13.

The Commission plans to announce this week the "type of further information which the proponents of the color television systems will be required to present upon the resumption of the hearing."



A NUMBER of lung operations telecast via WDSU-TV New Orleans highlighted the 13th Congress of the International Society of Surgery in the Crescent City last month. The operations, performed at Charity Hospital, were shown to members of the congress in an improvised theatre in a hotel several blocks away. All equipment in the operating room was sterilized and cameramen, announcers and engineers were dressed in surgical dressing gowns and masks. The telecasts were closed circuits sponsored commercially by Sharp and Dohme.

COLOR TV

No 'Acceptable' System Devised—Bonfig

NO "acceptable" system of color television has been devised, H. C. Bonfig, vice president of Zenith Radio Corp., told members of the Kansas City, Mo., Co-op Club Tuesday at a meeting in the President Hotel.

"There is no answer now as to when we will have commercial color TV, for there is no system with which the public and the industry can live," he asserted. Mr. Bonfig's company manufactured for CBS three color receivers, which were demonstrated last month to the FCC, and has produced several for medical groups.

After an "acceptable" system is developed, Mr. Bonfig said, it will require field testing, "A long, tedious process of designing and manufacturing commercial color transmitters, and the equally complex job of developing and building color receivers at a price within the public purse." He pointed out that Zenith had learned that "nobody, anywhere, knows what color sets will cost."

Describing how Zenith built 22 sets for CBS at a contract price of $1,000 per set, he explained that the firm lost $15,400 on the order, despite its experience in color for several years. Manufacturing cost alone was $1,700 each.

Calling for a system of color which will be compatible with black-and-white, Mr. Bonfig said the public should be able to get "at least" a good black-and-white picture from colorcasts on receivers now installed, and that sets should be able to be converted "at moderate costs."

Turning to other aspects of TV, Mr. Bonfig termed programming, "with its production headaches and high costs, the biggest worm in the apple. Television is an economic monstrosity, because of its spectacular popularity coupled with enormous losses experienced by telecasters," he said.

"The only solution," according to Mr. Bonfig, is to give TV a Hollywood movie and a box office, both of which would be supplied by the firm's exclusive pay-as-you-see Phonevision system," he said. He cited three separate surveys made by Zenith which show that "an overwhelming majority of Americans would be glad to pay for new Hollywood movies in their home TV screens."

CBS REPLIES

Ready With Color TV Now

CBS IS READY with a color TV system now and could offer it to the public within a few months after FCC authorization, Frank Stanton, CBS president, said Tuesday.

His statement was in reply to the contention made by H. C. Bonfig, vice president of Zenith Radio Corp., that no "acceptable" system of color television has been devised (see separate story).

Dr. Stanton said "it is misleading to compare the cost of handmade models with those produced," thus turning to Mr. Bonfig's report that 22 color receivers made by Zenith for CBS for demonstration purposes cost $1,700 each to manufacture.

The CBS president continued: "Manufacturers have testified before the Commission that color sets can be made on a mass production basis at a cost only slightly in excess of comparable black-and-white sets. For example, a set giving a 10-inch color picture is estimated to retail at $220.

"I am sure that if the Communications Commission authorizes the CBS color television system, manufacturers will find that the problems which they are now conjuring up will disappear in their eagerness to give the public this superior service."

KLAC-TV BOOST

Starts Daytime Schedule

STARTING today (Monday), KLAC-TV becomes the second Los Angeles area station with a daytime schedule. KFI-TV, pioneer all-daytime operation telecasts seven days per week six hours per day.

In making the announcement, Don Fedderson, vice president and general manager of KLAC-TV, said the five-weekly format would be informal, featuring Al Jarvis, disc m.c. in his long established *Make Believe Ballroom* (1-5:45 p.m. PST). Daytime schedule will not affect the nightly telecasting which will continue, according to Mr. Fedderson. However, he pointed out that the addition of the daytime segment will boost the station's weekly hours of telecasting in excess of 50, thereby surpassing KFI-TV's present local high of 42 hours weekly.

Film commercials will not be accepted, Mr. Fedderson stated, contending that all commercials will be live at the following basic rates: 15 seconds—$13; 30 seconds—$16; 60 seconds—$19; two minutes of demonstration—$25.

The move is reportedly activated in part by a desire to introduce more advertisers to the medium and at prices which they can afford through use of established disc jockey format spotted with guest appearances of recording and other talent. It is felt that cost of production will be held to the barest minimum.

DON LEE ON COLOR

'Not Practicable' Yet—Glett

"DON LEE wants color, invites color and looks forward to color but is now satisfied that it will not be practicable for some time to come," Charles Glett, Don Lee Broadcasting System TV vice president said on his return to Hollywood from the color hearings in Washington.

Extending his remarks Mr. Glett said, "we are now devoting our full efforts to the black and white plans which were held in abeyance pending developments in color telecasting. Full steam ahead on them is our immediate course of action."

But Mr. Glett said television will never reach its peak until color is added. Some of the demonstrations in Washington he said were "eye-openers in their beauty and import."

TV Relay Link

CONSTRUCTION is under way on a radio relay link between Dayton and Indianapolis which will take network television to Indianapolis about October 1950, Bell System authorities report. Link will be connected at the same time with projected coaxial cable from Indianapolis southward to Louisville.

'FORTUNE' ON TV

Freeze, Hearings Surveyed

COMPREHENSIVE survey of the current television freeze and hearings before FCC is presented in the November issue of *Fortune* by Lawrence P. Lessing, member of the magazine's board of editors. The article's "central proposition" is that TV's immediate postwar allocation was premature.

Mr. Lessing also draws a number of general conclusions about the leadership within the radio industry itself and the FCC. His discussion in part draws upon the controversial background of the reallocation of FM and its relation to TV from a political as well as engineering standpoint.

The writer states that after extensive investigation he is "convinced of the rightness of the 'premature' argument" in the allocation of TV to limited VHF channels. "The central proposition here," he says, "is that with patience, hard work, and possibly two years of delay right after the war, the FCC and the industry could have built a sounder, less chaotic TV system in the higher frequencies. It is an open question whether there would have been any *net* delay as of now, for it took the industry about two years after the present TV system was settled back in 1945 to get into mass production."

"The radio industry as a whole could stand some statesmanship," Mr. Lessing concludes.

"As for the FCC," the writer states, "it is even more badly in need of reform." He asserted that the Hoover Commission recommendations "for reforming procedure and raising the membership calibre of regulatory commissions" should be applied "first and foremost to the FCC."

WOAI-TV TO CBS

Brings TV Network Total to 54

WOAI-TV San Antonio, Tex., has signed an affiliation agreement with CBS-TV, and will join the network effective Sunday, Dec. 11. Addition of the Texas station brings to 54 the total number of CBS affiliates.

The station, assigned Channel 4, is owned and operated by Southland Industries Inc., with Hugh A. L. Halff as president and general manager. It also is affiliated with NBC-TV.

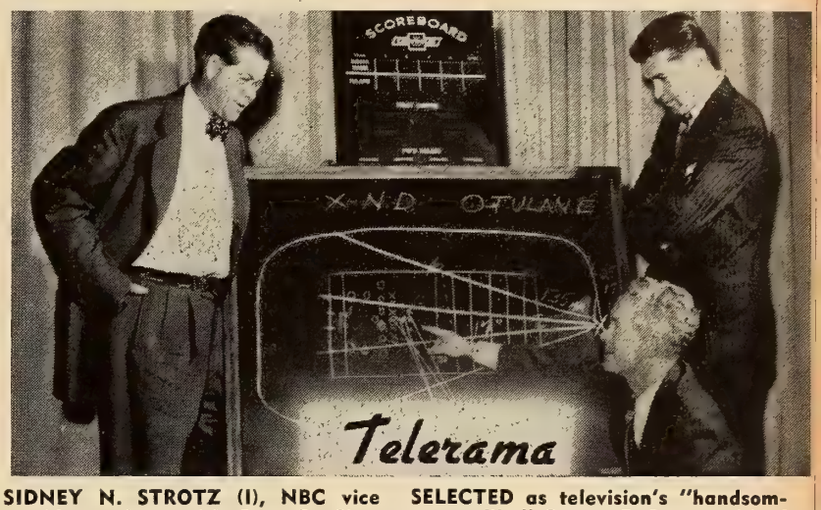
WBAL-TV Honored

HEARST ENTERPRISES, Baltimore, received the American Legion's 1949 National Citation Award, in ceremonies held in Sheraton Belvedere Hotel Oct. 27. Legion's top national award for service to handicapped veterans honored Heart Enterprises, Baltimore *News Post*, *Sunday American* and WBAL-TV.



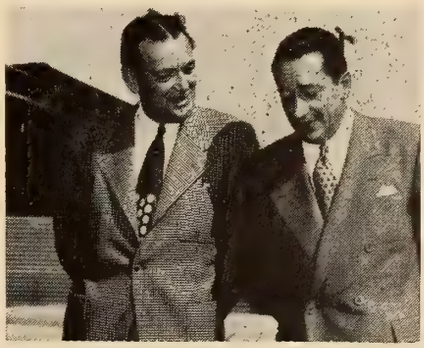
KFI-TV Los Angeles Sportscaster Tommy Harmon (seated, r) contracts for football season series with Firestone Tire & Rubber Co. of California. Approving are Leonard Firestone (seated l), president of concern; Chase Traweek (standing, l), retail stores mgr., and C. M. Barnes, sales mgr

FOOTBALL players are not the only ones who study chalks and have "skull practice." Don Cook, WGN-TV Chicago field dir., points out to Les G. Arries (l), DuMont TV Network sports dir., and Leo Langlois, of Campbell-Ewald agency, the camera range he uses.



SIDNEY N. STROTZ (l), NBC vice president, chats with Ross D. Siragusa, pres. of Admiral Corp., during Mr. Siragusa's first West Coast visit on which Mr. Strotz served as personal escort. Mr. Strotz also congratulates Mr. Siragusa for his purchase of TV show *Lights Out*.

SELECTED as television's "handsomest profile," George E. Putnam (r) of DuMont's *Headline Clues* program is awarded one of the first new Hickok profile initial buckles and belts, launching, "Profile Initial Week." Leo Schiff, vice president of Hickok Mfg. Co., makes award.





"CARROTS" gets paid off with Mason Dots as contract is set for new *Mr. Magic & Carrots* TV show sponsored by Mason, Au & Magenheimer Conf. Mfg. Co. L to r: Jerry Law, producer; Franklin W. Dyson, Moore & Hamm Inc. acct. exec.; Mr. Magic (Norman Jensen), and Fred Magenheimer of Mason Candy.

IT'S the air route for special tube delivery to WRGB (TV) Schenectady, N. Y., from the General Electric plant in Syracuse as B. W. Cruger (l), assistant to the engineer in charge of broadcasting, receives tubes from the pilot after plane landed in the Mohawk river directly behind the TV studios.





Telestatus



ARB Four-City Ratings

(Report 84)

WITH the 1949 fall television schedule in full swing, Milton Berle continues to be high man on the rating totem "poll." Arthur Godfrey, with his *Talent Scouts* program, ran second in Baltimore, Philadelphia and New York, with *Toast of the Town* taking second place in Washington. These facts are disclosed in a survey of the Oct. 16-23 period just released by the American Research Bureau, Washington.

The firm, which now operates in all four cities, uses the viewer diary method for its surveys. Five hundred diaries are placed in each city and a completely new sample is chosen for each study. Random sampling is done in each city until 500 TV set owners are located. Diaries are then placed by mail several days before the test weeks. American Research Bureau interviewers then contact the home the day before the testing period to make sure the family understands the diary's purpose and how to keep it. Later in the test week the family is again contacted to make sure no difficulties have developed.

ARB ratings for specific programs give the percentage of the total number of diary families viewing that program. It is possible to project the rating figures to the approximate size of the audience per city by multiplying the number of TV homes in the city by the percentage rating and by the number of viewers per set. A viewers-per-set figure is included for the top rated programs in each time segment. The audience composition—by men, women and children—is supplied for the same programs (Table II).

Milton Berle received his highest rating in Philadelphia where, according to ARB, 77.6% of the set owners were viewing his *Texaco Star Theatre* (Table I). In Baltimore the rating was 73.2 with New York, 68, and Washington 64.1. *Godfrey's Talent Scouts* also received its highest rating in Philadelphia, 62.9, with Baltimore and New York following at 57.7 and 51.2, respectively. In Washington, where the program rated third, 45.2% of the set owners were viewing. *Toast of the Town* was Washington's second most popular TV program during the test week, with 45.7. The same program was third in Baltimore and New York and fourth in Philadelphia.

Stop the Music, which has dropped from its highly rated radio position of last spring, is fairing better televisionwise. The program is placed third in Philadelphia by ARB, with 56.5, and is fourth in Washington, fifth in Baltimore and eighth in New York.

Although not at the top of the list, children's programs are included in the top 10 for all four cities covered by American Research Bureau. In Washington, the Sunday presentation of *Hopalong Cassidy* took eighth place with 35.2 and *Frontier Theatre* tied (with *Original Amateur Hour*) for tenth place with 33.9. One children's program rated in the top 10 for Baltimore—*Super Circus* with 37.3. Philadelphians placed *TV Teen Club* as eighth with 48.1 and another program designed for the small fry, *Frontier Playhouse,* was ninth with 47.9. The Sunday morning *Children's Hour* ranked tenth in New York with 32.8, the only kid's show in the top 10.

Not only is the *Texaco Star Theatre* the leader in share of audience, it also is one of the tops in viewers per set. In New York there were 4.65 viewers per set during the hour-long show. Only program to outrank it in this respect was *Super Circus* which averaged 5.05 viewers per set in New York.

A comparison of the program rating and viewers per set tends to show a negative corollation—that is the programs with the highest ratings do not always have a large number of viewers per set. *Super Circus* is a good example. The program, with its 5.05 viewers per set, has a rating of only 11.65—not outstanding when compared with other children's programs in New York. Sports telecasts also follow this trend quite noticeably with many programs showing a high number of viewers per set and a low rating.

New York Pattern

A study of the number of sets in use in New York shows a very definite pattern in televiewing Monday through Friday. From the start of the telecasting day until approximately 6 p.m. the sets in use show a steady rise. At six there is a sharp drop and this trend continues until 6:30 or 7:00, depending on the day. A slow increase in sets in use is seen until eight when a very marked jump is evidenced. Between eight and ten the figure is consistently high but figures for individual time periods depend on the programs presented. From 10 until signoff the sets in use decline.

Saturday and Sunday televiewing in New York does not show such a definite pattern and is probably more dependent on the programs presented. Saturday afternoon is shown by American Research Bureau to be relatively stable in both sets in use and viewers per set. Football telecasts were the predominant fare during this period. As the games ended sets in use dropped until late afternoon when the children started watching their programs. Viewers per set also increased at this time. After a decline for the evening meal the sets started coming on again and the viewers per set also increased. Although not as many sets were in use on Saturday night, the viewers per set were generally higher than during the week.

Sunday morning viewers rated the *Children's Hour* very highly when only one station was on the air. In the afternoon another single station was in operation, showing only film. Viewing during this time was fairly constant although not avid. At 5 p.m. three stations were telecasting and sets in use and viewers per set increased markedly. Between 6 and 7 p.m. sets in use declined but viewers per set remained above 3.5. The sets then started coming on again and followed approximately the pattern of viewing during the week. Viewers per set, however, generally remained higher according to American Research Bureau.

* * *

TABLE I

AMERICAN RESEARCH BUREAU TOP 10 PROGRAMS

(Oct. 16-23)

	Washington	
1.	Milton Berle (Texaco Star Theatre)	64.1
2.	Toast of the Town	45.7
3.	Godfrey's Talent Scouts	45.2
4.	Stop the Music	44.9
5.	Redskins vs. Bulldogs	42.8
6.	Godfrey and His Friends	40.0
7.	TV Playhouse	38.8
8.	Hopalong Cassidy (Sunday)	35.2
9.	Fireside Theatre	35.0
10.	Original Amateur Hour	33.9
10.	Frontier Theatre	33.9
	Baltimore	
1.	Milton Berle	73.2
2.	Godfrey's Talent Scouts	57.7
3.	Toast of the Town	52.9
4.	Godfrey and His Friends	51.9
5.	Stop the Music	50.2
6.	Olsen & Johnson	49.7
7.	Suspense	45.7
8.	Super Circus	37.3
9.	Wrestling (WMAR-Tuesday)	33.5
10.	Cavalcade of Stars	32.5
	Philadelphia	
1.	Milton Berle	77.6
2.	Godfrey's Talent Scouts	62.9
3.	Stop the Music	56.5
4.	Toast of the Town	56.4
5.	Godfrey and His Friends	50.7
6.	Cavalcade of Stars	49.4
7.	Original Amateur Hour	48.6
8.	TV Teen Club	48.1
9.	Frontier Playhouse	47.9
10.	Suspense	46.8
	New York	
1.	Milton Berle	68.0
2.	Godfrey's Talent Scouts	51.2
3.	Toast of the Town	50.0
4.	The Goldbergs	43.5
5.	Godfrey and His Friends	43.0
6.	Olsen & Johnson	34.1
7.	Studio One	33.5
8.	Stop the Music	33.4
9.	Suspense	32.9
10.	Children's Hour	32.8

* * *

TV SET SURVEY

Buying Obstacles Cited

THE major obstacles to owning a television set seem to be (1) financial and (2) a belief that the new medium is still in a developmental stage, according to a sampling survey conducted in the Washington metropolitan area by the American Research Bureau. The query was made during the current FCC color television hearings in Washington.

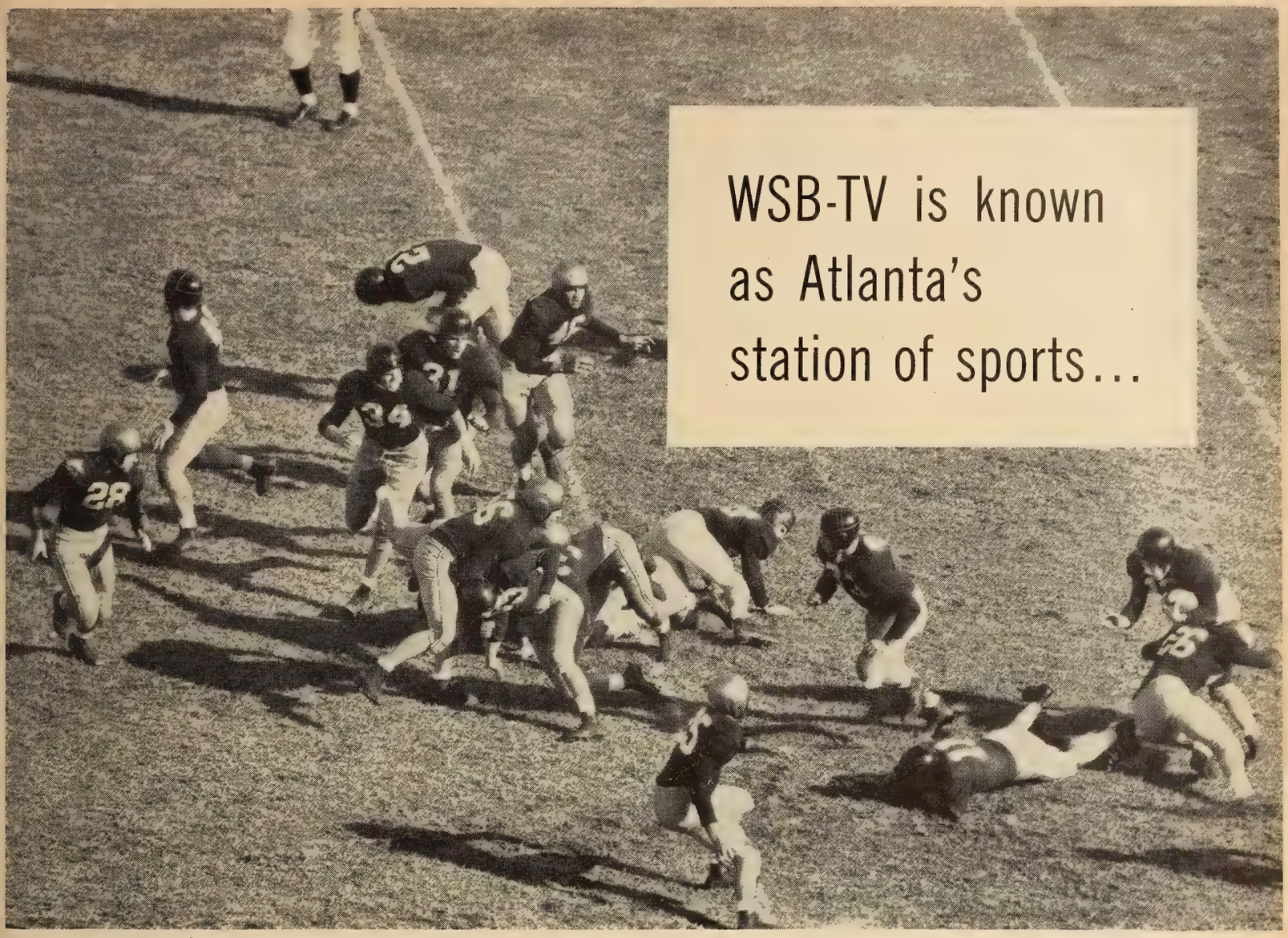
Interviewers reported that many prospective buyers hesitated to buy a set because they feel a lot of refinement is still necessary to give them better reception, eliminate flicker and reduce eye strain. Questioners also were told of a belief that the whole structure of TV is in flux and the set they buy today may be outmoded tomorrow, particularly as regards color vs. black-and-white.

The distribution of reasons for the absence of a TV set, percentage-wise: Financial 44%, not interested at this time 22.2%, waiting for technical improvements 11.8%, waiting for program improvements 5.1%, waiting for color 4.7%, expecting to buy in near future 4.1%, eye strain 3.2%, miscellaneous 4.9%.

TABLE II

SAMPLE PERIOD FROM THE AMERICAN RESEARCH BUREAU NEW YORK REPORT
(Saturday, Oct. 22)

				Audience Composition			
Time	Program	Station	Rating	Men	Women	Children (under 16)	Viewers per set
8:30-8:45	Film Feature	WCBS-TV	8.3	33	37	30	4.1
	Mixed Doubles	WNBT	6.7	36	36	28	3.0
	Spin The Picture	WABD	1.7				
	Paul Whiteman	WJZ-TV	16.3	31	40	29	3.9
	What Happens Now	WOR-TV	1.7				
	Four Star Showcase	WPIX	6.3	39	40	21	3.8
	Feature Film	WATV	3.3				
	Sets In Use		44.3				
8:45-9:00	Film—Playhouse	WCBS-TV	9.0	34	38	28	3.7
	Mixed Doubles	WNBT	6.7	36	36	28	3.0
	Spin The Picture	WABD	1.7				
	Paul Whiteman	WJZ-TV	16.3	31	40	29	3.9
	What Happens Now	WOR-TV	2.0				
	Four Star Showcase	WPIX	5.3	38	38	24	3.8
	Feature Film	WATV	3.0				
	Sets In Use		44.0				



WSB-TV is known as Atlanta's station of sports...

...but WSB-TV's 23 live studio shows weekly is the line-up that really carries the ball

All games of Georgia Tech's famous Ramblin' Wreck football team are telecast exclusively by WSB-TV.

But no sports program *alone* can tie up a television audience like WSB-TV has done in Atlanta.

For the local flavor that sustains interest and builds station loyalty, WSB-TV currently averages 23 live studio shows weekly. Many are participating . . . . with Georgia children, teenagers and adults.

Acceptance for this brand of programming has been overwhelmingly favorable . . . so much so that WSB-TV's ratio of preference over any other television operation in the Atlanta area is one of the most outstanding in America. A Petry man can tell you all about it. Ask.

wsb-tv

ON PEACHTREE STREET

Owned and operated by The Atlanta Journal Co.
Represented nationally by Edw. Petry & Co., Inc.

GREIG RESIGNS

Leaves DuMont for WHUM

HUMBOLDT J. GREIG has resigned as director of new business development for the DuMont Television Network to devote full time to WHUM Reading, Pa., of which he is president and, with his wife, majority owner.



Mr. Greig

Mr. Greig joined DuMont in June 1948 as sales manager of the network's key station, WABD (TV) New York, subsequently becoming assistant network sales head and then director of new business. Prior to joining DuMont, he had been with ABC for several years, last serving as assistant to the vice president in charge of sales.

No replacement for Mr. Greig is planned at DuMont in line with the network's streamlining to conform with today's TV economics. Other executives who have left the network within recent weeks include Leonard Hole, formerly director of DuMont network operations, and Tony Kraber, who was manager of program presentation.

Mr. Greig and his wife acquired controlling interest in WHUM in 1947 from six other stockholders. Mr. and Mrs. Greig already held a minor interest in the station at the time. WHUM is a CBS outlet, assigned 250 w fulltime on 1240 kc. Licensee is Eastern Radio Corp.

PACKAGE FIRM

Pickford, Rogers, Boyd Form

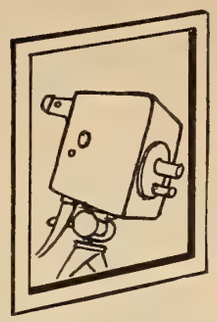
MARY PICKFORD, her husband, Buddy Rogers, and Mal Boyd, Hollywood television producer, have formed PRB Inc., a personal management and television and radio packaging firm, with offices at the penthouse of 745 Fifth Ave., New York. The company's telephone number is Murray Hill 8-1067. (Mary Pickford Rogers is an applicant for television stations in Asheville, Winston-Salem and Durham, N. C.)

Miss Pickford, one-time film great, is one of Hollywood's most successful investors with interests in Samuel Goldwyn Studios and a principal ownership of United Artists Corp.

Mr. Rogers, former film star, is currently doing a five-a-week radio show for ABC and will start on Jan. 4 a new ABC-TV program, *Buddy Rogers Showcase.*

Mr. Boyd, producer of television shows in Hollywood and New York, is president of the Television Producers Assn. of Los Angeles.

While the new firm is expected to deal primarily with personal management, it also will devote its packaging efforts to production of shows to fit the talent it represents.



Reel Takes

R. JOHN HUGH

LIKE FATHER like son can appropriately be applied to young R. John Hugh, head of the TV film producing firm, Hugh Productions Inc., Washington.

Ralph J. Hugh, John's father, was president of a British film firm in London, where John was born Feb. 24, 1923. The firm, British Author Productions, was composed of J. Conan Doyle, Rafael Sabatini and Sir Hall Caine. Ralph Hugh prior to that was general manager of First National Pictures—now Warner Brothers.

In addition to a father who produced films, there was other talent in the family—musically and showwise. John's mother sang at Covent Garden and an aunt, Margaret Romaine, was with the Metropolitan Opera. Another aunt, Hazel Dawn, was the famed "Pink Lady" of the Lee Shubert Broadway production.

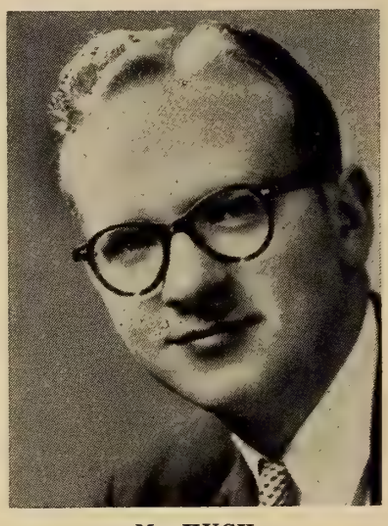
The Hughs came to New York in 1933. John began his radio and producing career at CBS as a page boy in 1939. Young Hugh regularly sent a script (his own) to Earl McGill, then a CBS producer, and just as regularly got it back marked with bright red pencil, "crummy," "lousy," "no good" and some unprintable remarks. Persistence won out however and when one script wasn't returned John followed it up. The idea had clicked and he was given a studio, a few musicians and cast and production began on *Half Hour Before Midnight,* a horror series. The show went on wax and was distributed nationally.

During this period John sent a telegram to a very well known Hollywood actor asking for some assistance on a show he was producing. The wire was misinterpreted and because it had emanated from CBS, the actor thought it was a request to appear on a special show. When he arrived in New York and found there was no show the repercussions were great—and John became an announcer at WHIT New Bern, N. C.

* * *

FOLLOWING his career as announcer and then program director at WHIT, John was for a short time program manager for a Blue Network affiliate, WCBT Roanoke, and then joined Kenyon & Eckhardt, New York, as agency producer. He produced the *Gil Martin Show, Irene Beasley Show* and *Crumitt and Sanderson* among others.

With Hamilton M. O'Hara, a friend, he decided to do some research on the much berated commercial, and they formed the O'Hara-Hugh Showcase, a production firm. John was considered the youngest producer in the business at that time. The format of their presentation was to serve the commercial as part of the show, thus making it more palatable. Another idea which met with great success was John's *Sand* program on WINS New York. Designed to sell a soft drink, it described the agonizing thirst of a man in the desert and ended with a one line commercial—"Drink ice-cold Coca-Cola."



Mr. HUGH

* * *

First television series produced by John were for DuMont in New York. Immobility of TV cameras gave him the idea that film would play a major role in TV programs. That and the tremendous need for low price film of good quality for television started John Hugh along this line.

Hugh Productions Inc. was incorporated four months ago, after a year of extensive research, planning and market investigation.

Penny and Pete, a 39 episode series of a young couple in a small town, now in production, is slated for some 23 video stations throughout the country. Immediately following the filming of *Penny and Pete,* the firm will start a horror series based on John's original *Half Hour Before Midnight.* Plans also are underway for a musical as well as an hour long version of a popular novel to which Mr. Hugh has obtained rights.

R. John Hugh is married to actress-writer Kay Todd who plays a role in *Penny and Pete* and is a contributing factor to the success of Hugh Productions Inc. John's sister, Elizabeth Hugh, not to be outdone by brother John, started the Guild Theatre in New Orleans and is currently active in TV with WDSU-TV there.

WOC-TV OPENS

Iowa's First TV Station

IOWA received its first video station with start in programming by WOC-TV Davenport Monday, Oct. 31 [BROADCASTING, Oct. 31.] Station had been on the air with test pattern and multiscope since Oct. 1 and telecast commercially Oct. 6.

During the first week of regular programming, a documentary film, prepared by the WOC-TV staff and tracing the station's history and its metropolitan area, was shown daily. Until the relay system between Davenport and Chicago is completed, Manager Ernie Sanders said, NBC programs by kinescope recordings, feature films and local studio production shows will be shown. Thirteen of the latter are now in final production stages.

WOC-AM-FM-TV studios and offices are now located in a renovated mansion, with transmitter facilities for all three operations, located six miles outside Davenport. A 130-foot tower at the studio site relays the signal by microwave to the transmitter.

Production equipment includes two studio camera chains, two remote camera chains coupled with a remote truck, and two film cameras to receive projectors and the multiscope.

Open house is planned for this week (Nov. 5-13) featuring dedicatory programs and congratulatory messages from the mayors of the Quad-Cities (Davenport, Rock Island, Moline and East Moline). WOC-TV operates on Channel 5 (76-82 mc) with power of 22.9 kw visual, 22.9 aural. It is licensed to Central Broadcasting Co.

FILM MANUAL

Facts on TV 16mm Use

16MM SOUND MOTION PICTURES. A Manual for the Professional and the Amateur. By William H. Offenhauser Jr. New York: Interscience Publishers Inc. 592 pp. $10.

ABOUT a fourth of all air time today in television is taken up with 16mm film. This is one of the many film facts revealed in the manual, *16mm Sound Motion Pictures,* for the amateur and professional.

Other facts contained in the book are: More 16mm film is being used today than any other motion picture size; it is the leading consumer of raw stock in the country; about a quarter-million persons in the nation use 16mm film in some form professionally or as amateurs. The book points out that advertising has made the 16mm size an indispensable medium.

Author Offenhauser, president of Filmtexts Inc. and a leading sound film recording engineer, devotes a full chapter of the book (12 chapters) to television use of 16mm film. Other sections deal with the making of such a picture; its characteristics; emulsion problems; cameras and equipment; sound recording; editing; storage; processing; projection; color and industrial applications.

Kathi's

(Continued from Telecasting 6)

shown during that 30 minutes are chosen from the stock of that store by Kathi and her staff of shoppers. The second half continues as before, with a limit of six participations by non-competing advertisers.

Program currently advertises, in addition to Saks 34th, Aborn Coffee—five participations a week, placed by Donahue & Coe; Goodman's Noodles—three participations a week, placed by Al Paul Lefton Co.; Gravy Master—three a week, through Samuel C. Croot Co.; Jane Parker Bakery Div. of A & P—five a week, through Paris & Peart; Habitant Soups—three a week, through Sheldon, Quick & McElroy; Plasta Starch—three a week, through Al Paul Lefton Co.; various McKesson & Robbins products—three a week, through J. D. Tarcher & Co.; Revere Copper & Brass kitchen utensils—five a week through St. Georges & Keyes.

Those participations add up to 30 a week, or six on each of the five telecasts, with a waiting list of would-be sponsors when time becomes available. Participations are priced at $100 apiece with no frequency discounts, but subject to agency commission.

A mail puller from the start, *Your Television Shopper* received an average of 462 letters a week during its first month on the air. The average for the first six months was 973 letters a week, for the second six months the average was 1,341 a week. Much of this mail naturally concerned non-sponsored products, many letters containing checks or money to purchase these items, a development which has led Kathi to become a personal shopper as well as a television demonstrator of new things for her video followers.

* * *

FOR its sponsors the program has produced spectacular results. Coty Inc., as a test last May let Kathi offer a sample of "Muguet de Bois" and set aside 500 samples to meet the anticipated demand. The single mention pulled 12,262 requests (and a renewal from Coty's).

Boonton Plastic Dishes, advertised on TV as the best way to prove their unbreakability, received 6,000 requests for a miniature sample offered on the program.

Fashion Frocks, seeking women agents to sell dresses to other women, last spring participated in the program, ran completely out of sales kits, signed more women to the dollar than in over 40 years of advertising in newspapers, magazines and radio. This company returned to the program for its fall drive.

Jiffy-Stitcher, hand stitching machine selling for $2.95 got 156 phone orders from one participation on *Your Television Shopper*, sold more than 300 machines, worth over $885, in two days. Ludwig-Baumann in June offered on this program only a complete dinner ensemble, china and silver, for $19.95, got six phone orders totaling $119.70 five minutes after the participation; other mail and phone orders made the campaign completely self-liquidating.

Since A&P began using this show for Jane Parker bread, sales of this line have increased between 5,000 and 6,000 loaves a week in the WABD area.

Kathi does her selling in her own way, not using set stylized commercial copy but learning the salient points of each article participating on her show and delivering them in keeping with the tempo of that day's program, varying her sales talk from day to day.

This flexible, informal method of performance makes life tough for the show's director, Dick Sandwick, as he has to follow Kathi both on the monitor and through his earphones to keep the camera abreast of her action. But the program's results on WABD have provided Charles R. Abry, DuMont TV network salesman with a lot of help in his new assignment of promoting the development and sale of the show as a network program, planned as the next step in its progress.

Weekly Television Summary

Markets, Stations and Sets Per Market

Based on Nov. 7, 1949 BROADCASTING Survey

City	Outlets On Air	Number Sets	Source of Estimate
Albuquerque	KOB-TV	700	Station
Atlanta	WAGA-TV, WSB-TV	17,000	Station
Baltimore	WAAM, WBAL-TV, WMAR-TV	87,676	TV Circ. Comm.
Binghamton	.....	400	Wholesalers
Birmingham	WAFM-TV, WBRC-TV	5,100	Dealers
Boston	WBZ-TV, WNAC-TV	146,392	TV Comm.
Buffalo	WBEN-TV	35,942	Buff. Elec.Co.
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	223,610	Elec. Assn.
Charlotte	WBTV	7,000	Distributors
Cincinnati	WCPO-TV, WKRC-TV, WLWT	35,000	Distributors
Cleveland	WEWS, WNBK	87,741	West. Res. U.
Columbus	WBNS-TV, WLWC, WTVN	14,000	Distributors
Dallas, Ft. Worth	See Ft. Worth-Dallas listing.		
Davenport* Quad Cities	WOC-TV	1,750	Distributors
Dayton	WHIO-TV, WLWD	18,000	Distributors
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	128,522	Distributors
Erie	WICU	8,200	Dealers
Ft. Worth-Dallas	WBAP-TV, KBTV	17,500	Dist. & Deal.
Grand Rapids	WLAV-TV	6,200	Distributors
Greensboro	WFMY-TV	4,608	Distributors
Houston	KLEE-TV	8,500	Distributors
Huntington	.....	1,000	Distributors
Indianapolis	WFBM-TV	9,200	Dealers
Jacksonville	WMBR-TV	1,500	Wholesalers
Johnstown	WJAC-TV	5,000	Distributors
Kansas City	WDAF-TV	15,755	Station
Lancaster	WGAL-TV	13,769	Dealers
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV KTTV, KECA-TV	213,273	Rad. & Appl. Assn.
Louisville	WAVE-TV	10,557	Accountants
Memphis	WMCT	9,910	Station
Miami	WTVJ	9,700	Station
Milwaukee	WTMJ-TV	41,147	Distributors
Minn.-St. Paul	KSTP-TV, WTCN-TV	35,200	Stations
New Haven	WNHC-TV	44,100	Station
New Orleans	WDSU-TV	7,500	N. O. Pub. Serv.
New York	WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX	835,000	Stations
Newark	WATV	Incl. in N. Y. estimate	
Oklahoma City	WKY-TV	9,694	Distributors
Omaha	WOW-TV, KMTV	7,748	Distributors
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	227,500	Elec. Assn.
Pittsburgh	WDTV	35,000	Dist. & Deal.
Portland	.....	606	Eng. Est.
Providence	WJAR-TV	16,392	TV Comm.
Richmond	WTVR	15,453	Distributors
Rochester	WHAM-TV	7,500	Station
San Diego	KFMB-TV	11,600	Dealers
San Francisco	KGO-TV, KPIX	15,000	N. Cal. Elec. Assn.
Schenectady	WRGB	28,500	Distributors
St. Louis	KSD-TV	49,500	Union Elec. Co.
Salt Lake City	KDYL-TV, KSL-TV	6,000	Station
Seattle	KING-TV	10,100	Distributors
Syracuse**	WHEN	15,104	Distributors
Toledo	WSPD-TV	22,000	Distrib. Assn.
Tulsa	KOTV	1,000	Station
Utica-Rome	.....	2,250	Dealers
Washington	WMAL-TV, WNBW, WOIC, WTTG	69,550	TV Circ. Comm.
Wilmington	WDEL-TV	17,886	Dealers
Total Markets 56;	Stations 89;		Sets 2,674,835

* Quad Cities include Davenport, Moline, Rock Island, East Moline.
** Also claims coverage in Utica-Rome area.

Editor's Note: Sources of set estimates are listed for each city as available and since most are compiled monthly some may remain unchanged in successive summaries. Total sets in all cities surveyed is necessarily approximate since two areas may overlap. To offset this there are many scattered sets in areas not included in the survey.

KISSINGER FIRM

Forms Radio-TV Production

RICHARD D. KISSINGER, formerly production manager of TV Films Inc., New York, has organized Kissinger Productions, with offices at 1650 Broadway, New York. The new firm will specialize in films and recordings of commercial spots and package shows for radio and television.

From 1945 through 1948, Mr. Kissinger was personnel manager and musical supervisor for Perry Como's *Chesterfield Supper Club* on NBC.



Whether on ground level or high above street level on top of tall skyscrapers, BDN'S expertly trained field force will erect your TV, FM or AM antenna and tower quickly and safely.

- Erections completed when promised—no matter how difficult the job
- Perfect erection and operation guaranteed upon completion
- Complete liability insurance carried

BDN STEEL ERECTING CO.

82 W. WASHINGTON ST.
CHICAGO 2, ILL.



AGREEMENT is signed by Paul Raibourn (l), president of Paramount Television Productions Inc., and J. Leonard Reinsch, managing director of WSB-TV Atlanta and WHIO-TV Dayton, under which the Cox-owned stations will be regularly supplied with Hollywood-tested TV programs.

L. A. VIDEO

Berle Tops Pulse Survey

NETWORK programs led the list in the first Los Angeles television survey issued last week by The Pulse Inc.—with the *Texaco Star Theatre* as kingpin for an October high of 40.8.

The Milton Berle show not only topped the once a week programs but also the multi-weekly shows, utilizing the survey days of Oct. 1, 2, 13, 14, 17, 18, 19 and employing a base of 150 TV homes, per survey day.

Among the once weekly presentations following the *Texaco Star Theatre* were USC-Washington football game (ABC) 28.8; *Toast of the Town* (CBS) 27.5; *Ed Wynn Show* (CBS) 23.7; *54th Street Revue* (CBS) 23.2; *TV Teen Club* (ABC) 23.0; *Cavalcade of Stars* (DuMont) 19.2; Wrestling (KTLA), *Think Fast* (ABC), *Blind Date* (ABC) each drew 17.7.

It is significant to note that the only programs among the first 10 of this group, except for sports, are all network programs. Additionally, all the network programs are via kinescope except the *Ed Wynn Show* which airs live in Los Angeles and is presented via kinescope elsewhere in the country.

Among the multi-weekly shows, *Kukla Fran & Ollie* (NBC) leads with 11.2 followed by *Cowboy Thrills* (KTLA) 10.5; *Time for Beany* (KTLA) 10.5; *Telescouts Club* (KTLA) 10.0; *Handy Hints* (KTLA) 8.8; *Mohawk Showroom* (NBC) 7.6; *Cowboy Slim* (KTTV) 7.4; *Newsreel and Weather* (KNBH) 7.2; *Burritt Wheeler* (KFI-TV) 6.7; *Playtime* (KTTV) 6.7.

Among the multi-weekly programs where little network programming is currently available, both *Kukla, Fran & Ollie* and the *Mohawk Showrooms* appeal to children in this group, the exceptions being the newsreel, *Handy Hints* and *Burritt Wheeler*. The latter program is the only daytime program which makes its way into the listings via KFI-TV, all-daytime stations.

Selling TV Time

PORTABLE TV sets are being used successfully by time salesmen of WAAM (TV) Baltimore to sell television as an advertising medium to local merchants, the station reports. Each salesman, equipped with a Motorola 7" receiver screen, visits merchants and demonstrates how they can tie in WAAM programs with commercials of their own. Actual viewing of possibilities on the screen of the portable, which can be plugged in anywhere and has its own antenna, carries an impact that usually results in a sale, WAAM claims.

O'BRIAN NAMED

Gets Atlas Television Post

ROBERT W. O'BRIAN, formerly with General Electric Co., where for the past year and a half he was acting supervisor of promotion and publicity for WRGB-TV and WGY Schenectady, has been named vice president of Atlas Television, New York television film packager.

Mr. O'Brian, who started in radio as an announcer, will handle the preparation and production of film for video.

Ballantine Buys

P. BALLANTINE & SONS, Newark (beer and ale), effective Jan. 4 will sponsor Robert Ripley's *Believe It or Not* on NBC-TV, Wednesday, 9:30-10 p.m. J. Walter Thompson Co., New York, is the agency.

TELERATINGS

Berle, Godfrey Top List

MILTON BERLE and Arthur Godfrey once more lead the fall TV audience listings. *Texaco Theatre* on NBC-TV and *Arthur Godfrey and His Friends* on CBS-TV took first and second place, respectively, in the September Top Ten TV-Network Teleratings released Oct. 24 by C. E. Hooper Inc., New York.

The top ten figures, as contained in the full TV-Network report, follow:

1. Texaco Star Theatre (16 NBC TV-cities)	73.7
2. Arthur Godfrey and His Friends (34 CBS TV-cities)	39.8
3. Philco TV Playhouse (16 NBC TV-cities)	37.7
4. Stop the Music 8-9) (13 ABC TV-cities) (8-8:30 p.m.) (11 ABC TV-cities) (8:30-9 p.m.)	37.7
5. Colgate Theatre (15 NBC TV-cities)	34.9
6. Suspense (13 CBS TV-cities)	34.3
7. Chevrolet Tele-Theatre (16 NBC TV-cities)	32.7
8. Fireside Theatre (17 NBC TV-cities)	30.9
9. Morey Amsterdam (25 DuMont TV-cities)	29.5
10. Crusade in Europe (30 ABC TV-cities)	29.1

CBS-TV CHANGES

Wood, Fates Get New Posts

BARRY WOOD and Gil Fates, CBS-TV producers, have been appointed to new supervisory positions in the network's program department, it was announced last week by Charles M. Underhill, Program Director.

Mr. Wood, with CBS-TV since 1948, was named production supervisor for CBS musical shows, coordinating all musical programming. He will be responsible for budget and production administration and for the quality and character of shows. Mr. Fates, with CBS-TV since 1941, becomes supervising director of daytime shows, to be responsible for such strips as *Homemaker's Exchange, Vanity Fair* and *Lucky Pup.*

TV EXCHANGE

NBC, French Agreement Set

EXCHANGE agreement covering newsreel films for television was entered into fortnight ago by NBC and French Television.

The agreement, under which all newsreels produced by the French company's cameraman in Paris and the provinces will be available to NBC and all NBC staff-produced newsreels available to French video, was made between William F. Brooks, NBC vice president in charge of news and international relations; Vladimir Porche, director general of Radio Diffusion Francaise, and Jean Luc, program director for French Television.

Plans for a speeded-up extension of the long-standing agreement between NBC and BBC for a similar newsreel exchange were worked out in London, where Mr. Brooks met with Norman Collins, head of BBC, and Philip Dorte, BBC television director.

TV TARIFFS

FCC Orders Hearing

ORAL ARGUMENT was ordered by FCC last week for Nov. 28 in the controversial TV transmission tariff case involving American Telephone and Telegraph Corp., Western Union Co. and leading TV interests. The proceeding has been underway for more than a year.

Further briefs in the case also were received by the Commission from AT&T, Philco Corp. and Philco Television Broadcasting Corp., and Television Broadcasters Assn. All deal with the proposals, and oppositions to, suggested charges and regulations for television transmission services and facilities [BROADCASTING, Oct. 24]. Intercity network service is included.

Philco attacked AT&T's exceptions to FCC's proposed report in the case [BROADCASTING, Sept. 12] as not being true exceptions based on errors in the record. Philco said the telephone company "exceptions" are "simply an attempt to re-argue matters previously submitted" and that the further tariff proposals or modifications which AT&T submitted are not even of record. TBA offered similar criticism.

AT&T, in its additional brief, disputed Western Union's earlier contention regarding interconnection of TV facilities and explained interconnection can be allowed only through further proceedings before FCC, as the Commission has indicated.

NBC Spot Mailing

ATTRACTIVE mailing by NBC Spot Sales is being sent to potential television advertisers. Large folded card is faced with drawing of homes topped by familiar TV roof antenna. On card is a tab with statement by James V. McConnell, director of NBC Spot Sales, to the effect that the advertiser's product can now be demonstrated in thousands of homes simultaneously while a few years ago the cost of product demonstration in homes was prohibitive. When the card is opened, the question is asked: "Would you spend 45 cents for a thousand home demonstrations?" Copy explains that a product, using TV spots, can be demonstrated for 1/20¢ while individual home demonstration costs $2 per individual showing.

Simulcast Extended

AFTER three NBC telecasts of *Band of America,* Mon., 9:30-10 p.m., Cities Service Co., has authorized the continuation of the TV series from the original four-week test period to a full 13 weeks. A simulcast of the veteran NBC AM program—video coverage was inaugurated Oct. 17—will now run through Jan. 9. Ellington & Co., New York, is the agency.

PANORAM VS. TV

NAVED Hits Tax Issue

THE tavern owner may be hopping mad at the customer who sips a ten cent beer most of the night viewing video, but the National Assn. of Visual Education Dealers, operators of Panoram in public places, is equally riled because its 16 mm. sound films are federally taxed 20% while TV is not.

In a petition filed with the Commissioner of Internal Revenue in Washington, NAVED asks, "Why tax a 16 mm. film showing 'in person,' and not tax a showing of the same film via television? Either television showings should be taxed, or 16 mm. showings should not be taxed."

The Panoram dealers admitted that TV competition, "even if there were no tax differential," will inevitably result in a reduction of some of their business. However, they continued, although TV has its advantages, NAVED members would be in a better position to compete with video if "the present inequitable tax advantage which has been granted to television is removed."

ROACH APPOINTED

Is NTFC Coordinator

WILLIAM S. ROACH of the law firm of Weisman, Grant & Jaffee, New York, and vice president of National Television Film Council, has been named coordinator of NTFC committees by Melvin L. Gold, group's president.

Mr. Roach will integrate the activities of committees, headed by the following chairmen:

Distribution Committee — chairman, John Mitchell, United Artists Television; vice chairman, W. W. Black, Official Television Inc.; Production Committee — chairman, Henry Morley, Dynamic Film Inc.; vice chairman, Jules Bricker, Screen Gems Inc.; Television Station Committee — chairman, Robert Paskow, WATV (TV) Newark; vice chairman, Helen Buck, WCAU-TV Philadelphia; Membership Committee—chairman, Jerry Albert, United World Films; vice chairman, William Holland, Hyperion Films Inc.; Television Film Clearance Bureau—chairman, Paul White, International Trans-Video Inc.; Television Film Production Clinic —chairman, J. A. Maurer, J. A. Maurer Inc.; Program Committee—chairman, Irwin Shane, "Televiser" magazine; vice chairman, Helen Buck. Sally Perle, NTFC secretary and formerly chairman of the press relations committee was named press representative for the council. Miss Perle owns the Mesal Organization, an advertising agency. All are New York firms.

TRAVIESAS NAMED

Heads TBA Commercial Group

HERMINIO TRAVIESAS, CBS-TV sales service manager, has been appointed chairman of the commercial operations committee, Television Broadcasters Assn., it was announced last week by J. R. Poppele, WOR New York vice president and TBA president.

Mr. Traviesas will supervise completion of the standard TV rate card form and standard facilities contract, under preparation by the group for more than a year.



HAPPY group, after the premiere of *Ford TV Theatre* via CBS-TV, includes (l to r) actor Frederic March, Ford Advertising Manager Ben Donaldson, Lilli Palmer, and Kenyon & Eckhardt Vice President Bill Chalmers. This season the Ford show is seen every other week.

Film Report

RICHARD ROFFMAN, public relations counsel and radio commentator and Richard D. Griffith, midwestern radio and television producer, have formed **Roffman-Griffith Enterprises,** New York, new firm to offer low cost package video shows. Specialization will be on audience participation, interviews, forums and contests. Offices of company are located at 140 W. 42nd St.; telephone is Lackawanna 4-4617.

Television Production Service, Los Angeles, has completed series of six one-minute live action films for television for **Greenspot Inc.** (orangeade). Agency: **Philip J. Meany Co.,** both Los Angeles. . . . **Belmont Film Productions Inc.,** 1350 Old Country Road, Belmont, Calif., announces it is now producing 16mm motion pictures for television (also available for industrial and commercial use). Reels are in black-and-white or color—sound or silent. **Jay Gould** is president of firm.

Stellar Productions, Hollywood, 6532 Sunset Blvd., is another new film company producing television packages. **Jim Holt** and **Art Laboe** head outfit. Firm starting production on series of three-minute shorts, *Disc-Jocketts,* featuring disc emcees, for national distribution. . . . **Official Films Inc.,** New York, distributor of movie features for home use only, is negotiating with **Allen Funt,** producer of *Candid Camera* show on CBS-TV for non-theatrical, non-TV rights to "Candid Camera" films.

Impact Television Films, Hollywood, has completed series of 10 one-minute TV film spots for **Regal Amber Brewing Co.,** San Francisco. Agency: **Abbott Kimball Co.** of **California,** Hollywood. . . . **Elmo Williams** is president of new video film firm which has recently opened offices at 1153 N. Highland Ave., Hollywood. . . . **Telefilm Inc.,** Hollywood, through **Ross, Gardner & White,** preparing three one-minute films for **Berman's House of Style,** same city. . . . **Polaris Pictures,** Los Angeles, has completed three one-minute film spots for **Studebaker Corp.** Agency: **Roche, Williams & Cleary Inc.,** Chicago.

Fifty-two Hollywood film thrillers are being telecast by **WBKB (TV) Chicago** three nights weekly for a year. Format devised by station has film separated into three sections, for telecasting Tuesday, Wednesday and Thursday, with money prizes going to viewers able to identify murderer after each segment. . . . **Eversharp Schick Injector Razor** is being plugged on TV with series of four 20-second film commercials produced by **Sarra Inc.,** through **Biow** agency. Spots, used as station breaks, combine cartoon animation, stop-motion and live action demonstration with musical background.

Truman Unification

COMPETITION was forgotten for at least one day in the St. Paul Minneapolis market last week. On Thursday—"Truman Day" for the area—President Harry Truman spoke in the St. Paul Auditorium and local competing stations, WTCN (TV) and KSTP-TV, collaborated in telecasting the speech.

THANKSGIVING

Longines Plans Simulcast

LONGINES-WITTNAUER Watch Co., New York, will sponsor a special hour-long simulcast on Thursday, Nov. 24 at 6 p.m. for Thanksgiving Day.

The company will merge its two regularly sponsored network shows, *The Choraliers* and *The Symphonette* for the program on CBS and CBS-TV.

More than 100 musicians and singers will participate in the show. A corps de ballet is being trained and special film sequences are being produced to tell the visual story of Thanksgiving Day, 1949.

The program will be produced and directed by Alan Cartoun. Eugene Lowell, director, and Mishel Piastro, conductor, will share musical honors. Victor A. Bennet Co. Inc., New York, is the agency.

TV MONITORS

'Private Eye' On Sale

TELEVISION Utilities Corp. of New York has announced its latest TV monitors, trade-marked "Private Eye," are now ready for marketing. Company officials said the first campaign will be aimed at broadcasting stations where tests of the first 30 units have been underway for some weeks.

Equipment incorporated into the unit includes a synchronizing system and a video frequency response out to 4½ mc plus or minus 1 db or better, and is equipped to operate on input voltage range.



Basic with Buyers





1950 BROADCASTING YEARBOOK





Yes, BROADCASTING's YEARBOOK is basic with buyers. Why? Because it's the time-buying Baedecker, combining copyrighted material with indispensable data key buyers determinedly dog-ear. BROADCASTING YEARBOOK, often imitated, never equalled, has been THE reference source for buyers since 1935.

Only in the YEARBOOK will the buyer find a complete, integrated directory of all AM-FM & TV stations . . . total radio and TV billings . . . spot advertiser directory . . . economic analysis of radio advertising . . . audience and program trends (Hooper & Neilsen) . . . directory of agencies and their radio accounts . . . and many, many more valuable departments.

Your single YEARBOOK ad is a veritable 12 months' campaign. Regular rates. Please reserve space, collect, today.

Advertising deadline: Dec. 1, 1949
Guaranteed Circulation: 17,000
One time rates: ⅛th page, $70; ¼—$120; ½—$200; page—$350. Frequency discounts for all current advertisers.

BROADCASTING
TELECASTING
870 NATIONAL PRESS BLDG. • WASHINGTON, D. C.

Telecasting
Insert
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UNESCO PROGRAMS

Shafto Reports on Plans

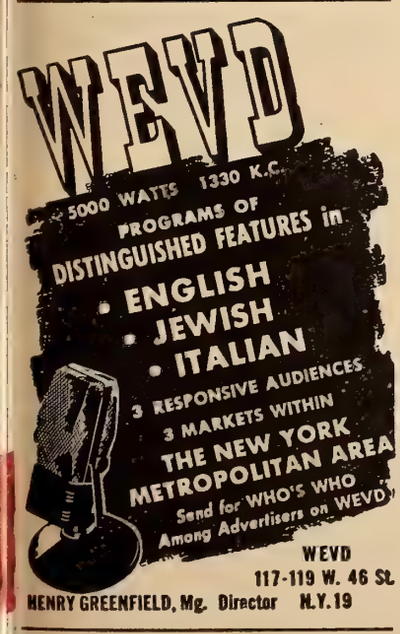
NEW TYPES of programs designed for greater educational and entertainment value are being planned by UNESCO for use in all countries, G. Richard Shafto, general manager, WIS Columbia, S. C., said in Paris Oct. 27.

Programs were discussed by the UNESCO Radio Program Commission as it considered problems of broadcasting station encountered in furthering educational, cultural and scientific activities of UNESCO. Mr. Shafto, American delegate to the conference, said the programs would achieve greater value than previously has been possible. Series deals primarily with children.

Also being planned are facilities to enable broadcasters to produce their own shows based on UNESCO material and along the documentary vein. Expense is expected to be less with UNESCO disseminating the scripts than the cost incurred through use of current recorded programs, Mr. Shafto said.

Subcontract To Page

SUBCONTRACT for supervising installation, equipment and testing of all electronic equipment in the Voice of America shortwave broadcast relay station now under construction in Tangier, I. Z., Spanish Morocco, has been awarded to E. C. Page, consulting radio engineer, Washington, D. C. Station, one of the largest installations of its kind, will have two 50,000 w and four 100,000 w transmitters and a receiving station to receive and rebroadcast programs from the U. S. Prime contractor is Steers-Grove, New York.



KY. MEET

Bowling Green Nov. 14-15

FALL MEETING of the Kentucky Broadcasters Assn. will be held at the Helm Hotel in Bowling Green Monday and Tuesday, Nov. 14 and 15. Plans were worked out in an executive committee session with Ken Given of WLBJ and Paul Huddleston of WKCT, both Bowling Green stations.

Monday's events will begin with a morning session of KBA directors followed by a noon general session and another later in the afternoon devoted to sales problems and moderated by J. W. (Bill) Betts of WFTM Maysville. The Associated Press Radio members will meet at 4 p. m. Monday and an hour later KBA will be the host at a cocktail party. Dr. Earl Moore of Western State College will be the main speaker at dinner Monday evening.

Tuesday's sessions include a morning discussion on wages and hours and a program clinic with Mr. Huddleston as chairman. A luncheon scheduled for 12:30 that day is to be followed by a general business session and annual election of officers.

STUDENTS' DAY

Pupils To Take Over KCRG

YOUTH is scheduled to break into radio activities at KCRG Cedar Rapids in a big way this spring. On a certain day, yet to be announced, teenagers will perform the duties of every staff member from announcer to station manager.


Mr. Wagenvoord

While the "oldsters" supervise, the youngsters, students at Cedar Rapids High School, will undertake tasks which daily confront the radio staff on and off the air. The idea is to mark 11 years of organized radio activity in the Cedar Rapids public schools under supervision of Opalee Barnard, director of radio.

KCRG, managed by Fred W. Wagenvoord, worked out the plan with the Radio Workshop Committee and leaders in the city public school system. Cedar Rapid's schools have been doing radio work since 1938 but this is to be the first time that students will have an opportunity to take part in every phase of commercial radio activity.

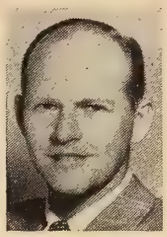
KOME Remodels

KOME Tulsa, Okla., in preparation for its switch to 1300 kc with power of 5 kw day, 1 kw night, has remodeled the studios and business offices in the KOME Bldg. with a basic color scheme in coral and green. KOME now operates on 1340 kc with 250 w. Increased power is scheduled to go into effect within 30 days. KOME is licensed to Oil Capitol Sales Corp.

NEIL CLINE

Named WHAS Sales Manager

NEIL CLINE, former sales manager of KTBS Shreveport, La., assumed his new duties as sales manager of WHAS Louisville last Thursday. His appointment to the new post was announced Oct. 28 by WHAS Director Victor Sholis.


Mr. Cline

Prior to the war, Mr. Cline was in the *Louisville Courier-Journal* and *Times* promotion department and afterward with the WHAS sales staff. Mr. Cline replaces Rodney Will, acting sales manager since the resignation last August of J. Mac Wynn, who became advertising director of the *Atlanta Journal*. Mr. Will becomes WHAS regional sales manager.

WNOK New Studio

WNOK Columbia, S. C., has begun operations in its new studio location at the Hotel Jefferson, 1811 Main St., Columbia, according to Manager Moody McElveen. Station has been on the air since January 1947 and is affiliated with MBS.

Management

ERNEST WATSON, former sales manager of KBIX Muskogee, Okla., named station manager. WALLY WEBER, member of station's sales staff, named assistant manager. Former Manager J. I. MYERSON continues his association with station as director and assistant to president.

ARVO HAAPANEN, former chief engineer of KDAC Ft. Bragg, Calif., appointed general manager of KBLF Red Bluff, Calif.

JIM NEIDIGH, Seattle radio veteran, named manager of KRSC Seattle.

F. H. ELPHICKE, general manager of CKWX Vancouver, B. C., serving as campaign chairman for Vancouver Community Chest.

Radio Week in Canada

CANADIAN STATIONS marked National Radio Week Oct. 29-Nov. 5, with special broadcasts including round table discussions on the air on the part private radio stations are doing and on special community activity broadcasts. Other activities included special talks at local functions; local officials were interviewed on the stations; school children wrote essays on broadcasting for special awards, and other promotion activities.

We are now

50,000
WATTS

Middle of the Dial, 800 kc.

THE DETROIT AREA'S
better-than-ever Best Buy

Coverage of a 17,000,000 population area in 5 states

CKLW

Guardian Bldg., Detroit 26

National Rep., Adam J. Young, Jr., Inc.

Commercial



JOHNNY CARLSON, former announcer at KJR Seattle, appointed commercial manager of KELS Kelso, Wash.

BERNICE KRULA joins sales staff of WORZ Orlando, Fla.

WILLIAM STROTHMAN, former chief announcer for KGVO Missoula, Mont., rejoins station as account executive after year's absence.

THOMAS O. HOPKINS, formerly with Kenneth Banghart Productions, New York television producer, and Curtis Publishing Co., joins radio department of Branham Co., New York, station representative.

WALTER S. BATES, formerly sales manager at Brooklyn office of R. H. Donnelley Corp., joins sales department of WHLI-AM-FM Hempstead, L. I., as account executive.

DICK WALSH, formerly commercial manager of KAFY Bakersfield, Calif., and before that with KCIL Houma, La., is same capacity, joins KGER Long Beach, Calif., as account executive.

JOHN BROOKMAN named assistant to JOHN WEHRHEIM, NBC Chicago TV business manager. Mr. Brookman joined station's staff year ago as accountant, and was later transferred to AM production.

MALCOLM E. KENNEDY appointed to sales staff of WTTM Trenton, N. J. He formerly was with WIP Philadelphia, WKDN Camden and was former manager of Philadelphia office of Forjoe & Co., national radio representative.

HENRY SCHAEFER, former manager of WENR Chicago's spot sales service department, joins station's sales staff.

LARRY SHEPHARD, disc jockey for KAYA Waterloo, Iowa, appointed to sales staff.

GENE GRUBB joins sales staff of KXOB Stockton, Calif.

NORMAN C. LAMB, winner of summer work scholarship to KEX Portland, Ore., appointed fulltime account executive for station.

WILL DOUGHERTY, account executive at WSRS Cleveland, and Leni Gross have announced their marriage.

WALTER S. HOLDEN, account executive at MBS Chicago for four years, resigns to join sales staff of *Seventeen* magazine.

WLS CHICAGO recorded 22 five-minute discs with commentary by foreign surgeons attending recent American College of Surgeons meeting in Chicago for release to State Dept. and its *Voice of America*.

KELO

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

BUSINESS IS GOOD!

IN THE NATION'S

MOST STABLE MARKET

BE FIRST with KELO

NBC 5000 WATTS NATIONAL REPRESENTATIVE JOHN E. PEARSON CO.

BMB DATA

Timebuyers' Need Cited

REQUESTS from advertising agency timebuyers to BMB-subscriber stations for information about their neighbor non-subscribers will provide the most convincing evidence that agencies really want and use BMB data and the most convincing argument for continuing BMB, Dr. Kenneth Baker, acting president of BMB, said Wednesday. Speaking to a luncheon meeting of the American Marketing Assn. at New York's Shelburne Hotel, Dr. Baker gave a progress report on BMB's second nationwide study of station and network audiences.

Chief differences between this year's study and the first one, made by BMB in 1946, Dr. Baker said, are this year's inclusion of more information about frequency of listening and the decision to supply data on non-subscriber stations to and through subscriber stations with overlapping coverage. This decision means, he explained, that an advertiser or agency wanting full data on all stations in a market can get it from any of the BMB subscriber stations serving that market.

"Agency request," he declared, "will convince stations that BMB data are wanted and used. And until they are convinced, they won't put up another $1 million for another BMB study."

BBC PERSONNEL

N. Y. Staff Cut to 14

PERSONNEL in the New York office of the British Broadcasting Corp. has been reduced 50%—from 29 to 14—as an aftermath of the devaluation of the pound, according to an announcement last week by Norman Luker, BBC's North American director, on his return from London.

Executives leaving the BBC include Harold F. Burns, head of administration; Heleyne Pauling, in charge of facilities and traffic, and Alice Stamatas, publicity director.

4-H Recordings

RADIO Farm Directors should contact their Extension editors or State 4-H leaders if they want recorded interviews from the National 4-H Congress, slated to convene in Chicago Nov. 27. Radio committee, which will headquarter at the Stevens Hotel, will furnish tape recordings to directors who are unable to attend, according to the Agriculture Dept.'s Office of Information. Transcription service will be similar to that offered last year, with recording room and tape recorders but no engineers. RFDs are asked to send tape and instructions to Joe Tonkin, National Committee on Boys and Girls Work, 59 E. Van Buren St., Chicago 5.

WCHV'S TOWER

Withstands Plane Crash

A LIGHT plane flying in fog hit the sturdy, 391-foot tower of WCHV Charlottesville, Va., Saturday, Oct. 29, and crashed into a woods nearby killing all of its three passengers including a circuit court judge. WCHV Manager Randolph Bean said the collision caused no actual interference with the station's broadcast at the time and lighting remained intact.

A structural engineer estimated damage could be repaired within a week to 10 days. The tower is a Blaw-Knox special type CFN Insulated and was erected in the fall of 1948 by Herbert C. Koeppe of Frederick Tower Erection Co., Frederick, Md., who, Mr. Beach said, "must have done a good job."

Eye-witness account was given newsmen by Mrs. R. G. Sketchley Jr., wife of WCHV's program director, who had pulled into the driveway at the station. She said although the plane veered to avoid the structure, its right wing rammed the tower. Robert C. Walker, sales manager, and Walter W. Gray, chief engineer, used two fire extinguishers on the burning plane. All three passengers were dead. A dense fog that day resulted in a low ceiling of about 100 ft.

AWARDS COMMITTEE

Wash. Press Club Names Unit

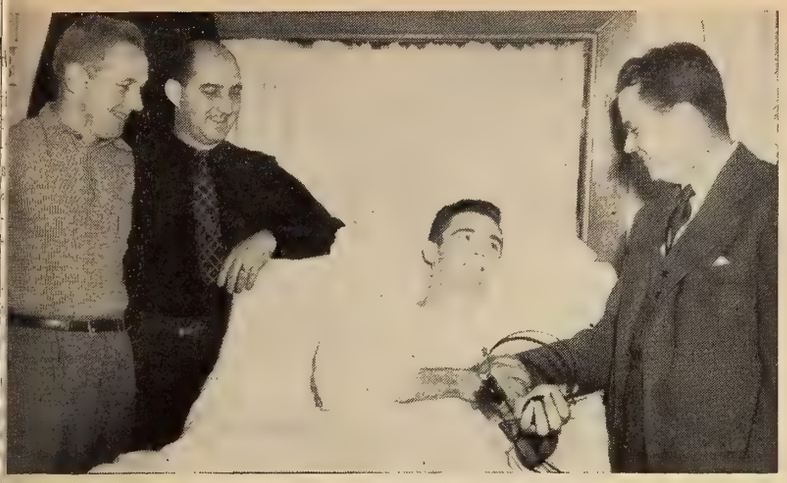
NEW Radio Awards Committee for the Washington State Press Club was announced Oct. 21 at the presentation of the club's first annual radio awards [BROADCASTING, Oct. 24]. The new committee will organize next year's program.

Maitland Jordan, KJR Seattle national sales manager, is the new chairman. Other committee members are Millard Ireland, KOMO Seattle news editor; Lincoln Miller, executive vice president of KXA Seattle; Bob Kilpatrick, KXA; Dave Crockett, KING Seattle program director, and King Mitchell, commercial manager of KTBI Tacoma.

In
Altoona, Pa.,
It's
ROY F. THOMPSON
and
WRTA

A prize radio combination in the rich industrial market of Central Pennsylvania.

Represented by
ROBERT MEEKER ASSOCIATES



FROM his hospital bed, Edgar Maxfield, 18-year-old co-captain and star lineman of the St. Bernard's High School football team of Fitchburg, Mass., thanks those responsible for bringing to him exclusively, through WEIM Fitchburg, a play by play account of the big game between St. Bernard's and Leominster High School. L to r are Jim Chalmers, WEIM program director and sports editor; Ted Kalin, chief engineer; Mr. Maxfield, and John Phillips, president of Hope Tire & Supply Co. of Fitchburg which sponsors all broadcasts of school games on WEIM. Out of the line-up because of a concussion sustained in a previous game, the young man was given a set of headphones on a private line direct to the field so he could follow every play made by his teammates.

CAR RADIOS

Chicago Poll Shows Four Out of Ten in Use Weekdays

FOUR out of every 10 Chicago-area motorists tune-in their car radios during the average week day, and car sets-in-use outnumber percentage-wise those in homes.

This has been reported by Dr. George Terry, instructor at Northwestern U's Commerce School, who directed a comprehensive student study designed to unearth statistics about car listening habits. Students, posted at 42 "strategic intersections representing a cross-sectional area of Chicago traffic," interviewed 1,071 drivers of radio-equipped automobiles as they waited for traffic lights. Questions were asked on what Dr. Terry terms "a typical week day," Thursday, between 7 and 9:30 a.m., 11 a.m. and 1 p.m., and 6:30 p.m. and 8 to 10 p.m.

The four in 10 ratio, or 41.5% of tune-ins, was found to be constant through these hours. Percentages for the various time periods are 42.5% from 7 to 9:30 a.m., 42% from 11 a.m. to 1 p.m., 40% from 4 p.m. to 6:30 p.m. and 41.5% from 8 to 10 p.m. Increased used of car radios as compared with those in the home is shown in a comparison of the above figures with those for home audiences in the same area, prepared by C. E. Hooper Inc. The latter show 13.5% listenership from 8 a.m. to 10 a.m.; 11.9%, 10 a.m. until noon; 15.4% from 3 to 6 p.m. and 23.9% from 8 to 10:30 p.m. Auto figures apply to cars in use on the streets only.

When three or more persons are riding, the number of sets in use is highest. With one rider, the tune-in percentage is 40.8; two, 39.2; three, 48; four, 46.5; five, 41; six, 43. Program identification is almost double that of sponsor identification, but "don't know" answers constitute a large portion of the answers, the survey shows. Programs were identified correctly in 41.7% of the cases, and sponsors in 22.1%.

Music ranked first in popularity with 36.2 mentions as top choice. Sports, variety and news followed with 17.7, 17.4 and 14. Men prefer music, sports and news, in that order, while women riders like variety, music and drama.

Persons on the way to or from work apparently comprise a significant part of the auto audience, the survey shows. Almost one-half of those interviewed, 46.1%, said they listened most between 7 and 9 a.m. and 4 and 6 p.m. on week days. Male drivers predominate (84%), but Dr. Terry's figures seem to deny that men drivers listen more avidly than women.

Both men and women, however, tend to forget the make of the car radio. Almost 44% didn't know. The remainder mentioned three national brands, of which Motorola was first with 20.7 mentions.

WHY TAKE SECONDARY COVERAGE of Virginia's FIRST Market?

Regardless of claims, if you're trying to cover Greater Norfolk from the outside, nature's terrain made it impossible.

Only Greater Norfolk stations can cover it. And only WSAP can cover it at lowest cost.

Availabilities and costs from Ra-Tel will prove it.

WSAP . . . "solving advertising problems" in Virginia's FIRST market.



B. Walter Huffington, General Manager — Ask Ra-Tel!

Michelson Series

CHARLES MICHELSON Inc., New York, has announced sale to seven stations of its *My Prayer Was Answered*, quarter-hour dramatic transcription series starring Hanley Stafford and revolving around true incidents answered by prayer. Stations taking series are KGU Honolulu; WRUN Utica, N. Y.; WDXB Chattanooga, Tenn.; WILE Cambridge, Ohio; WSIX Nashville; KREO Indio, Calif., and KVFD Ft. Dodge, Iowa.

KLMS ON AIR

New Fulltime Lincoln Outlet

KLMS Lincoln, Neb., an independent, fulltime station, went on the air last week. The station operates on 1480 kc with 1 kw directional and is licensed to the Lincoln Broadcasting Corp.

Howard A. Shuman, founder of KFOR Lincoln 25 years ago, is president of the station.

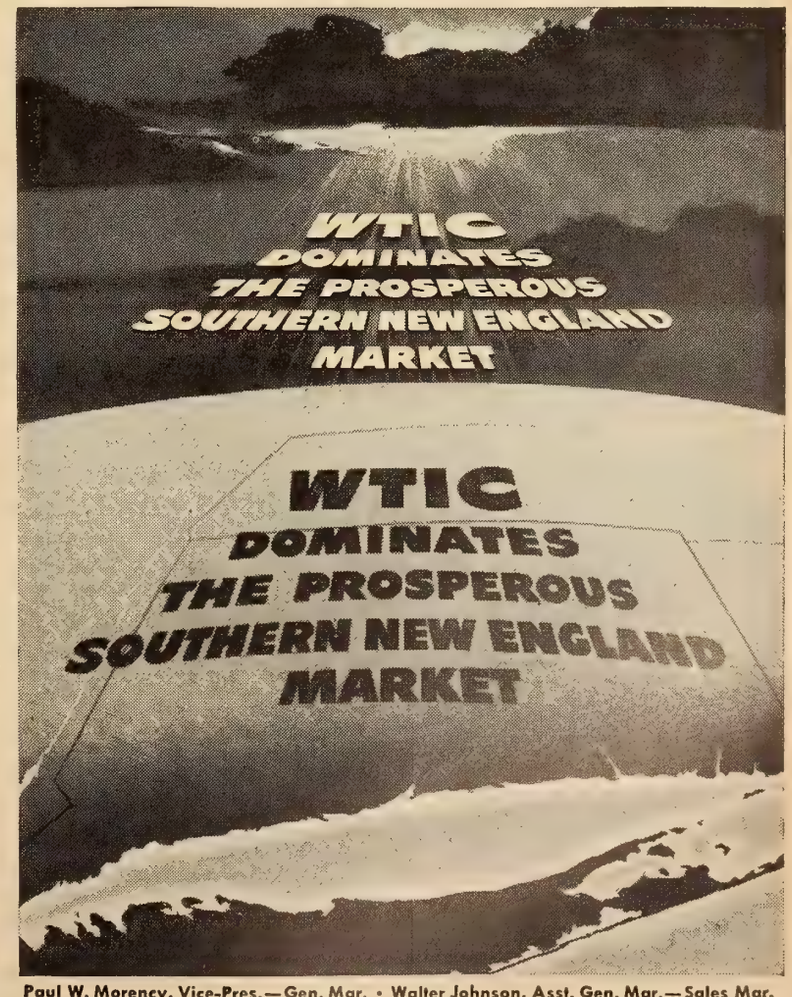
Other officers are J. Russell Joynt, general manager; William P. (Bill) Dietz, former KFAB sales manager, commercial director; Del Brandt, program director; Thomas C. Sorensen, news director, and C. A. Sorensen, general counsel and treasurer.

AUDIO AWARDS

AES Cites Olson, LeBel

FIRST annual presentation of the Audio Engineering Society's John H. Potts Memorial Award for outstanding contribution to the progress of audio engineering was made Oct. 28 to Dr. H. F. Olson, of RCA Labs. The Annual Society Award for distinguished services to the society was presented to C. J. LeBel, of Audio Instruments.

Awards were made at the first AES convention and audio fair held Oct. 27-29 at the Hotel New Yorker, New York. Some 35 manufacturers of audio equipment and components exhibited their products at the audio fair.



Paul W. Morency, Vice-Pres.—Gen. Mgr. • Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.

WTIC's 50,000 WATTS REPRESENTED NATIONALLY BY WEED & CO.

you can
do it better

with the
revolutionary

ALTEC
21B
MINIATURE
MICROPHONE

ACTUAL SIZE

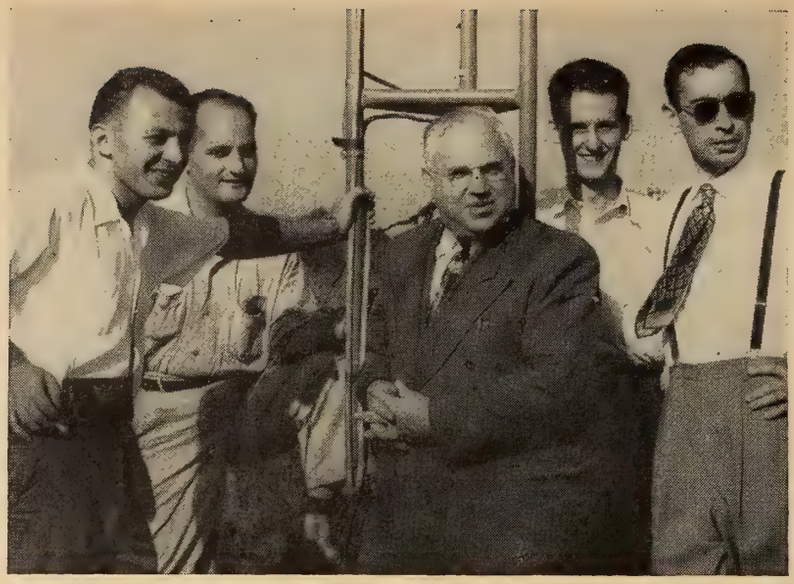
It achieves uniformity of response . . . provides greater tonal fidelity . . . it is omnidirectional . . . it is blastproof, shockproof . . . there is no false bass build-up . . . more net acoustic gain before encountering feedback . . . tiny size contributes to remarkable versatility of positioning . . . extends the fidelity of sound transmission.

talent deserves to be Seen as well as Heard

ALTEC
LANSING CORPORATION

161 Sixth Avenue
New York 13, N.Y.

1161 North Vine St.
Hollywood 38, Cal.



HAPPY, and a little weary, is this group of executives and engineers after completion of WCOJ Coatesville, Pa., tower erection. They are (l to r) Chief Engineer L. N. Seltzer, M. Dekosky, Mayor Dick Scully of Coatesville, W. Bell and Station Manager Bill Halpern. WCOJ expects to go on the air this month.

UNTAPPED NEGRO MARKET

Counselors Urge Direct Radio Appeal

A "DIRECT RADIO APPEAL" to America's 15 million Negroes—who spend $10 billion annually—would boost territorial sales and reduce overall selling costs.

This is one of several conclusions reached by Kyle, Carter & Eubanks, Chicago, Negro radio promotional counselors, on the completion of a recent nation-wide survey of Negro consumers. The firm found 13 markets with more than 100,000 Negroes, 11 markets with more than 50,000, 16 markets with more than 20,000, and 54 markets with 10,000 or more Negroes.

"America's Negro market is larger than the entire Canadian market," the report states. "Residing in separate districts of the same community, the Negro people represent important segments in almost every urban market. These segments are neglected, passed up entirely, or approached indifferently by most advertisers."

The survey shows that the purchasing power of the Negro is overwhelmingly centered in urban markets. It observes that wartime migration after 1942 of more than 750,000 Negroes to urban areas "has made the Negro more accessible to the advertiser and product." Few advertisers appeal directly to the Negro community, with its own schools, churches, theatres, newspapers, social life, and community activities, the report notes.

"Special programming and advertising copy will have to be created to penetrate these communities," the study continues. "In some cities, the Negro community represents almost 50% of the entire population, and in nine cities, each with more than 100,000 people, the Negro represents one-third or more of the entire market."

Race consciousness is a strong factor in Negro buying, KC&E points out. "The far-sighted few who have hired Negroes in responsible positions have been rewarded by an increased demand by Negroes for their product and services," it finds. "Negro salesmen in Negro districts have, by far, exceeded sales results of all other salesmen in the same district."

A high degree of brand consciousness among Negroes also is noted. Branded products, especially the higher priced brands, are symbols of class status in the eyes of most Negroes, the survey states.

General media do not reflect the activities of Negro people in a manner complimentary to their best interests, KC&E contends. Programs not especially designed for the Negro "are passed up with indifference or in some cases produce direct consumer resistance," it warns.

"There is no other single group more keenly group-conscious, homogenous, more ambitious, more responsive to specialized advertising than the Negro," the report concludes. "His response to brand, as well as to person, is not cemented overnight, however. Direct recognition of the Negro as an integral part of the overall market by well-planned and consistent use of his own people in reaching him, implies a particularly personal invitation to buy, and by far exceeds everything else that could be done to develop preferences for brands, products and services. Preferences thus created are not quickly or easily repudiated in the expanding Negro market."

NABET-IBEW

Joint Meet Opens Today

MERGER possibilities of NABET and IBEW will be discussed in Washington, D. C., starting today (Monday) when representatives of both groups meet.

Initial plans call for affiliation with ultimate amalgamation the practical result, if talks succeed. At present, however, both sides are careful to avoid term "merger" to prevent any misunderstandings among the rank and file membership.

Previously, NABET had considered affiliation with IATSE but it is understood that NABET membership proved to be opposed to such move. It also is understood that the CIO Communication Workers of America also had approached NABET, causing fear of a jurisdictional battle between CWA and the AFL's IBEW and IATSE. But NABET's membership defeated affiliation with CWA.

Five man committees representing IBEW and NABET are to meet today. The agenda calls for caucus sessions of each union separately with joint talks starting Tuesday and believed likely to extend for at least three days.

From the West Coast, Roy Tindall, business manager of IBEW Local 45 (Los Angeles), and James H. Brown, legal counsel for NABET in that city, will attend. Other representatives will come from New York, Chicago, Boston, New Orleans and Indianapolis.

YOU WANT THE LOWEST COST PER THOUSAND
IN CINCINNATI?

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

Programs

EXCLUSIVE and dramatic story of Alcoholics Anonymous is told in *The Twelve Steps*, four-program eries currently being aired on WCAU hiladelphia. Charles Shaw, WCAU ews commentator, takes audience by ape recorder into actual meeting of A's where they hear story of how one coholic helps another recover from his lness. Recordings are believed to be rst ever made in actual AA meetings. how covers societies' "twelve steps," ethod for restoring addicted members health. Another WCAU series gives ersonal and business success stories on *ou Amazing Americans*, heard Monay through Friday. Show tells how usiness or personal problem was olved in individual case by right approach to public or sales relations.

Serviceman's Program

PECIAL show, *Scuttlebutt Serenade*, irected to Cadets and Midshipmen in aining at Whiting, Corry, Saufley nd Naval Air Station, is aired Monay through Friday by WBSR Pensaola, Fla. Show carries music, inforation on solo flights, check-ins and heck-outs at fields, news on men makig carrier qualifications and interiews with outstanding pre-flight gradates. Program is sponsored by artel's Restaurant, Pensacola.

Job Round-up

S public service, WXYZ Detroit undertakes new weekly series on emloyment, designed specifically for high chool students and graduates. Staon Manager James G. Riddell said urpose of programs is to give pracical ideas to young Detroiters seekig employment. Among topics for iscussion will be "Job Conditions in etroit"; "Where Are The Jobs?" and What Youth Can Do To Prepare for obs." Cooperating with station are etroit Teachers Assn. and local uthorities. Specific job prerequisites re given for industry, commerce, reail trade, Civil Service and small usinesses.

WGKV Scoop

LERT Newsman Joe Farris, special vents and news reporter for WGKV harleston, W. Va., gave city police rst complete, detailed report of capure of criminal sought in ten states, tation reports. Man had been picked p in Palatka, Fla., 1,500 miles from Charleston. Working from reliable tip, Mr. Farris contacted arresting officer in Palatka for complete report of circumstances surrounding man's apprehension. One hour and ten minutes after his capture, station aired report, scooping other media. Charleston police had only received news of man's capture few minutes before bulletin was aired on WGKV.

'Know Your State'

NEW series on WBBM Chicago features heads of code departments of State of Illinois in monthly reports on conservation, finance, highways, health, police organization, mental health and labor. Series is transcribed for broadcast on first Sunday of each month in cooperation with Dept. of Education. Complete report on his department's activities is given by each speaker.

Cooking School

WORKING from complete kitchen set up on platform in studios of WGPA Bethlehem, Pa., station aired its second *Cooking School of the Air* last week, one hour daily. Equipment and materials used in demonstrations were donated by local equipment and food stores. Daily prizes were awarded to studio and radio audiences for cooking hints incorporated into show.

Week Celebrated

OIL PROGRESS week was celebrated by WBZ Boston in cooperation with Esso Standard Oil Co., by special broadcast from company's new Everett, Mass., sales warehouse and employes' building. Speakers on special program were WBZ Special Events Director Chick Morris; J. Albert Doyle, Massachusetts district manager for Esso; Gordon D. Donald, regional manager northern divisions; June Richdale, northeast regional manager; Mayor James F. Reynolds of Everett, and Watson Logan Jr., Everett plant superintendent.

Thorough Coverage

IN recent Gulf hurricane, KIOX Bay City, Tex., showed itself fully capable of covering events distant from its point of operation. Special events crew made up of Glenn Ellis, chief engineer; Hal Ewing, station manager and announcer, and Bill Howze, special events engineer, covered disaster through remote setups on ground and in air. Station has two airplanes, remote equipped panel truck and new Oldsmobile station wagon at its disposal for use in similar instances.

Germ-Free Show

SUNDAY afternoon *Dancing Party* on WIL St. Louis is claimed by station to be first audience participation program in country to broadcast from germ-free origination point. Glycol cereseal vaporizers are scattered throughout room in Melbourne Hotel where dance takes place, purifying and filtering air while teen-agers dance during three-hour show.

Woman Ambassador

GUEST CELEBRITY on Nov. 1 telecast of *Meet Mrs. Markel* over WTTG (TV) Washington was Mrs. Eugenie Anderson, U. S. Ambassador to Denmark and first woman to be appointed a U. S. ambassador. She was interviewed by Hazel Kennyon Markel, who conducts the WTTG telecast each Tuesday, 9:30-10 p.m. Other features of Nov. 1 show were interview with Howard Mitchell, newly-appointed conductor of National Symphony Orchestra, and display of diamonds, part of million-dollar collection.

News of Interest

BECAUSE CKBI Prince Albert, Sask., caters to large rural audience in isolated communities, often without telephone service, station daily has 50-minute program during which listeners come to studio to speak or send messages to relatives and friends in outlying district. Some messages are merely greetings, but great many inform people to meet or not to meet trains or buses, and family news. Program is part of CKBI's public service operation to northern Saskatchewan population.

Another Welles?

RED BLANCHARD, Broadcasting Corp. of America Western Network disc jockey, threw scare into listeners and also unknowing KPRO Riverside staff Oct. 18 when loud airplane noise was heard over microphone with Red making comments about a plane circling over station's 374 ft. tower. Following sound of a dropping bomb and loud explosion there was period of silence. An announcer gave the usual "due to circumstances beyond our control . . ." and a piano fill came on. Phones were jammed immediately with listeners asking what happened, most of them thought the plane crashed the building. Cars swarmed into the KPRO parking lot with people looking for the wreckage. Confusion settled when Mr. Blanchard explained the hoax 30 minutes later on his regular newscast.

Stars of Tomorrow

TOMORROW'S leading performers of show business are seen and heard today on *Chuck Richards Presents Tomorrow's Stars* on WAAM(TV) Baltimore Saturday from 7 to 7:30 p.m. Show features young Negro hopefuls in first all-Negro talent hunt in Baltimore. Three prominent community judges select weekly winner. Show is aired in informal atmosphere. Every nine weeks' selections will meet in four elimination contests to choose final grand prize winner. Merchandise awards will augment screen tests and personal appearances in Baltimore and Washington theatres offered to final winner.

Full Schedule

FIVE football games were carried in one day by WJOI Florence, Ala., recently. First game was heard at 9 a.m. and last began at 7:45 p.m. Schedule included three college and two high school tiffs. Station believes this is a record.





FM PROVES SELLING POWER

Over 5,000 Zenith Sets Sold by WLOW-FM Drive

By ROBERT E. WASDON
Vice President
WLOW Norfolk, Va.

FM RADIO is coming into its own in Norfolk, Va.

Soon after securing the broadcast rights for Norfolk Tar Baseball games, Bill Carpenter, WLOW station manager, completed his sales brochure and called on Radio Supply Co., Zenith distributor for this section of North Carolina and Virginia.

The campaign as outlined called for 140 Tar games during the 1949 season, on WLOW-FM. It was the first time baseball games were to be carried on FM. There was some fear that since a new AM station was scheduling Piedmont League games at night, the effectiveness of the FM games might be lost. It was a needless anxiety as later developments proved.

The first conference looking toward purchase of the games by Zenith was held in March. H. G. Bennett and Thomas Jenkins, partners who operate Radio Supply Co.; Bill MacGarvie, their advertising manager, and George Hodges, their sales manager, met with Mr. Carpenter to discuss the final agreement, merchandising, promotion and sportcasters.

Mark Scott, one of the South's outstanding baseball play-by-play announcers, and Erik Paige, selected as one of the top ten sportscasters in the nation in 1948, were selected to broadcast the games.

Three of the promotions should be mentioned here. The first one, and by far the most successful for all who participated, is the Norfolk Tar Knothole Club, organized by Mr. Scott, with 3,500 members. Both white and Negro boys were accepted into the club. A clinic was held for the members, in cooperation with Col. Dawson, club president, and team manager, Frank Novosel. Shirts were given the boys. They were admitted free to the park on Knothole nights.

Midway the season a contest was staged to pull mail on the baseball broadcast. WLOW arranged for transportation, New York Yankee game tickets, hotel accommodations and tickets to the exclusive Stadium Club at Yankee Stadium, to be given the winner of the contest. Over 4,000 pieces of mail were received from listeners who owned or had just bought FM sets.

The third promotion staged was the placement of Zenith scoreboards. Attractive boards showing teams playing and scores by innings, were placed in scores of taverns and other business places. These tuned in the Norfolk Tar games on WLOW-FM, and kept tab on the games. Many thousands of extra impressions were realized through the placement of these scoreboards. Fans loved it.



Completing plans to sell Zenith radios on WLOW-FM are (l to r) Messrs. MacGarvie, Bennett and Carpenter.

* * *

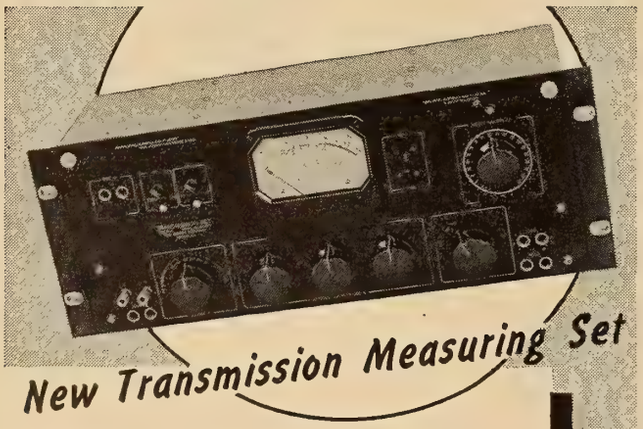
But the biggest promotion was the sale of Zenith radio sets. Everybody at WLOW, and most of the Zenith dealers participating on the Tar games, and the officers of Radio Supply Co., thought we'd sell quite a few FM sets because the Tar games were broadcast only on WLOW-FM. But the immediate response to the advertising messages on the baseball games caused a minor stampede to buy sets. The first Tar game sold several hundred FM radios. After the first week the sales figures had increased to over a thousand sets sold. Radio Supply has not released the final sales tabulation because of competitive reasons, but over 5,000 Zenith FM sets were sold; and you can bet there were hundreds of other models sold by other manufacturers!

That's a lot of FM sets. That's a big selling job. We do not recall a similar selling job by any media.

This selling job for Zenith has made FM radio become of age in Norfolk. It has also proved conclusively that FM radio can and will sell merchandise. It also corroborates what FM pioneer broadcasters have said all along: "If you have the program, whether it's on FM or AM, people will listen." They did listen and they did buy as a direct result of these Norfolk Tar baseball games on WLOW-FM.

Motorola Sales

MOTOROLA Inc., Chicago, announced Oct. 28 that sales for the first nine months of 1949 totalled $51,795,564, a record high for the company, as compared with $39,848,775 during the same period last year. President Paul V. Galvin also revealed that the company's net profits for the period totalled $2,672,613.



New Transmission Measuring Set

Daven Type 11A Transmission Measuring Set is fast proving itself a "must" for FM and AM station engineers. This instrument offers an ideal solution for making measurements required by FCC "proof of performance" regulations.

For an accurate versatile gain set, at a moderate price — specify The Daven Type 11A.

THE DAVEN CO.
191 CENTRAL AVENUE
NEWARK 4, NEW JERSEY

Write today for additional information. Dept. BD-3

IF YOU HAVE A SPOT RADIO PROBLEM

CONTACT OUR NEAREST OFFICE

Joseph Hershey McGillvra, Inc.

RADIO AM-FM-TV REPRESENTATIVES

Executive Offices—366 Madison Avenue, New York 17, Murray Hill 2-8755

NEW YORK • CHICAGO • LOS ANGELES
SAN FRANCISCO • ATLANTA

Production

LU DUMONT joins WHEB Portsmouth, N. H., as program director. **MRS. LU DUMONT** joins station as woman's director. Both will broadcast *Mr. & Mrs. 750* show daily. They started in radio at WHEB six years ago; worked at WCOP Boston 1944-47. Mr. Dumont resigned as production manager of WIDE Biddeford, Me., to accept position at WHEB.

MIKE MEARIAM, formerly of WELM Elmira, N. Y., joins WKBW Buffalo as disc jockey.

W. ECCLES HUFF, formerly production director of WAKR Akron, Ohio, and program director for WDUK Durham, N. C., joins WAAB Worcester, Mass., as program director.

BOSS PRITCHARD, Philadelphia Eagles football halfback, conducts disc show, *You Asked For It,* on WBAS Philadelphia, 1:30-5:30 p.m., Mon.-Sat.

CLARENCE de BRUYN SCHIMMEL, for past year associate director on CBS-TV program staff, appointed director. His first directorial assignment is *Lamp Unto My Feet* religious series. He joined CBS as apprentice in 1937.

BILL WILLIAMS joins announcing staff of KOME Tulsa, Okla.

JACK GUINAN, formerly of WJTN Jamestown, Pa., and before that with WGR Buffalo, N. Y., and WCAU Philadelphia, joins WSCR Scranton, Pa., as production manager.

FRANK ALLAN, formerly with WWL New Orleans, KMOX St. Louis, WIND Chicago, WHAS Louisville, and WREN Topeka, Kan., as disc jockey and announcer, joins KECK Odessa, Tex.

CARL FLOWER, copy editor for WHAY New Britain, Conn., and formerly with WKOB North Adams, Mass., succeeds **WILLIAM T. WALKER** as program director for WHAY. He will continue his duties as copy editor.

DON WHITMAN, former producer for KOIN Portland, Ore., joins WJBK-TV Detroit as producer-director. He recently completed five month nationwide survey of TV.

CLAIRE TREMAINE, formerly of Radio Production Studios, Phoenix, Ariz., joins KVSF Santa Fe, N. M., as continuity chief and women's director.

ARTHUR STANDER and **ROBERT FISHER** named writers for new NBC Fanny Brice *Baby Snooks Show* starting Nov. 8.

GEORGE TUNNELL, Negro vocalist, is new disc jockey on *Bon Bon Show* over WDAS Philadelphia. He was with Ian Savitt on NBC and CBS networks and gave command performances before Royal House in England.

KIRBY BROOKS, formerly of WHIO Dayton, Ohio, joins WQAM Miami, Fla., as disc jockey on *Babbling Brooks* show, Mon.-Sat. from 6 to 9 a.m.



Mr. Brooks

STEVE FILIPIAK, former disc jockey on *Chicago Varieties* show over ABC Chicago, joins WHRV Ann Arbor, Mich., as disc jockey. He also was associated with CBS Chicago, and acted on ABC's *Sky King* show.

JIM PATTERSON, formerly of WISE Asheville, N. C., joins WBT and WBTV (TV) Charlotte, N. C., as announcer.

JERRY SPERLING, formerly with KALB Alexandria, La., as news-sportscaster and producer-writer-m.c. of *Hillbilly Jamboree,* joins WSRS Cleveland.

FRED LYNDE, formerly of Radio Production Studios, Phoenix, Ariz., joins KAVE Carlsbad, N. M., as announcer.

JEAN STEPHENSON, formerly with WDAY Fargo, N. D., and WCNT Centralia, Ill., under name of Anne Collins, joins KAGH Pasadena, Calif., as women's program director.

DON CHRISTIAN, former manager of WOUN Athens, Ohio, joins announcing staff of WHOK Lancaster, Ohio.

CHARLES M. ERHARD, formerly with WFBG Altoona, Pa., appointed program director for WWYO Pineville, W. Va. He also was associated with WCED DuBois and WCPA Clearfield, Pa.

BILL DAWES, associated with WCKY Cincinnati for past seven years, joins WCPO-AM-TV Cincinnati as m.c.

JACK PITMAN, chief announcer at WMOR (FM) Chicago, promoted to assistant program director. He will continue with his announcing duties.

ESTEL FREEMAN, former WIBC Indianapolis continuity editor, joins creative writing staff at WLS Chicag. She is a former public relations worker for State of Indiana. **LaVERNE JETTE** is new member of copy department for WLS.

JOHN J. DILLON, formerly in operations section of NBC-TV, named assistant director for network's television field division. He was previously assistant to Bill Stern, NBC's director of sports. He entered radio in 1936 as director of sports and special events for WNYC New York; in 1938 was named to same post for WFAS White Plains, N. Y., where he remained until joining NBC in 1942.

JOHN VACCA, former chief announcer and news director of KECA Odessa, Tex., and before that with NBC Central Div., Chicago, joins KOSA Odessa as program manager and disc jockey.

ED MURPHY, former disc m.c. in the East, joins announcing staff at WGN Chicago. He conducts *Parade of Dance Bands* nightly, 11:10 p.m.-1 a.m.

JOE GERMAIN, formerly with KBUR Burlington, Iowa, and before that staff announcer with KYUM Yuma, Ariz., joins KCBQ San Diego announcing and production staff.

BILL BALABAN promoted to director of remotes at WBKB (TV) Chicago after working as assistant remote director. He has worked with station for year, and was former publicity and promotion assistant.

ALBERT DAIL, formerly of WBTM Danville, Va., as disc jockey and announcer, poins WGH Newport News, Va., in same capacity.

WILLIAM A. FARREN, program director for WFIL Philadelphia, received public service award of American Veterans of World War II for his efforts on behalf of veterans in Philadelphia area.

ART LEAVITT resigns as program director of KDAC Fort Bragg, Calif. Future plans have not been announced.

D. LEE CHESNUT, director of religious programs for WPTR Albany and WBCA-FM Schenectady, elected general chairman of inter-church evangelistic crusade, representing 13 denominations and ten other Christian organizations.

TOMMY BARTLETT, m.c. of NBC Chicago's *Welcome Travelers,* to write column "Traveler of the Week." Column will begin within next two months and be offered on free-of-charge basis to newspapers.

LUCILLE MANLEY, of KHJ Los Angeles home economics department, named home economics editor of *Installment News,* publication for house to house installment sales organizations.

JOE SOLITAIRE, disc-jockey with KRE Berkeley, is the father of a boy.

TOM MOORE, WIBG Philadelphia announcer, is in Valley Forge General Hospital recuperating from operation. He expects to return to his broadcasting duties in fortnight.



The last WORD (...for results in) SPARTANBURG

MORE FOR YOUR DOLLAR WITH WORD in Spartanburg

See TAYLOR-BORROFF

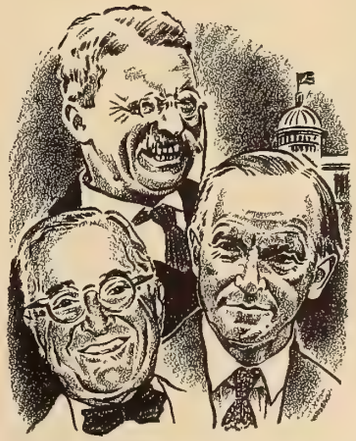
WDYX—FM 12,000 WATTS DUPLICATION

—WORD— OF SPARTANBURG

ABC SERVING THE HEART OF THE PIEDMONT CAROLINAS

FIGURE THE ODDS... by KXOK

in spite of TEDDY, COOLIDGE and TRUMAN



in our time . . . its 4½ to 1 against a VICE-PRESIDENT ever becoming PRESIDENT

BUT THE ODDS ARE IN YOUR FAVOR when you pick Charley Stookey's "Town and Country" program on KXOK to sell farm products. Persuasive salesman, Charley Stookey, is widely known in KXOK-land, with legions of listeners from 6:00 to 7:30 a. m., Monday through Saturday. To build sales in the vital-to-advertisers 112-county, 5-state coverage of KXOK . . . phone, wire, write for availabilities today . . . or call your John Blair man.

630 KC 5,000 WATTS FULL TIME BASIC ABC

IN BIG ST. LOUIS

KXOK

Mr. Herbert Landon
Kenyon and Eckhart
New York City

Dear Herb:

Seen a letter ter you in th' WCHS permotion office 'bout changin' 'nother town's name here in West Virginny. Seems like these fellers down here has been thinkin' up stuff fer you ter do, but I notices in yer anser thet you give 'em some good advice. Th' thin' I liked 'bout th' whole deal, tho', wuz th' fack thet our fellers wuz athinkin' 'bout their accounts an' tryin' ter be of help. Course, as you know, Herb, th' folks here in Charleston's Number One Station is allus athinkin' o' how ter please their clients. An' they does a good job, too! Incidentally, I'm sure gonna be awatchin' fer more letters these fellers write ter you! Yer answers ain't bad, either!



Yrs.
Algy

WCHS
Charleston, W. Va.



Adjustable phase sampling loops
Isolation filters
Sampling lines
FM and AM concentric lines
Fixed capacitors
Variable capacitors
Phase sampling transformers
FM iso-couplers
Standing wave indicators
Tower lighting filters
Supports for open wire transmission lines
Pressurized capacitors
Neutralizing capacitors
Fixed inductors
Variable inductors
Write for specific information directly or through your consulting engineer.

E. F. JOHNSON CO.
WASECA, MINNESOTA

Promotion



NOVEL promotion idea was used each day during recent week at WLS Chicago to introduce new show to public. Planned by Captain Stubby and his Buccaneers, novelty singing and instrumental group, gimmick was broadcast daily on noon *Dinner Bell* show. Announcer Larry McDonald, describing one of musicians as he walked through studio, asked "Where are you going with that hammer and those boards?" Answer always was "I'm building our new 4 o'clock program," build-up for new musical half-hour featuring Capt. Stubby and his group.

Program-Sponsor Promotion

PROMOTION piece distributed to public by Baltimore Federal Savings & Loan Assn. is gaily colored booklet, "It's Fun to Save." Association sponsors *This Is Your Zoo* on WAAM (TV) Baltimore. Booklet is illustrated with pictures of animals and jingles. Slots for nickles, dimes and quarters up to $5, sum needed to open savings account, are included in booklet.

Stations Sponsors Spot

TIME on KITE San Antonio, daytime only station, is purchased by WOAI, NBC outlet in San Antonio, for spot announcement each evening as KITE signs off. Listeners are urged to switch their dials to WOAI for evening of "continued" good listening. Brief line-up of NBC offerings for each evening are given, and both stations consider the situation "good business."

Coverage Report

TEN-PAGE brochure containing complete coverage report and statistics sent to trade by WERI Westerly, R. I. Front of brochure shows coverage map and back pages are devoted to program schedule. Brief history of station and market data also are included in booklet. Rate card accompanies brochure.

WDOD-FM Insight

PLASTIC viewer containing picture of historic Point Lookout, southwest of Chattanooga, Tenn., has been mailed to trade by WDOD-FM Chattanooga. Viewer is about two inches long and is attached by key ring to small card which reads, in part, "This is free souvenir we send to all reporters on WDOD-FM's new 44,000 w coverage."

Sheet Details Success

DIRECT mail promotion sheet sent to trade by KGO San Francisco plugs John Harvey's *Home Institute* program. Sheet begins, "John Harvey chalks up success story after success story." Copy tells of over 400% increase in sales of *Comet Books* resulted from six sales talks by Mr. Harvey over two week period on his daily program. Reproduction of letter from sponsor attesting to results also is included.

Show is T'n'T

POPULAR morning show, *Time and Tempos*, is subject of promotion piece sent out by KSD St. Louis. Folio card shows picture of clock with notes in place of hands pointing to 7:15, time of show's beginning. Show is built around established newscasts and features Carl McIntire airing popular tunes. Picture and brief biography of Mr. McIntire are featured inside card. Back reads, in part, "Time on *Time and Tempos* is Time Well-Spent!"

Sponsor Distribution

ALMOST half-million copies of "Report From Europe," 16-page booklet written by NBC Commentator Alex Drier during his recent news tour there, are being distributed throughout Midwest by Skelly Oil Co. dealers. Firm sponsors Mr. Drier's network newscast, five-a-week, 7 a.m., CST. Booklet, being circulated by 5,000 dealers, was published by Henri, Hurst & McDonald, Chicago.

TV Restaurant

TO service children visiting Uncle Danny Webb's *Small Time*, TV revue for kiddies over KPIX (TV) New York, Walter Bonne, maitre of Wyndham Restaurant, opened "Kiddie Corner" Oct. 29. Early youngsters can grab a snack there before show and listen to kiddie records provided through cooperation of MGM Records. Uncle Danny also is assuming a new role as Laff Marshall of *Six Gun Playhouse*, six-days-a-week over WPIX at 5:30 p.m. and dropping *Comics on Parade*.

Opening Promotion

PAPER and cloth coasters, with high absorbent qualities, currently being distributed to hotels and cafes throughout Chester county. Face of coasters carries call letters of WCOJ, new AM station expected to take air in mid-November in Coatesville, Pa.

Crosley Information

MANILA folder sent to trade encloses numerous bulletins from Crosley Broadcasting Corp's. stations, WLWT (TV) Cincinnati, WLWD(TV) Dayton and WLWC(TV) Columbus, all Ohio. Each station is represented by rate card, coverage map and sheet of market data. In addition, single sheet gives data concerning combined market of three stations. Other bulletins feature pictures of talent on NBC-TV shows carried by stations. One page contains entry blank for sponsor-slogan matching contest being conducted by stations.

Congratulatory Folder

FOLDER completely covered with reproductions of letters and editorials of congratulation sent out by WCCO Minneapolis to trade. Letters and articles were prompted by receipt of station's 25th anniversary booklet. Cover is highlighted by reproduction of cover of booklet.

TV Lessons

STAFF members of WFMY-TV Greensboro travel each week to schools, clubs and civic organizations in North Carolina to make TV as well-known a by-word as "Tar Heel." Since station's formal opening Sept. 22. an estimated 30,000 cardboard eye glasses, carrying out idea of WFMY-TV as "Eyes and Ears" of Piedmont, have been distributed to North Carolina school children. Staff members explain how TV works to the youngsters.

Personnel

JOHN C. DRAKE appointed sales promotion manager at WLS Chicago after working as assistant manager. He also handles WLS publicity. He succeeds **DONALD E. FINLAYSON**, who has resigned after five years.

DON BISHOP, for past two years staff writer and assistant magazine editor in NBC press department, named magazine editor, succeeding **JACK SLOCUM**, resigned. Mr. Bishop came to NBC in 1947 after serving as public relations officer at Fort Benning Infantry School and as reporter on Winston-Salem (N. C.) *Journal and Sentinel*. **AURIEL MACFIE**, former publicity director for Robert Holley Advertising Co., New York, appointed assistant magazine editor.

BOB McCLELLEN, announcer-sportscaster at KTXL San Angelo, Tex., named promotional manager. He was member of station's sales force at one time.

MEL KAMPE, promotion manager of WIL St. Louis, resigns Nov. 20. He has been with WIL for the past 11 years. He will visit Hawaii where he expects to re-enter radio.

JIM RUBENSTONE, member of promotion department of WFIL Philadelphia, and **HELEN CHAIKA**, also promotion staffer at station, have announced their marriage.

AGRICULTURE
We've been programmed for the farmer for 24 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.
WIBW The Voice of Kansas in TOPEKA



AFTER a radio career of more than 20 years during which he saw a hit or miss proposition grow into the present WCPO-AM-FM-TV Cincinnati, Glen A. Davis (l) has resigned as chief engineer of the stations to enter the automobile and farm implement business in his home town of Unionville, Mo. With Mr. Davis are M. C. Waters (center), WCPO vice president and general manager, and Grant Makinson, new WCPO chief engineer.

CBC ACTIONS

Okay New AMs and Power

A NUMBER of new Canadian AM stations were approved for licensing and power increases are being recommended by the Canadian Broadcasting Corp. board of governors, following its meeting at Winnipeg, Oct. 17-18.

New stations approved are for 250 w on 1230 kc to La Compagnie de Radio-Diffusion de Thetford Limitee, at Thetford Mines, Que., and for 250 w station on 1340 kc to David M. Armstrong at Victoria, B. C.

Power increase goes to CHWK Chilliwack, B. C., from 250 w on 1230 kc to 1 kw on 1270 kc, and for 1 kw on 1570 kc with omni-directional antenna for CFOR Orillia, Ont., from 1 kw on 1570 kc with directional antenna at night.

A number of share transfers and changes in corporate name were approved, and a number of applications for new stations and power increases of stations were denied or deferred for further study. The Dept. of National Defense had its request for 150 w station on 1450 kc at Yellowknife, NWT, approved. This is a non-commercial outlet to give service to military and civilian personnel in the area. Application of CFCF-FM Montreal, for classification as a separate station operation, divorced from its AM operation, has been deferred for further study.

WDOD-FM EXPANDS

Ups Power, Operating Hours

WITH a boost in power and 8 a.m. to 12 midnight daily service, WDOD-FM Chattanooga now can be considered "one of the most powerful in the South," according to Walter H. Stamper Jr., promotion manager. WDOD-FM's power has been increased from 12.6 kw to 43.6 kw. Station sent letters to all dealers in its coverage area underlining the importance of FM and WDOD-FM's added strength.

Earl W. Winger, WDOD Broadcasting Corp. president, said a series of events special in nature have been scheduled. First of these was an exclusive pickup of the Philadelphia Eagles-Washington Redskins professional football game played last month. Broadcast was fed to a standard broadcaster in Decatur, Ga., from WDOD-FM. Other stations are expected to make similar arrangements in the future, providing a new network service for the broadcasters in area communities, Mr. Winger said. For such a pickup, he added, a nominal fee will be charged. WDOD-FM went on the air Aug. 15.

Muted Trumpet

WHEN Announcer Ralph Phillips, WFBR Baltimore, decided to have two of his teeth capped for the sheer beauty of it, he didn't reckon with the possible results. Happily he thanked his dentist and hurried to a local nightclub where he blows a trumpet. But he stood aghast when he put the instrument to his lips—the melodies refused to come forth. He rushed back to his dentist who went to work with a file. Mr. Phillips reported: "My dentist plays the piano, so he'd file a little, then he'd . . . play a few bars and I'd try to blow my trumpet; he played quite a few times before I finally blew a note—brother, I was sweating."

News

LARRY TROUT, former sports staff announcer for KWFC Hot Springs, Ark., joins KBIX Muskogee, Okla., as sportscaster and play-by-play announcer in addition to staff announcing duties.

HOWARD HOLSCHUH, formerly with KNBC San Francisco, joins KGO, same city, as news writer.

MARVIN ALISKY, former newscaster with KPRC Houston and WOAI San Antonio, joins KMAC and KISS(FM) San Antonio as regular Sunday night newscaster.

DON WATTRICK, sports director of WXYZ Detroit, elected president of Detroit Sports Broadcasters Assn. Other officers are: vice president, Paul Williams of WWJ; secretary, Joe Gentile of WJBK, and treasurer, Bill Silbert of WXYZ, all Detroit stations.

BILL NIETFELD, newscaster for KFRC San Francisco, elected to board of directors of San Francisco Press Club for fourth year.

LESTER WEATHERWAX, farm director for KFBI Wichita, Kan., awarded citation by state 4-H Clubs in recognition of his outstanding work with clubs in Kansas.

E. C. STANGLAND, radio farm director at KSOO Sioux Falls, S. D., is collaborating with South Dakota State College and U. of South Dakota to present symposium-type courses in practical radio, including discussion of farm programs. Participating stations are KELO, KIHO and KISD, all Sioux Falls.

THAD HORTON, sports director for WSB Atlanta, Ga., organizes Atlanta Sports Promotion Council to develop interest in athletics by luring important sports events to city.

TED HANNA, CBS newsman, resigns to join National Assn. of Manufacturers, where he will write and broadcast weekly 15-minute program.

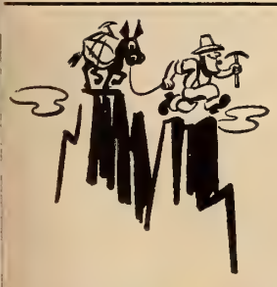
DON KLEIN, sportscaster for KSFO-KPIX(TV) San Francisco, is the father of a boy, Rolly.

CBC RULINGS

Feared by Private Owners

THAT privately-owned Canadian broadcasting stations are afraid of rulings of the Canadian Broadcasting Corp. was pointed out to the Royal Commission on Arts, Letters and Science, sitting at Victoria, B. C., by M. V. Chesnut, manager of CJVI Victoria.

He told the Royal Commission Oct. 29, that he was "afraid to criticise the government" lest he be forced off his frequency or otherwise punished. He stated that the station had no editorial policy, which was "most desirable" but that he was afraid to have one. Referring to private radio station operators in general, Mr. Chestnut declared that "every action they take, they're looking over their shoulders at their masters."



prospectin'?

Prospectin' for sales? Montana's got 'em. Wealth from copper, dairy cows, lumbering, farming, hydro-electric power, sugar beets, meat packing. Seven major industries in all add up to better than $100 million in retail sales (1948). Pan for wealth if you like. But for sales in a hurry, use the Mosby stations.

The Art Mosby Stations

CBS KGVO • KANA

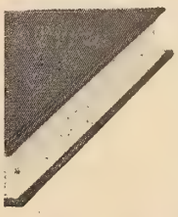
5 KW DAY—1 KW NITE MISSOULA

ANACONDA BUTTE 250 KW

Know MONTANA ★

★ NOT ONE, BUT SEVEN MAJOR INDUSTRIES

THE TECHNIQUE OF BROADCASTING VIA FACSIMILE



WHATEVER your association with broadcasting, it will pay you well to know all there is to know about facsimile . . . the new method of mass communication that prints and distributes a newspaper, that's faster than radio and more permanent than television.

Here's a pioneering new book that draws upon practical experience in publishing a five-edition daily facsimile nawspaper to explain what it is—how it is used for sending airline, police, school, railroad, bank, industrial and utility information—what you need to know about facsimile programming, make-up style, personnel requirements, etc.

Just Published!

FACSIMILE

By LEE HILLS, Managing Editor, The Miami Herald; **and TIMOTHY J. SULLIVAN,** Facsimile Editor, The Miami Herald

319 pages, 6 x 9, $3.50

EVERY phase of facsimile is covered in this book—from its early experiment stage to its modern, practical use in sending color pictures or transmitting 1,000,000 words per minute. It shows how facsimile is used to publish and distribute a newspaper . . . provides an explanation of FM broadcasting, microwave relay, and other radio adjuncts to facsimile . . . gives you an insight into copy and photographic editing . . . clearly portrays how facsimile may affect our lives and jobs. Here, too—in laymen's terms—is a clear picture of how facsimile equipment operates . . . and an easy-to-follow discussion of recording, the process whereby facsimile copy is actually printed on paper.

Other recent books for your Broadcasting Library

- **Television Production Problems.** By John F. Royal. 179 pages, $2.50
- **Radio Newswriting.** By William F. Brooks. 196 pages, $2.75
- **Television Primer of Production and Direction.** By Louis A. Sposa. 237 pages, $3.50

Gives you:

—a comparison of facsimile with television

—the rules and standards of facsimile broadcasting

—an outline of how a radio station operator can get FCC permission to enter the facsimile field

—a description of the ways of making money with facsimile through leased service and selling air space

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Position BC-11-7-49

This offer applies to U. S. only.

October 28 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

Bexar Bcstg. Co., San Antonio, Tex.—Designated for hearing application for extension of completion date of CP which authorized new station on 990 kc 1 kw D, hearing to be held Nov. 17 in Washington. Commission's action of Aug. 31 denying application was set aside.

Easton Bcstg. Co. Inc., Easton, Md.—Set aside action taken Sept. 15 denying application for extension of completion date, and designated same for hearing Nov. 18 in Washington. Original CP authorized new station 1480 kc 1 kw unl. DA.

Mod. CP Denied

Radio Station Des Moines Inc., Des Moines—Denied mod. CP for extension of completion date of new station originally authorized Nov. 13, 1947. Request for hearing may be made within 20 days in which event denial will be set aside and application designated for hearing.

Hearing Designated

T. M. and J. M. Gibbons, Phoenix, and Howard M. Loeb, Phoenix, Ariz.—Designated for consolidated hearing application of Gibbons and that of Loeb both requesting new stations 1250 kc 250 w unl.

Change in DA

KFEQ St. Joseph, Mo.—Granted CP change DA-D.

Hearing Designated

WGRD Grand Rapids, Mich.—Designated for hearing application to change hours from D only to unl. and install DA-N, and made WKBH La Crosse, Wis. party to proceeding.

Modification of CP

KHSL Chico, Calif.—Granted mod. CP to increase height of east tower in proposed DA and to mount FM ant. on tower, with cond. previously stated in CP that permittee satisfy legitimate complaints of blanketing within the 250 mv/m contour, including cross modulation.

ACTIONS OF THE FCC

OCTOBER 28 to NOVEMBER 4

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur.-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis.-visual** | **unl.-unlimited hours**
STA-special temporary authorization | **CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

Expired CP Replaced

KCOI Coalinga, Calif.—Granted application for CP to replace expired permit.

SSA Extended

WOI Ames, Iowa—Granted extension of SSA permitting operation from 6 a.m. to local sunrise at Ames (Comr. Webster voting for denial).

Application Dismissed

Madera Bcstg. Co., Madera, Calif.—Commission on own motion dismissed with prejudice application for CP.

Operation Suspended

KBRZ Bryan, Tex.—Granted permission to remain silent for period of thirty days from Oct. 29 pending reorganization and refinancing of station.

Extension Granted

WIBK Knoxville, Tenn.—Granted 30 day extension of program test period from Oct. 31.

License Renewal

Following stations were granted renewal of licenses for period ending Nov. 1, 1952: KBUH Brigham City, Utah; KDDD Dumas, Tex.; KEPO El Paso; KGGF (and aux.) Coffeyville, Kans.; KJSK Columbus, Neb.; KLYN Amarillo; KSTT Davenport, Iowa; KVNJ Fargo; WBBO Forest City, N. C.; WCCM Lawrence, Mass.; WCPA Clearfield, Pa.; WESC Greenville, S. C.; WFLO Farmville, Va.; WKNB New Britain, Conn.; WNOP Newport, Ky.; WPIT Pittsburgh; WSON Henderson, Ky.; KPET Lamesa, Tex.; KTBS Shreveport, La.; KWRE Warrenton, Mo.; WCKB Dunn, N. C.; WPIK Alexandria, Va.; WSB (and aux.) Atlanta.

Licenses Extended

Licenses for following stations were extended on temp. basis for period ending March 1, 1950: KXA Seattle; WINZ Hollywood, Fla.; KSVC Richfield, Utah; WGY (and aux.) Schenectady.

Hearing Designated

KFGT Fremont, Neb.—Upon petition by KGFW Kearney, Neb., designated for hearing application of KFGT to increase power from 100 to 250 w, and made KGFW Kearney and KSJC Sioux City, Iowa, parties to proceeding.

Motions Granted

KOB Albuquerque, N. M., and American Bcstg. Co. Inc., New York—Granted motions filed by KOB and ABC to make certain corrections in transcript of oral argument held Sept. 12.

October 28 Applications . . .

ACCEPTED FOR FILING

License for CP

KNOE Monroe, La.—License to cover CP change frequency etc.

WBML-FM Macon, Ga.—License to cover CP new FM station.

WHPS High Point, N. C.—License to cover CP new noncommercial educational FM station.

SSA—1030 kc

KGA Spokane, Wash.—SSA to operate on 1030 kc with 50 kw unl. DA-N for period ending May 1, 1951 AMENDED to change name of licensee from Louis Wasmer to The Corp. of Gonzaga U. of Spokane.

Modification of License

WGTL Kannapolis, N. C.—Mod. license change hours from D to unl. AMENDED to change name of applicant from Fred H. Whitley to Fred H. Whitley Inc.

Modification of CP

WPNF Brevard, N. C.—Mod. CP new AM station for extension of completion date.

WLAG-FM LaGrange, Ga.—Mod. CP new FM station for extension of completion date.

WCAR-FM Pontiac, Mich.—Same.

WNJR-FM Newark, N. J.—Same.

WOIC Washington, D. C.—Mod. CP new commercial TV station for extension of completion date to 1-30-50.

KMTV Omaha—Same to 2-1-50.

WNBF-TV Binghamton, N. Y.—Same to 12-15-49.

TENDERED FOR FILING

Modification of CP

WSID Essex, Md.—Mod. CP change from 1570 kc 1 kw D to 1400 kc 250 w unl.

October 31 Applications . . .

ACCEPTED FOR FILING

AM—1170 kc

KLOK San Jose, Calif.—CP change hours from D to unl.; install DA-N.

AM—1310 kc

WKMH Dearborn, Mich.—CP increase D power from 1 kw to 5 kw, change from DA-N to DA-DN.

AM—690 kc

KEPO El Paso, Tex.—CP increase D power from 5 kw to 10 kw, make changes in DA-D.

Modification of CP

WHLD Niagara Falls, N. Y.—Mod. CP change frequency etc. for extension of completion date.

KSCJ-FM Sioux City, Iowa—Mod. CP new FM station for extension of completion date.

WROW-FM Albany, N. Y.—Same.

WHLD-FM Niagara Falls, N. Y.—Same.

TENDERED FOR FILING

AM—1320 kc

KCRA Sacramento, Calif.—CP increase power from 1 kw to 5 kw, make changes in DA.

(Continued on page 79)



CHOW TASTER, Mark Evans (r), WTOP (CBS) Washington commentator of *Sunrise Salute*, lunches at the enlisted men's mess at South Post, Fort Myer, Va., with Major Gen. Herman Feldman, Army Quartermaster General. Following the announcer's frequent references on his program to Army food as "mess," the General invited Mr. Evans to taste actual Army fare. It was nothing new to Mr. Evans who was a sergeant in World War II. Paraphrasing the famous remark, WTOP's Mark Evans concluded: "He who came to scoff remained to ask for second helpings."

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Laboratory: 114 Northgate Rd.
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Ben Adler
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White Plains 8-3796
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Rye 7-1413 Rye, N. Y.

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The Case of the Magic Mattress

This local merchant had quite a number of mattresses to sell. He was wishing for a magic carpet to bring buyers to his store.

Well, KDYL knows how to weave "magic carpets" for that purpose. Our merchant devoted one of the spots on his series on "The Emerson Smith Show" to his mattresses — *sold every last one of them.*

That's the kind of action KDYL is getting for advertisers. And KDYL-TV, too, is noted for results.

KDYL
UTAH'S NBC STATION
AM-FM-TELEVISION
Salt Lake City, Utah
National Representative: John Blair & Co.

"Around Radio" Provokes Comment in Chicago

Saturday night at 6:15 is coming to be a regular tune-in time for a lot of Midwestern folks who appreciate WLS Program Director Harold Safford's comments on radio, past and present, along with terse news items from day to day WLS programs. The new weekly feature is titled "Around Radio" and not only helps build audience but is a definite merchandising extra for WLS advertisers, too.

Other new features include Captain Stubby and the Buccaneers with Jack Stilwill every afternoon at four—a sure listener-builder backed by a potent WLS audience promotion. And a *selling* power in Chicago and its huge neighborhood, too.

On the special events front, coverage of "George Craig Daily" when Brazil, Indiana, saluted its new national commander of the American Legion, was a WLS highlight last Thursday. John Baker, who grew up in that same little Indiana town, made the unusual broadcast for WLS. And have you heard about Enoch Squires?

WLS
Chicago 7
Represented by John Blair & Company
Adv.

Technical

EMIL TROJAK appointed chief engineer for KMBY Monterey, Calif., replacing **BILL CRABBE Jr.**, who has resigned to enter sales and service side of radio.

ED WITHERSTONE of CBL and CJBC Toronto transferred to St. John's, Newfoundland, to be supervising engineer for Newfoundland region of Canadian Broadcasting Corp.

FRED TIMM named chief engineer of KVER Albuquerque, N. M.

ERIC HERUD, veteran WOR New York studio engineer, appointed theatre manager for WOR-TV. He has been with AM station for 15 years, and in his new capacity, will coordinate operations between production and engineering personnel.

JIM ALLREAD, formerly with WMRN Marion, Ohio, joins engineering staff of WHOK Lancaster, Ohio.

JOSEPH R. (DICK) TROXEL, former director for Southern Television Productions, Louisville, and producer of TV shows for WATV (TV) Newark, N. J., appointed to technical staff of WTVJ (TV) Miami, Fla. He succeeds **JAMES LOOMIS,** resigned to enter advertising firm.

RUSH SAWYERS, chief engineer at WDVA Danville, Va., is the father of a girl.

FRANK MAKEPEACE, chief engineer of CFRN Edmonton, Alta., elected president of Jasper Place Community League at Edmonton. He has been with CFRN since 1934.

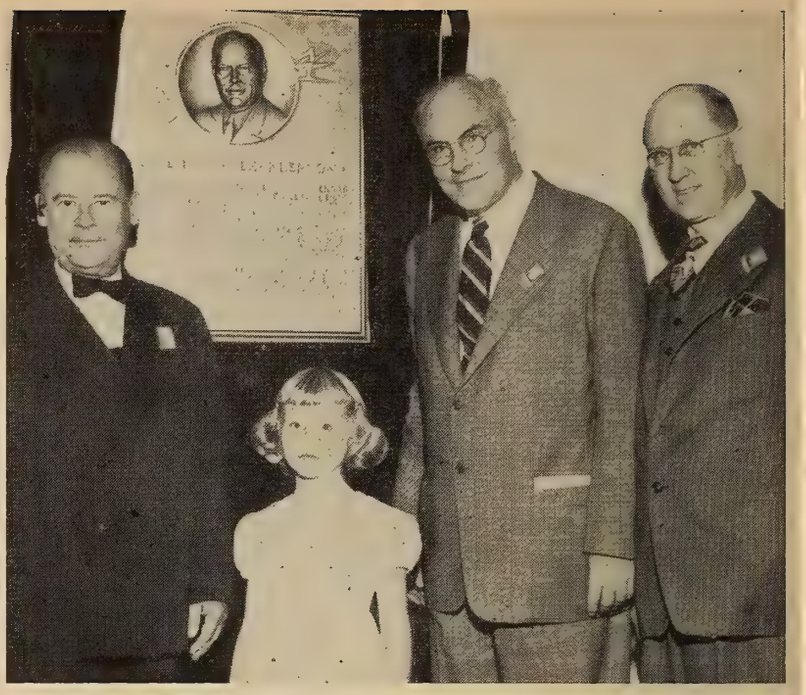
AUDIOGRAPH Co., San Carlos, Calif., announces new Audiograph console tape recorder which combines tape economy and 66 minute recording time with audio response of 40 to 10,000 cycles 2 db, operating at 7½ inches per second. Fifteen-inch speed is available by instantaneous switchover to extend response to 15,000 cycles and permit split-word editing.

BLACKSTONE BIDS

For More Dealer Co-op

IN an effort to reach a saturation point among its dealers in cooperative sponsorship of *Blackstone, Magic Detective,* quarter-hour radio series transcribed by Charles Michelson Inc., New York, the makers of Blackstone Washing Machines have launched a contest and a new cost plan.

The Blackstone factory has announced all dealers using the series will be charged 33⅓% of the costs and the factory will share the other 66⅔% with wholesale distributors. A contest is being held among the factory's 15 direct sales representatives with the man responsible for the greatest number of radio contracts awarded a 17-jewel Longines wrist watch. Runnerup prizes are Wittnauer wrist watch and a Parker 51 pen and pencil set. Contest is scheduled to end Dec. 31.



DR. E. F. W. ALEXANDERSON (l), General Electric radio and television pioneer who made world wide communication possible with the invention of his high frequency alternator, is honored with a bronze plaque noting his achievements, unveiled by his seven-year-old granddaughter, Peggy Burnham. With the inventor and his granddaughter are GE Vice President D. C. Prince and W. W. Trench (r), company secretary. Occasion marked the 31st anniversary of the first practical use of the alternator, the sending of Woodrow Wilson's 14 points or peace terms to Germany at the end of World War I. With 315 patents granted him during 46 years of active service, Dr. Alexanderson is GE's most prolific living inventor.

FCBI EXPANDS

Latin American Agreement

FOOTE, CONE & BELDING International Corp. has completed a working arrangement with seven South American advertising agencies, Luis G. Dillon, executive vice president in charge of Latin American operations for the agency, has announced.

He said that FCBI thus has completed the first phase of the expansion of its activities in the Western Hemisphere. The agency now has a Latin American organization comprising the facilities of a chain of 12 associate agencies in addition to the services of its own FCBI regional directors, coordinators and public relations officers located at strategic points in the Western Hemisphere.

The seven South American organizations are:

Pueyrredon Propaganda of Argentina; Pueyrredon, Rey Kelly, Behrens & CIA., S.R.L., of Uruguay; Publicitas of Chile; Publicidad Causa of Peru; Propaganda Epoca Limitada of Colombia; C.A. Publicidad Laif of Venezuela; Publicidad Astra of Puerto Rico.

ILLINOIS AP UNIT

Waltman Named Chairman

LAVERNE WALTMAN, news director at WLPO LaSalle, Ill., has been appointed chairman of the Illinois Assn. of Associated Press Broadcasters, succeeding Harold Safford, WLS Chicago, who has been acting chairman.

Two new vice chairmen of the AP Illinois group are Charles Harrison, WHBF Rock Island, and Robert La Mere, WLBH Mattoon.



Allied Arts

ALAN REINHART, formerly New England representative for National Research Bureau, Chicago, appointed New England representative for Harry S. Goodman Productions, New York. His office will be in Boston.

ERLING G. FOSSUM named general manager of radio and television division of Stewart-Warner Electric Co., Chicago, succeeding **SAMUEL INSULL Jr.,** resigned to return to insurance business [BROADCASTING, Oct. 24]. Mr. Fossum, Stewart-Warner employe since 1926, served as assistant to president during past year.



Mr. Fossum

RICHARD GILBERT, recording director of Columbia Records' Masterworks Dept. for past year, appointed director of entire department. Before joining Columbia in 1948, he was recording director of RCA-Victor Red Seal records.

OXFORD-LOWE PRODUCTIONS Inc., formed in Hollywood for production of radio and television packages. Principals are **EDDIE OXFORD,** KMPC Hollywood commentator and motion picture editor, and **SHERMAN L. LOWE,** television and movie writer.

KENNETH M. PARKER joins SESAC Inc., New York, as field representative. He was previously with WBBM and WEDC Chicago, Gene T. Dyer interests in that city, KXRX San Jose and KMNS San Luis Obispo, Calif.

ROBERT SEELYE joins Coffin, Cooper & Clay Inc., Hollywood television research firm, as field director.

GENE DEITCH joins motion picture department of Jam Handy Organization, Detroit, as chief animator.

SYDNEY N. GOLDBERG, general sales sales manager of Decca Distributing Corp., New York, wholly owned subsidiary of Decca Records Inc., appointed vice president of distributing company. He will continue as general sales manager of firm, with which he has been associated for 15 years.

SAUL ABRAHAM, manager for 39 years of more than dozen New York legitimate theatres, appointed manager of DuMont TV Network's Adelphia Playhouse, New York.

Equipment

FRANK A. D. ANDREA, president of Andrea Radio Corp., Long Island City, N. Y., issues four-color illustrated booklet, "History and Manufacture of Television Receivers," available to public at all Andrea dealers.

CROSLEY Div., Avco Mfg. Corp., Cincinnati, opens regional sales office and distributing branch in St. Louis. Distributing branch is located at 3228 Locust, and headed by **WILLIAM J. O'BRIEN,** formerly regional representative in Providence, R. I. Regional office, headed by **BRUCE MOREHOUSE,** former regional promotion manager in San Francisco office, is located at 317 North 11th St.

R. A. ADAMS Co., Detroit, appointed sales representative in Detroit area for John Meck Industries Inc., Plymouth, Ind., television and radio receiver manufacturer.

GENERAL ELECTRIC Co., Syracuse, N. Y., announces it will produce new wide-angle, 16-inch metal TV picture tube five inches shorter than conventional tubes of this size. Production will begin in December. Tube, Type 16GP4, also will feature "filter-glass" face plate.

MORY SALES Corp., New Haven, Conn., appointed exclusive television distributors for Andrea Radio Corp., in southern Connecticut.

STEWART-WARNER Corp. has reported net earnings of $1,296,284, or $1 per share, for first nine months of 1949. Net earnings for same period last year were $2,609,725, or $2.02 per share. Sales for first nine months were down 27%, for third quarter, down 30.7%.



WKJG-NABET

Uphold Union, NLRB Told

COMPLAINT by the National Assn. of Broadcast Engineers and Technicians that WKJG-AM-FM Fort Wayne, Ind., indulged in unfair labor practices should be upheld, according to an NLRB intermediate report filed Friday.

Station is licensed to Northeastern Indiana Broadcasting Co. The report was interlarded with "cease-and-desist" orders and a strong recommendation for "affirmative action" in compliance with the Labor Relations Act. It was issued by W. Gerard Ryan, trial examiner. NLRB still must act.

The dispute arose from NABET's charge that WKJG, on and after June 14, 1948, refused to bargain collectively with employes; caused and prolonged a strike begun last Aug. 12; discharged and refused to reinstate employes; and attempted to bargain individually from March through May 1948.

The licensee denied any unfair labor practices. It pointed out there was no evidence to support the complaint and that proof satisfactorily explained delay in bargaining sessions. When the union broke off negotiations and struck, the station was forced to hire permanent replacements, WKJG contended.

FIRE MAKERS

WTNS Adds Smoke to Drive

FIRE prevention was promoted to a blazing success by WTNS Coshocton, Ohio, during National Fire Prevention Week. John R. Terry, program director, reports city folk talked about the station's stunt for days afterward.

Five smoke pots placed on the roof of the station were ignited precisely at 3:14 p.m. and in split-second timing an announcer shouted fire over the air and the program switched to the roof while a newsman pulled a fire box on the street in front of the station. While the wail of sirens was heard over the air, Mr. Terry explained fire prevention week to the listeners.

Trucks pulled up in front of WTNS, laid out lines and poured water on the "fire" in two minutes 58 seconds. The whole operation was described from the roof. No advance publicity had been given other than teasers in the newspaper and on the air that a fire would be watched by about 500 people at an unnamed place at 3:15 p.m. that day.

After the demonstration, city officials, including fire chiefs, the Mayor, police chief and others, were interviewed on the roof and made a plea for prevention and complimented the station's efforts. Neither firemen nor police, except for the chiefs, were aware that the call was not for an actual fire. Direct result of promotion, Mr. Terry said, was 180 calls received at the fire station from residents requesting fire inspection of their homes.



National Representative—John E. Pearson Co.



• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Experienced, competent manager for 1 kilowatt midwest daytime station. Real opportunity for man of proven record in programming, management and sales. Give complete record, references and tell all in first letter. Box 975c, BROADCASTING.

Salesmen

Salesman for kilowatt daytime. Must be experienced and interested in permanent position. Send complete details first letter. Position now open. Write Box 38D, BROADCASTING.

Local salesman for 5 kw Mutual affiliate in midsouth, major market. Attractive minimum guarantee and commission with opportunity for advancement. In answering state education, experience, references and photograph. Box 98D, BROADCASTING.

Salesman for small independent in rural area. Good opportunity with salary and commission arrangement. Must have car. Mid atlantic. Box 101D, BROADCASTING.

How tough can you get? Leading independent, in competitive midwest market, needs a hardrock salesman to mine the gold that's waiting here. Stamina and experience will pay off for both of us. If you're rugged, let's hear from you. Box 103D, BROADCASTING.

Salesman for independent in Evanston, wealthiest Chicago suburb. Must have proven sales record on independent station. Unlimited opportunity. Box 106D, BROADCASTING.

A really good local station in a good market with a good Conlan will pay a substantial draw and commission to a mature, thoroughly experienced time salesman. Box 119D, BROADCASTING.

Announcers

Experienced staff announcer for leading independent, in midwest market, 175,000 radio homes. Permanent to man with background and ability. No beginners. Disc, photo, resume, salary first letter. Box 104D, BROADCASTING.

Opening for staff announcer. 250 watt Mutual outlet in southeast. Rush audition disc, photograph and background to Box 108D, BROADCASTING.

Major network affiliate in southeast has opening for above average, thoroughly experienced announcer. Good voice, diction, versatility and ability to sell copy required. Give complete background, experience, past and expected earnings in first letter. Box 108D, BROADCASTING.

Staff announcer, must be experienced, able to handle staff work and news. Willing to grow with progressive station. Sober, dependable, willing to work with others. Send complete information, photograph and audition disc to Radio Station KHMO, Hannibal, Mo.

Experienced staff announcer with news, disc jockey and adlib ability. Helpful if some sports and sales knowledge. $200 to $225 a month. Please send disc or tape with letter. KISD, Sioux Falls, S. Dak.

Addition wanted for finest announcing staff in world's fastest growing city. Must have well rounded experience in all phases of announcing. This is permanent job with progressive ABC affiliate in south's largest city. References will be checked. State minimum starting salary. Send personal data sheet listing all prior radio and allied experience plus audition disc. Glenn McCarthy Enterprises, KXYZ, Houston, Texas.

Wanted, engineer-announcer, emphasis on announcing. Must be experienced disc shows, early morning and news. Audition disc and background required. WBHF, Cartersville, Ga.

Help Wanted (Cont'd)

Sports announcer with news background. Must be able handle play-by-play football, baseball, basketball plus assist news editor. Attractive base plus talent opportunity right man. Best references expected. Don't phone. Apply by letter telling all. Assistant Manager, WCAX, Burlington, Vermont.

Wanted—Experienced announcer for morning show. Send photo, letter of experience and reference to WFNC, Fayetteville, N. C.

Experienced announcer with ability to handle news and commercials intelligently. Needed immediately. Send disc and data to WTIP, Charleston, W. Va.

Technical

Help wanted—Immediate vacancy for engineer-announcer, must have experience on engineering and announcing. Daytime station, send photo and disc with first letter. Salary $55.00 for forty hour week. Box 278, Defiance, Ohio.

Production-Programming, others

Experienced copywriter wanted, able to handle all types of accounts, women preferred. Must be efficient and able to write copy speedily. Send complete information, photograph and sample copy to Radio Station KHMO, Hannibal, Mo.

Experienced commercial copywriter wanted to handle entire job on busy 1000 watt daytimer. No air-work, no show scripts, but lots of good, clear commercial copy needed. Send information and samples to Dave Taylor, WFRL, Freeport, Ill.

Wanted—Commercial copywriter. Some experience. Forty hour, good working conditions. WNBZ, Saranac Lake, N. Y.

Situations Wanted

Managerial

Well qualified. Will accept salary plus commission. Guarantee to make money. Box 5D, BROADCASTING.

Man with twenty years all-round experience wants to make change. Prefer small market. Box 36D, BROADCASTING.

Manager, alert, versatile for 250 watt, 7 yrs. ann.; eng.; program, copy, sales. Family man, 29. Will offer ideas, economy and plain hard work for management opportunity. Money secondary, the opportunity's the thing. Box 48D, BROADCASTING.

Combination—Can stand alone on ann.; eng., program and copy, some sales. 7 yrs. experience. Will anyone pay $90 a week? Presently employed, 29, family, sober, conscientious, curious. Box 49D, BROADCASTING.

Assistant manager, 27, married desires security plus equitable return for services rendered. Five years experience in and supervision of production, sales, programming, copy and announcing. Box 50D, BROADCASTING.

Hard-sell manager or commercial manager available November 1st. Sober, reliable, family man. Unusual qualifications in management, sales, production, programming. Excellent educational, newspaper background. Particularly interested in television opportunity. Please give complete details in reply to Box 70D, BROADCASTING.

Twelve solid years experience in commercial radio. Plenty of "savvy" in small station operation and a wealth of metropolitan, big-time experience. Thorough grounding in all phases of station operation. I think this all adds up to a job as manager of a small station in a small or medium sized city. Personal interview at my own expense. Box 85D, BROADCASTING.

Situations Wanted (Cont'd)

Attention station owners interested in sound management. Station manager fully qualified to operate your radio property on basis of sound business principals with imaginative promotion and programming will soon be available. Fifteen years background in all phases of broadcasting including general manager of 5,000 watt fulltime operation; radio and TV director of large, national advertising agency; network production, writing and news; executive with one of nation's leading stations. Widely acquainted in radio and advertising circles. Have the know-how and experience to mold your staff and sales departments in a successful, productive organization. Married, sober. Reasons for voluntarily resigning present position easily explained. Your reply to this advertisement will be held confidential. Box 97D, BROADCASTING.

Manager, station or program. 12 years experience major and regional network key stations. Also 250 watt and TV. Announcer, producer, news editor, some sports play-by-play. Single, available immediately. Prefer east coast. Familiar large and small station operation. Box 100D, BROADCASTING.

If your independent is in a potentially good market but suffers from high operative expense, low income and/or a shortage of liseners; and if you're looking for a manager, my proposition might interest you. Box 133D, BROADCASTING.

Station manager. 7 years commercial manager. Experienced in new station organization. Top record. Presently earning $7000 as commercial manager. Promotion minded. Excellent reputation in community. Highest recommendations. Box 150D, BROADCASTING.

Salesmen

Salesman, seven years experience in commercial radio. If you're looking for a real go-getter, drop me a line, I guarantee results. Can go anywhere. Box 12D, BROADCASTING.

Mr. TV or AM salesmanager. I have three years advertising and promotion experience, one year AM sales, good sales record, progressive ideas, sales know-how, personality, ambition, determination, good looks. I want a future, a chance to get ahead and an interview with you. Box 117D, BROADCASTING.

Now employed as sales manager. Five years on network and independent producing excellent results. Young, reliable, good apearance having sound education and background. Know radio thoroughly. Interested in position with sound AM network station with TV plans in Maryland, Virginia or North Carolina. Box 121D, BROADCASTING.

Former announcer desires position as salesman with progressive station in east or midwest. Sales experience non-radio, but willing to learn. Sober, reliable. References. Box 135D, BROADCASTING.

Sales manager, 15 years experience tangible, intangible selling. Graduate radio school. Experienced sports announcer. Now with midwestern 1000 w, independent. Age 36, sober, married. Available two weeks notice. Photo, references. Box 137D, BROADCASTING.

Experienced sales, sales-promotion and merchandising. College education, young, aggressive, capable. Two years radio sales experience. Desire to be national sales manager. Available sales staff or assistant to general manager while training. Box 141D, BROADCASTING.

Experienced in sales, announcing. College, married, 24. Desire permanent position in large, established market. All replies answered. Bob McElroy, 2924 N. Linder, Chicago 41, Ill.

Announcers

Hello again. See my ad last week? I'm still looking. Are you progressive? Live? Want higher profits? and greater sales? Then let me build a disc show for you. I've done it, you know. At two eastern indies. And we've all made money. But there's more to this life than "just money." Like education, experience, prestige, and time for relaxation. Just to mention a few. I'm with a good station. No quality; just quantity. Gripes after a year. I'd rather concentrate; but the "fees" here aren't that high. Tell you what. Drop me a line. I'll answer your questions promptly. Box 846c, BROADCASTING.

Situations Wanted (Cont'd)

Washington, D. C. area. Disc jockey with warm voice and commercial power, showmanship, too. Two years experience, 24, family man. Box 953c, BROADCASTING.

Experienced announcer seeking position in midwest. Here's your commercial, news, record man with console experience. Box 40D, BROADCASTING.

Announcer desires immediate change from metropolitan New York area station to progressive station in any location. Experienced all phases including play-by-play, all sports. Box 43D, BROADCASTING.

Experienced announcer presently employed in New York City as staff man desires immediate change. Legitimate reason. Married, dependable, permanent position with future only. Box 44D, BROADCASTING.

Announcer-engineer, 1st class phone, two months board experience. Graduate leading announcing school. Will travel, south, east, midwest. Disc available. Box 55D, BROADCASTING.

Good announcer, news, copy, advertisements, operation my meat. Single, 25. Will travel. Box 68D, BROADCASTING.

Disc jockey, ad-libber with program ideas. Available December first. Box 78D, BROADCASTING.

Announcer, 28, married, college graduate. 3 yrs. experience. Desire progressive station in midwest or midsouth. Can offer you sincerity and reliability. Box 80D, BROADCASTING.

Announcer, experienced, single, 33. Versatile staff man, news, commercial, special programs, jockey. Operate board. Prefer progressive Pacific coast, western station. Disc, details. Box 82D, BROADCASTING.

Sports announcer, basketball and baseball specialist, but completely experienced all sports, available after Nov. 15. College, married, veteran looking for station covering top caliber basketball and baseball. Excellent references and discs. Box 84D, BROADCASTING.

Experienced announcer-engineer, first phone. Familiar with all phases of broadcasting. Reliable, family man. Desires permanent position in progressive station. Disc on request. Box 85D, BROADCASTING.

Sports, play-by-play, network and local experience. Age thirty. Married. Want to settle in livewire southwestern baseball city. Personal interview. Box 88D, BROADCASTING.

Announcer-salesman, 1 yr. announcer-engineer northern station. Morning-combination man southern station, 1 yr. 2 mo. salesman (student) both stations. Sober, steady worker. Full details, audition disc, on request. Box 94D, BROADCASTING.

Experienced announcer, continuity writer, news editor, DJ, adlib ability. Operate console. Excellent references. Box 99D, BROADCASTING.

Announcer, 21, two years experience, deep network quality voice, excellent news, commercial and DJ. Has reached peak at present employment, desires position at New England or Pennsylvania station. Personal interview in reason. Available immediately. references. Wire. Box 102D, BROADCASTING.

Announcer, DJ, news, 2½ yrs. commercial experience. Permanent position in or about metropolitan area. References, available immediately. Box 107D, BROADCASTING.

Attention. Who will give a versatile negro, disc jockey, announcer with talent and ideas a start in radio? 24 years in show business, graduate of a NY school of radio broadcasting. 6 months training including CBO on metropolitan stations. Excellent background and references. Will locate anywhere. Photo, resume, disc, available. Call evenings, Trafalgar, 6-0325, NY, or write Box 111D, BROADCASTING.

Announcer-Radio training two years. Excellent deep voice, pleasing style and selling power. Want initial break to obtain needed experience. Excelling in commercial copy, newscasting. Can handle all sports. Run control board. Will travel anywhere. Available immediately. Disc and background on request. Answer all offers. Box 112D, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, program director, news-editor. 13 years experience. Former NBC, CBS. Married, will go anywhere. Disc and photo on request. All replies answered. Box 113D, BROADCASTING.

Recent graduate in radio journalism. Desire an announcing job with an opportunity to work hard and learn. Single, 25, disc, photo available. Box 115D, BROADCASTING.

15 years experience. Announcer-producer-writer-newscaster. Last employment 50 kw NBC outlet, TV station. Understand TV announcing and production. Came up in radio when you had to do everything around the station. Have operated RCA, Western Electric, Gates and home-made boards. 35, single, ready. Box 120D, BROADCASTING.

Going for $65 week minimum. Thoroughly experienced announcer. 5 years radio, 3 in announcing. B. A. Northwestern U. training, 27, single, personable. Can produce, write, report. East preferred. Box 125D, BROADCASTING.

Announcer experienced all phases and writing. Small east coast station preferred. Box 130D, BROADCASTING.

Announcer, sportscaster, time sales, college grad. Limited experience small New York station. Will travel. Resume, disc. Box 131D, BROADCASTING.

Announcer, production conscious. Three years with independent, doing own board work. Strong on news. Desire opportunity to do more production work. Excellent references and disc available. West of Mississippi preferred. Box 135D, BROADCASTING.

Experienced personality disc jockey and staff announcer. Complete details upon request. Box 138D, BROADCASTING.

Topflight announcer (this ad placed by station wanting to see him earn what he's worth), all-round man with excellent sales voice, 12 years experience on stations of WNEW, WXYZ, KYW, WITH calibre-worth $125 weekly. Make offer. Married, with family. Will go anywhere. Box 142D, BROADCASTING.

Staff announcer, two years experience, newscaster, disc jockey, commercial man. Can operate own control board. Prefer midwest. Box 144D, BROADCASTING.

First phone plus 1½ years announcing (staff, news, sports, nemo)., music library, AM-FM X-mitters. Prefer Del., Md., Va. area. $70 week. Box 145D, BROADCASTING.

Attention, regional coverages (AM-TV). 10 years experience, now doing an AM-FM show which would be highly adaptable for TV. Special abilities for late evening disc shows and MC work. College grad. 28 years old. Know programming and production. Request personal interview. Box 146D, BROADCASTING.

Announcer, vet, graduate of oldest school of broadcasting in country. CBS instructor taught all phases of broadcasting. Two years college. Producer, singer, MC of amateur shows in Chicago nite clubs. Staff member of 5000 watt NBC affiliate. Try anything, anywhere. Box 147D, BROADCASTING.

Announcer, single, 21, reliable. Three years experience. Do anything well, travel anywhere. Available immediately. Excellent references. 3124 Telegraph Ave., Oakland, California.

Combination announcer-Licensed technician. Experienced 250 to 10 kw. AM-FM: presently employed, married. %VIK, 100 Terracita, San Francisco, Calif.

Veteran, college radio major. Also singer and actor. Looking for a start. J. Coppola, 59-18 Putnam Ave., Ridgewood 27, N. Y.

Young man, 21 years of age interested in radio announcing and writing. Graduate of Pathfinder School of Radio, Kansas City, Mo. Contact Richard R. Lancaster, 2915 Charlotte, Kansas City, Mo. Telephone Valentine 1641.

Announcers—Early morning men. Top commercial men trained in all-round announcing, writing and production. $40-$50 to start. Pathfinder School of Radio. 1222-A Oak St., Kansas City, Mo. HA-0473.

Technical

Experienced engineer, studios, transmitters, any offers please? Box 894c, BROADCASTING.

Technician—Single, 23. First phone, second telegraph, inexperienced. Available immediately. Box 19D, BROADCASTING.

Situations Wanted (Cont'd)

Chief engineer with 15 years experience plus ability second to none, seeks change to progressive station. Best references including present employer. $80 week minimum. Box 25D, BROADCASTING.

Experienced engineer, first phone, console, transmitter, remotes. Car, married. Box 51D, BROADCASTING.

Engineer, first phone man desires permanent position. Will travel. Graduate television and communications. Have car. Box 57D, BROADCASTING.

Engineer, first phone. Single, car, will travel. Graduate FM-TV communications desires permanent position. Box 58D, BROADCASTING.

Engineer, two years transmitter, remote experience. Graduate RCA Institutes, NYC. Enrolled in CREI correspondence course. Army radar experience. Willing to travel. Box 64D, BROADCASTING.

Young man, 2nd class phone license desires permanent job in broadcasting station. Location not important. No experience. Box 67D, BROADCASTING.

Engineer, age 23, single with car. Transmitter, studio and remote experience with 250 watt and 1 kw stations. Construction experience in 1 kw directional. Desire position in middlewest with no announcing. Box 75D, BROADCASTING.

Available immediately—Chief engineer. 2 years college, 5 years experience in installation, maintenance and operation of AM and FM studio and transmitter equipment. Desire permanent position with progressive station. Sober ,excellent references. Box 76D, BROADCASTING.

Engineer, 1st phone, single. Graduate leading radio school. Desires transmitter or combination work. Disc, photo and reference on request. Box 77D, BROADCASTING.

Control room or transmitter engineer. Experienced with Mutual outlet. Married, car, will travel. Graduate reputable school. 1st phone license. Box 87D, BROADCASTING.

Position wanted—Graduate radio engineering course Valparaiso Technical Institute with first phone license, seven months broadcast experience AM-FM transmitters. Write Box 89D, BROADCASTING.

Engineer experienced all phases broadcast. Presently employed. Will consider all offers. Married. Permanent. Box 92D, BROADCASTING.

Engineer, B.S.E.E. Degree, 1st class radio-telephone license, class A amateur license, 38 months studio and transmitter experience (including 5 and 50 kw). Box 96D, BROADCASTING.

Experienced engineer, three and one-half years at five kw station, control room, transmitter, remotes, maintenance, construction, good theoretical and practical background. Box 109D, BROADCASTING.

Licensed engineer, two years experience. Transmitter, studio control operation, maintenance. Will travel. Box 110D, BROADCASTING.

Engineer, 1st phone. Also training in announcing and control board. Midwest preferred. Box 116D, BROADCASTING.

First phone, graduate 22 months AM-FM-TV course, college graduate. Navy vet, married. Available at once. Box 126D, BROADCASTING.

Transmitter operator available immediately, 600 mile radius NYC. $50 minimum. Six months 1 kw experience, single, car. Box 128D, BROADCASTING.

Engineer, two years army experience. 18 months RCA Institute. Experience as summer replacements. did remotes. Box 129D, BROADCASTING.

First class operator. Young. Do not smoke or drink. Graduate of E.R.T.I. Omaha. Eugene Brown, Alden, Iowa.

First phone, telegraph, 24, married, six years aircraft marine experience. some broadcast. Desire position, will relocate. Francis Crosby, 114 Allston St., Allston, Mass.

Young man with first phone desires position as engineer. Single, will work anywhere. W. M. Dickinson, 515 West 5th, Mitchell, S. Dak.

Situations Wanted (Cont'd)

First phone technician, four years experience desires transmitter position up to 5 kw. Prefer midwest but will consider all attractive offers. Available at once. Jeff Rice Jr., 708 West Central, Bentonville, Ark.

Production-Programming, others

Newswriter-competent reporter, experienced broadcaster. Ex-staffer, correspondent, loves local metropolitan beat. Special events, sales, sports tie-in possible with progressive station providing permanent position. Box 867c, BROADCASTING.

I'm looking for a good program job where I can put to use my ten years experience in programming and five years in sales and administration. Box 37D, BROADCASTING.

2½ years production and continuity experience, 5000 watter. University graduate, 26. Can handle promotion, sales and traffic. Southeast preferred. Box 90D, BROADCASTING.

Program director, producer, announcer, writer. Capable, conscientious. Seven years of well rounded experience. Age 30, $75 per week. Box 93D, BROADCASTING.

New York, Chicago, major markets, program and administrative director of million dollar grossing AM-FM independent and TV network outlet in 25 station market seeks step upward. Exceptional Hooper and sales record with soundly built low budget shows. Seek above average opportunity established station. Salary-bonus. Box 105D, BROADCASTING.

Capable girl Friday wants chance to prove her worth. Can build and do womens and kiddies shows that will get you listeners. Single, age 25, civic-minded. B.A. Degree in speech and dramatics. Box 114D, BROADCASTING.

Topflight copywriter available. Also experienced in the handling of women's and children's programs. Box 118D, BROADCASTING.

Ten years experience programming, announcing, promotion, writing. Family man. Prefers midwest. Box 122D, BROADCASTING.

Topflight announcer. Solid background all phases radio. Interested programming or promotion position. Box 123D, BROADCASTING.

Program director exceptionally strong on show-building and announcing. Responsible family man. Box 124D, BROADCASTING.

Right hand: 4A agency experience. Traffic, assistant timebuying, production. Secretarial skills. College, personable. Box 127D, BROADCASTING.

Program director, three years experience with independent, two as program director and assistant manager. Write production copy that sells sponsor on radio and sell listeners on sponsor. Excellent references, disc. Prefer west of Mississippi. Box 134D, BROADCASTING.

Experienced commercial continuity and dramatic script writer. Resume and samples upon request. Box 139D, BROADCASTING.

Need a gal? Experienced news editor and women's program director desiring to advance. Prefer news position, will consider anything. Young, capable, single, make friends easily. No preferred location. Let me give you full details. How about it? Box 143D, BROADCASTING.

Employed program director, 250 watt. Sick of backward country. Spot announcement stations. Want same or better position. Experience in network, independent. Will settle in New England. No genius, like good radio. Box 149D, BROADCASTING.

Experienced eight years. Vocalist, announcer, copywriter, music librarian. Location not important. References. Recordings. Don Pierre, 1338 W. Juneau Ave., Milwaukee, Wisconsin.

Television

Managerial

Available at once, Young, capable, television executive with practical experience from production and programming to and including complete station management. Now in his twelfth year of television. Will accept satisfactory position anywhere in the United States. Box 140D, BROADCASTING.

Television (Cont'd)

Technical

TV engineer grad. 2 yrs. 10 yrs. CW transmitters desires AM-FM-TV transmitter operating. Single, own car, will travel eastern seaboard. First phone. J. Kirkman, 260 Baldwin Road, Hempstead, N. Y.

Production-Programming, others

Assistant director, floor manager, radio, 4 years program director, music director, announcer. Theatre 13 years; all phases. Education; college graduate, TV school. Will travel anywhere. Box 20D, BROADCASTING.

Television producer-writer. Extensive radio-TV background. Presently New York. Available December first. Box 79D, BROADCASTING.

Nine years radio—all phases. Eighteen years little theater acting, directing. Want TV future announcing, producing or radio PD. chief anncr. Box 81D, BROADCASTING.

For Sale

Stations

For sale, New York City area AM station. $125,000. Broker. Box 830c, BROADCASTING.

Equipment, etc.

RCA 250k Delux AM transmitter. Condition like new, complete with spare tubes. Going to higher power and will sacrifice for $1750.00 Write for full particulars. Box 132D, BROADCASTING.

One kilowatt FM Federal 191-A in excellent condition. Presently used as spare. Easily and inexpensively converted to 3 kilowatt. Cost $9,000, sell for $4,500, or best offer. KOWH, Omaha, Nebr.

Bargain—For sale—250 watt composite transmitter with two crystal ovens complete with crystals for 1240 kc. Separate power supplies for final amplifier and modulators on separate rack. Separate power supply for crystal, buffer stages and bias. This transmitter used three years. No loss of air time. Transmitter also includes coaxial changeover relay. One hundred per cent spare tubes and monitor pick-up receiver. Transmitter has 14 meters including remote antenna meter. Best offers over $950.00. Contact J. E. McCormack, Chief Engineer, WHUM, Reading, Pennsylvania.

RCA 250k transmitter $1650, IDECO 399 ft. guyed tower complete with lighting equipment $3800, W. E. 54-A FM antenna $1500, RCA 76-B console $500, RCA modulation monitor $235, miscellaneous microphones, speakers and amplifiers. WABB, Mobile, Ala.

Bargain—For sale two broadcast type microdyne 250 ohm magnetic pick-ups and arms for 33 and ⅓ and 78 transcriptions and recordings, complete with two Gates three positions ortho acoustic filters, also 2 spare pickup heads. Sacrifice all for $80.00. Contact J. E. McCormack, Chief Engineer, WHUM, Reading, Pennsylvania.

For sale: One Presto model Y4 recorder, new condition. One Ampex model 200 30" per second tape recorder, practically new. Two 9-A Western Electric reproducers complete with filters. Make offer. W. D'Orr Cozzens, Chief Engineer, Intermountain Network, Salt Lake City, Utah.

For sale—Bargain. Two type Brush hi-fi pick-ups and arms for transcriptions and recordings with 2 spare cartridges and 2 number 3761-B equalizers. These pick-ups have permanent sapphire needles. For sale $30.00, for both. Contact J. E. McCormack, Chief Engineer, WHUM, Reading, Penna.

Wanted to Buy

Stations

Want to buy—Small station in good market. Have $7000.00 for initial payment. Send full details including possible terms and photo of building. Box 95D, BROADCASTING.

(Continued on next page)

Miscellaneous

We offer, frequency measuring service. commercial quartz crystals, new, regrinding or repairs. Frequency monitor service. "14 years experience." Eidson Electronic Co., Box 31, Temple, Texas. Phone 3901.

Employment Service

Wanted, now, tomorrow? Manager, PD, sales, announcer-deejays, copy-chiefs, TV-AM-FM technicians and combinations thereof. RRR-Radio TV Employment Bureau, Box 413, Philadelphia.

Situations Wanted

Announcer

ANNOUNCER
5000 WATT CBS STATION
Desires change to Chicago vicinity. Excellent radio background. Ad-lib, emcee work.
BOX 91D, BROADCASTING

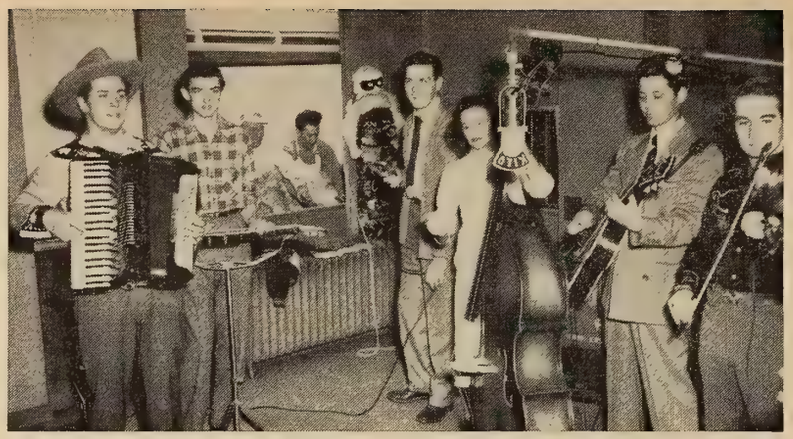
Television

Technical

NOW AVAILABLE
Screened AM-FM-TV engineers, technicians and licensed experienced operators. Contact:
BOX 26D, BROADCASTING

School

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America's Oldest School Devoted Exclusively to Radio & Television
Comprehensive Professional Day and Evening Courses in all phases of Radio and Television Broadcasting taught by Network and TV Professionals.
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CHICAGO 4, ILL.: 228 S. Wabash Avenue
HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue



UNDAUNTED by a S-R-O sign that was hung out for latecomers who came to the studios of KILO Grand Forks, N. D., to view the *Red River Valley Party*, two painters almost stopped the show. It seems that they took advantage of scaffolding equipment on the building to hoist themselves to the fifth floor window and viewed proceedings from their suspended perch.

Miscellaneous

BEGINNING ANNOUNCERS!
Having trouble getting started? YOU SEND US: Your audition transcription, return postage and $5.00. WE SEND YOU: A carefully detailed analysis of your work; we point out your strong and weak points, your faults of delivery, voice, pronunciation and style, and answer any of your questions about radio. Take advantage of our years of experience. AUDITIONS, 108 E. 17th St., New York 3, N. Y.

Employment Service

EXPERIENCED BROADCAST PERSONNEL
RADIO BROADCAST ENGINEERS
TELEVISION STATION TECHNICIANS
RADIO - TELEVISION TECHNICIANS
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TRANSIT RADIO
Reports 128 New Sponsors

TRANSIT RADIO Inc., New York, reports an increase of 128 new sponsors on 14 of its stations, bringing to 393 the total of national and local advertisers on busses and street cars.

New national advertisers include Swift & Co., Vigoro, Fanny Farmer Candy Shops and Ford Dealers Assn., all through J. Walter Thompson Co.; Musterole through Erwin Wasey; Bond Stores through Neff-Rogow; Bristol-Myers for Ipana through Doherty, Clifford & Shenfield; Fehr Baking Co., through Ruthrauff & Ryan; Miles Labs through Wade Agency; Mrs. Filbert's Mayonnaise through SSC&B; Feltman & Curme Shoes, direct.

In addition, Transit announced the following renewals: Swift & Co. for Jewel Shortening through J. Walter Thompson; Hyde Park Beer through McCann-Erickson for a 26-week contract; Baker Brush Co., through Arthur Cohn & Assoc. Household Finance Corp. through Levally Inc. has added additional Transit Radio markets.

IRE CONFERENCE
Dallas Meet Dec. 9-10

SECOND Southwestern Institute of Radio Engineers Conference, sponsored by the Dallas-Ft. Worth Section of IRE, will be held Dec. 9-10 at the Baker Hotel in Dallas.

It will feature technical papers on radio, television and geophysics problems; electronic equipment exhibits, and field trips to Dallas-Ft. Worth television stations and to geophysical laboratories and similar points of interest. A special program is being arranged for the wives of attending engineers.

R. A. Broding of the Magnolia Geophysical Experimental Lab., Dallas, is general chairman of the conference. Success of last December's session, officials said, prompted the decision to stage the conference again this year. "All engineers interested in the Southwest electronic industrial development are invited," conference planners reported.

RELIGIOUS RADIO
NCCM Cites Broadcasters

COOPERATION of American broadcasters with all religions in the United States was cited last week by Emmet A. Blaes, president of the National Council of Catholic Men, in recognition of the 29 years of radio's progress celebrated in National Radio and TV Week.

Mr. Blaes sent letters of congratulation to the heads of NBC, ABC and Mutual and their affiliates who carry programs produced by the NCCM (*Catholic Hour* on NBC; *Hour of Faith* on ABC; *Faith in Our Time* on MBS). He said the cooperation by broadcasters with the church "has been of untold value to the betterment of our American way of life." Emphasizing that Americans "can feel justly proud" of the accomplishments of broadcasting "in the relatively short period of existence," Mr. Blaes noted "this industry is an integral part of the American way of life."

NO HEARSAY
In WKRC Newsman's Cast

UNDILUTED proof of gambling activity—minus hearsay or speculation—was given WKRC Cincinnati listeners in a news recap Oct. 19, by Newsman Tom McCarthy who used several recorded telephone conversations to produce startling results.

On Mr. McCarthy's 5 p.m. newscast that day, he reported a gambling shut down had been ordered in Newport, Ky., a Cincinnati neighborhood community. This brought an anonymous call from a Kentucky listener advising him the crackdown was over. Deciding to see for himself, Mr. McCarthy went to work with his recording devices, calling six of the largest Newport gaming emporiums asking: "Are you going to have gambling tonight or is the lid really on?"

Since he did not identify himself, employes of all the clubs unhesitatingly told him the tables would be operating per usual. Finishing his last transcription only a few minutes before the 6 p.m. news broadcast, Mr. McCarthy gave WKRC listeners his interviews right off the original recordings complete with dial tones, wrong numbers and retorts.

Leo Bolley Dies

LEO BOLLEY, 45, sports commentator of WPEN Philadelphia, died on Oct. 26 after suffering a heart attack. He had recently returned from broadcasting a football game at Dallas, Tex. He formerly played football for the Green Bay Packers' professional team.

New England Opportunity

An outstanding New England situation—fulltime 250 watt operation—exclusive market. Excellent potential. Capable manager needed. Station operating profitably. An unusual opportunity for 100% ownership for $75,000.00.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.
MEDIA BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	333 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO NOVEMBER 3

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,055	2,021	209		330	261
FM Stations	742	471	335	*9	51	30
TV Stations	89	22	90		352	182

*5 on air

• • •

Docket Actions . . .

OPINIONS AND ORDERS

WARL Arlington, Va.—Adopted order dismissing proceeding to determine whether station had violated Sec. 316 of Communications Act forbidding lottery broadcasts in view of current court proceedings which will settle legal issues of general applicability. Order Oct. 28.

Lawrence Bcstg. Co., Lawrence, Kan.—Adopted memorandum opinion and order denying petition for reconsideration and grant of application for new AM station; ordered that hearing heretofore continued indefinitely pending action on petition be scheduled Nov. 28 at Washington. Order Oct. 28.

WCAR Pontiac, Mich. — Adopted memorandum opinion and order denying request for waiver Sec. 3.23(c) of rules and pertinent provisions of standards, for mod. current license to specify hours during month of November as 7:15 a.m. to 5:15 p.m. in lieu present license for 7:30 a.m. to 5:15 p.m.; ordered application for mod. license dismissed. Order Oct. 28.

Non-Docket Actions . . .

AM GRANTS

KAFY Bakersfield, Calif.—Granted change from 1490 kc, 250 w, to 1kw on 550 kc, directional. Granted Oct. 28.

WMJM Cordele, Ga.—Granted nighttime power increase from 100 to 250 w. Operating 1490 kc, 250 w. Granted Oct. 28.

KFPW Fort Smith, Ark.—Granted switch from 1400 kc to 1230 kc, operating with 250 w fulltime. Granted Oct. 28.

WATO Oak Ridge, Tenn.—Granted change from 1490 kc to 1450 kc, operating 250 w fulltime. Granted Oct. 28.

WLAQ Rome, Ga.—Granted switch from 1 kw day on 670 kc to 1 kw fulltime on 1410 kc, directional night. Granted Oct. 28.

KBKI Alice, Tex.—Granted change from daytime to fulltime operation, install directional night. Operating 1070 kc, 1 kw. Granted Oct. 28.

WERC Erie, Pa.—Granted power boost to 5 kw using different directionals day and night on 1260 kc. Granted Oct. 28.

Clifton, Ariz.—Saguaro Bcstg. Co., granted 1400 kc, 250 w fulltime; estimated cost $12,090. Grantee is owned by Dwight Harkins Amusement Enterprises Inc., which owns 74% of KTYL Mesa, Ariz. Granted Oct. 28.

Los Alamos, N. M.—Rio Grande Bcstg. Co., granted 1490 kc, 250 w fulltime. Rio Grande is licensee KOAT Albuquerque, KGAK Gallup and KTRC Santa Fe, N. M. Granted Oct. 28.

Pampa, Tex.—Radio Station KICA, granted 1230 kc, 250 w fulltime. Grantee is licensee KICA Clovis, N. M. Granted Oct. 28.

Alamogordo, N. M.—Otero Bcstg. Assn., granted 1230 kc, 250 w fulltime; estimated cost $8,725. Co-partnership: Norman B. Lassetter, ex-chief engineer KDLK Del Rio, Tex., and Louis M. Neale Jr., ex-chief engineer and assistant manager WALD Walterboro, S. C. Granted Oct. 28.

Chillicothe, Mo.—Cecil W. Roberts, granted 1010 kc, 250 w daytime; estimated cost $10,775. Grantee is owner KREI Farmington and KNEM Nevada, Mo. Granted Oct. 28.

Yuma, Ariz.—Sale River Valley Bcstg. Co., granted 1240 kc, 250 w fulltime; estimated cost $19,850. Grantee is licensee KOY Phoenix, Ariz. Granted Oct. 28.

Sunnyside, Wash.—Cole E. Wylie, granted 1050 kc, 250 w daytime; estimated cost $14,735. Grantee is owner KREM Spokane, Wash. Granted Oct. 28.

Tampa, Fla.—Hillsboro Bcstg. Co., granted 1590 kc, 1 kw daytime; estimated cost $20,419. Co-partnership: E. P. Martin, attorney; his wife, Alpha Martin; Elmo B. Kitts, owner radio repair shop. Granted Oct. 28.

Kinston, N. C. — Commonwealth Bcstg. Corp., granted 1010 kc, 1 kw daytime; estimated cost $10,000. Grantee is licensee WLOW-AM-FM Norfolk, Va. Granted Oct. 28.

Weirton, W. Va.—Weirton Bcstg. Co., granted 1430 kc, 1 kw fulltime, directional; estimated cost $67,245. Principals: Charles P. Mead, attorney, president 2.86%; Charles B. Hart, sales executive Wheeling Stamping Co., vice president-secretary 2.86%; Louis C. Horter, president, National Bank of Wheeling, treasurer 0.95%; Wilbur S. Jones, chief owner Stone & Thomas Dept. Store, Wheeling, director 2.86%; John E. Laughlin, minor stockholder KQV Pittsburgh, 2.86%. There are 46 stockholders. Granted Oct 28.

FM GRANT

Madison, Wis.—State of Wis. Radio Council, U. of Wis. Campus, granted new noncommercial, educational FM station, Channel 202 (88.3 mc), ERP 50 kw, antenna 630 ft. Estimated cost $68,500. Granted Oct. 28.

TRANSFER GRANTS

WKJG-AM-FM Fort Wayne, Ind.—Granted transfer of control of Northeastern Indiana Bcstg. Co. from William A. Kunkel III, individually and as administrator of estate of William A. Kunkel Jr., and Gilmore S. Hayne through sale of all stock for $33,261 to owners of WFTW Fort Wayne. WFTW, assigned 1 kw daytime on 1090 kc, to be dropped. WKJG assigned 5 kw on 1380 kc. New owners are: Clarence L. Schust and H. Leslie Popp, 28%

(Continued on page 80)

KWRN-FM Reno, Nev.—Granted request to cancel CP covering power increase in existing FM station.

Shamrock Bcstg. Co. Houston, Tex.—Granted mod. CP KXB-613 to change frequency from 156.75 and 158.40 mc to 26.41 mc; power from 15 w to 25 w, emissions from special for FM to A3 and F3, and change trans., to be used with KXYZ-AM-FM; extend commencement and completion dates from 4-25-47 and 10-26-47 to 90 days from date of grant and 90 days thereafter, respectively.

KELS Kelso, Wash.—Granted license new standard station 1490 kc 250 w unl.

WBLK Clarksburg, W. Va.—Granted license install new vertical ant., changes in trans. and change of trans. location, and mount FM ant. on side of AM tower.

WMCU Berlin, N. H.—Granted CP install new trans. and make changes in ground system.

WSID Essex, Md.—Granted CP make changes in presently licensed vertical ant.

WHFC Cicero, Ill.—Granted mod. CP to install new trans.

KGVO Missoula, Mont. — Granted mod. CP change type trans.

ACTION ON MOTIONS
(By Commissioner Sterling)

The First National Bank of Montgomery and Margaret Covington Milwee, executors of estate of G. W. Covington Jr., deceased—Granted petition to accept late its appearance in proceeding on application for renewal of license of WGWD Gadsden, Ala.

Malden Bcstg. Co., Malden, Mass.—Granted petition requesting dismissal without prejudice its application.

WLOK Lima, Ohio—Granted petition requesting dismissal without prejudice its application; petition filed 7-22-49 for reconsideration and grant dismissed as moot.

WJBK Detroit—Granted petition insofar as it requests leave to amend application to reduce power from 10 kw-N, 25 kw-D to 5 kw unl., to specify revised ant. and new trans. site, to furnish new coverage and interference estimate and field intensity measurements.

WBAP Fort Worth and WFAA Dallas, Tex.—Granted joint petition for leave to amend applications to specify reduced maximum expected operating voltage in direction of WNAX Yankton, S. D., provide vertical section in m.e.o.v. in vertical and horizontal plane section towards XELQ Merelia; Mexico, to show interference calculations relating to WMAN Marinette, Wis., and to specify certain other data pertaining to coverage of proposals and interference conditions.

(By Examiner Jack Blume)

Minnesota Bcstg Corp. — Granted petition for extension of time to file proposed findings in re applications of WGBF Evansville, Ind. and WMRO Aurora, Ill. Extended to 11-21-49.

Gretna and Lower Coast Radio and Bcstg. Co. Inc., Gretna, La.—Granted petition for leave to amend application to specify definite trans. site, and make other changes in engineering portions of application.

FCC Actions

(Continued from page 72)

November 3 Decisions . . .

BY COMMISSION EN BANC

WASK LaFayette, Ind.—Granted authority to operate temporarily from Frankfort, Ind., for period of 30 days.

BY THE SECRETARY

WDWD Dawson, Ga.—Granted request for voluntary acquisition of control of licensee corporation through purchase of 100 sh common stock by Ed Stevens and William C. Woodall from Allen M. Woodall.

WILK-FM Wilkes-Barre, Pa.—Granted license covering changes in FM station Chan. 241 (96.1 mc), ERP 3.1 kw, 980 ft.

Pawtucket Bcstg. Co. Providence, R. I.—Granted mod. CP change trans. location and to change trans. of KC2XAB.

Following were granted mod. CPs for extension of completion dates as shown: KC2XAB Providence, R. I., to 3-24-50; WLWD Dayton, Ohio, to 6-4-50; WOC-TV Davenport, Ia., to 2-2-50; KMTV Omaha, Neb., to 2-1-50; KA-3571 Minneapolis, to 4-30-50; WNLC-FM New London, Conn., to 2-18-50; KREL-FM Goose Creek, Tex., to 5-21-50; WWVA-FM Wheeling, W. Va., to 5-21-50; WTHI-FM Terre Haute, Ind., to 2-5-50; WXRT Chicago, to 4-24-50; WMBD Peoria, Ill., to 5-15-50; KAST Astoria, Ore., to 12-10-49; WSAZ-FM Huntington, W. Va., to 4-3-50; on cond. that construction be completed or interim operation provided by that date; WJBK-FM Detroit, Michigan, to 5-29-50; WHIS-FM Bluefield, W. Va., to 6-1-50; WMAZ-FM Macon, Ga., to 5-28-50; WJBK-TV Detroit, Mich., to 5-20-50; WTCN-TV Minneapolis, to 4-30-50.

KNBY Newport, Ark.—Granted license for new standard station 1280 kc 1 kw D.

KSRO Santa Rosa, Calif.—Granted mod. license to change main studio location.

WVPO Stroudsburg, Pa.—Granted request for cancellation of CP to mount FM ant. on present AM tower.

KERG Eugene, Ore.—Granted mod. CP for extension of completion date to 1-19-50.

The Journal Co. Milwaukee—Granted CP and license for new remote pickup KA-4545.

WHYN-FM Holyoke, Mass.—Granted license for new FM broadcast station Chan. 226 (93.1 mc), ERP 3.2 kw, 985 ft.

KTTS-FM Springfield, Mo.—Granted license new FM station Chan. 234 (94.7 mc), 11 kw, 225 ft.

WMUN So. of Muncie, Ind.—Granted license covering changes in existing FM station Chan. 281 (104.1 mc), 7.4 kw, 240 ft.

Miami Bcstg. Co., Area, Miami, Fla.—Granted mod. license to KA-3059 to change frequency from 156.75 mc, to 153.11 mc.

The Atlanta Journal Co., Atlanta, Ga.—Granted mod. license KA-4548 to change frequency from 33.38, 35.02, 37.62 and 39.82 mc to 26.25 mc and to operate with WSB-TV as well as WSB Atlanta; to change emission from A-3 to F-3.

Columbia Bcstg. System Inc., Area Los Angeles—Granted mod. license KA-4547 to change frequencies from 33.38, 35.02, 37.62, 39.82 mc to 26.21, 26.31, 26.41, 26.11, 26.45 mc.

E. E. Krebsbach Area Sidney, Mont.—Granted CP new remote pickup KA-4546.

WSLI
JACKSON
MISSISSIPPI
5000
WATTS
Day and Night
930 K.C.
American Broadcasting Co.
WEED & COMPANY
NATIONAL REPRESENTATIVES

CONTINUITY WRITER
Good Opening
Southeastern Michigan
BOX 151D, BROADCASTING

MORE DIALERS PER DOLLAR
CBS
600 on your dial
Southwest Network
5000 Watts
KROD

● KROD reaches out into the rich El Paso Southwest Market with strong power, and a good signal. This, plus the known pulling power of CBS, assures you "more dialers per dollar." KROD is the Key Station of the Southwest Network, the far-west link of the Lone Star Chain. Better book time on KROD today.

RODERICK BROADCASTING CORP.

Dorrance D. Roderick
President
Val Lawrence
Vice-Pres. & Gen. Mgr.

Represented Nationally by
Taylor-Borroff & Company, Inc.

KROD *Your Southwestern Salesman*
EL PASO • TEXAS

FCC Roundup

(Continued from page 79)

Transfer Grants Cont.:

each; Edward and Walter Thoms, 19% each; John Foothill, 0.8%; Herbert Willis, 0.5%, Estate of Earl Groth, 4%, and Earl Groth Jr., 0.9%. Granted Oct. 28.

WFRO-AM-FM Fremont, Ohio—Granted assignment of permit from Robert F. Wolfe and Margaret Wolfe, sole owners, to new firm in which they receive 88.35%. Remaining stock is purchased by eight employes of Robert F. Wolfe Co., permittee firm which also is in office equipment and paper business. Granted Oct. 28.

WJAG Norfolk, Neb.—Granted transfer of control of Home Pub. Co., licensee, through gift by E. F. Huse of part of his 51% interest to E. F. Huse Jr., Jean Huse Powell and Charlotte Huse Phelps. Mr. Huse Sr. retains 36% interest. WJAG is assigned 1 kw on 780 kc. Granted Oct. 28.

New Applications . . .

TRANSFER REQUESTS

KELP El Paso, Tex.—Transfer of control of Paso Bcstg. Co. Inc., licensee, from Ed V. Mead, Lewis O. Seibert, Robert M. Jackson and J. T. Carroll, equal owners, to Richey Evangelistic Assn. for $40,000. Transferee is non-profit religious organization headed by Raymond T. Richey, pastor and president of Evangelical Temple Corp. of Houston, Tex. Others associated with Mr. Richey are Andrew J. Richey, V. P. Richey and Leonard Richey. KELP is assigned 1 kw day on 920 kc. Filed Oct. 24.

WHCC Waynesville, N. C.—Assignment of license from Smoky Mountain Bcstrs. Inc. to WHCC Inc. for $10,000. WHCC Inc., which acquired station property and facilities through liquidation of Smoky Mountain Bcstrs. in deed of trust foreclosure by First National Bank of Waynesville, is headed by Holt McPherson, 25% owner WOHS Shelby, N. C., 97.27% owner. Others include Harry Robinson, WHCC manager; Carolyn P. Phillips, office manager, and Frank Wilber, engineer. WHCC is assigned 250 w on 1400 kc. Filed Oct. 19.

WREV Reidsville, N. C.—Assignment of permit from W. M. Oliver and C. R. Oliver d/b as The Reidsville Bcstg. Co. to new corporation of same name and ownership. No money involved. Filed Oct. 19.

WCLD Cleveland, Miss.—Assignment of permit from C. W. Capps, Lowry Tims and Cy N. Bahakel d/b as Cleveland Bcstg. Co. to new corporation of same name and ownership. No money involved. Filed Oct. 25.

WINS New York—Assignment of license from Crosley Bcstg. Corp. to Il Progresso Italo-Americano Pub. Co. for $512,500. Assignee is headed by Generoso Pope, who also owns WHOM New York. See stories BROADCASTING, Sept. 26, Oct. 3, 31. WINS is assigned 50 kw day, 10 kw night on 1010 kc, directional fulltime. Filed Oct. 25.

KWRO Coquille, Ore.—Assignment of license from William E. Walsh and Walter L. Read d/b as KWRO Bcstrs. to KWRO Inc., new corporation of same owners. No money involved. KWRO assigned 250 w on 1450 kc. Filed Oct. 25.

KSFO San Francisco—Assignment of permit for 50 kw on 740 kc to CBS' KCBS San Francisco. KCBS to give up grant for 560 kc, on which KSFO is operating. See story BROADCASTING, Oct. 31. Filed Oct. 25.

KFXJ Grand Junction, Col.—Assignment of license from R. G. Howell and Charles Howell d/b as Western Slope Bcstg. Co. to new corporation of same name and ownership. No money involved. KFXJ assigned 1 kw day, 500 w night on 920 kc. Filed Oct. 26.

KELT Electra, Tex.—Assignment of permit from C. C. Elkins Jr. and Bill Lindsay d/b as Oil City Bcstg. Co. to new corporation of same name and ownership. No money involved. KELT assigned 250 w day on 1050 kc. Filed Oct. 26.

Bold

There's a New Look in Northeastern Ohio

IT'S A NEW LOOK because . . .
It sparkles with greater sales results from today's more conservative ad expenditures.

IT'S A BOLD LOOK because . . .
The pattern no longer conforms to old-fashioned and outmoded traditions in time-buying.

THREE THINGS HAVE HAPPENED DURING THE PAST TWO YEARS TO PRODUCE THIS NEW BOLD LOOK IN NORTHEASTERN OHIO

1. A station 58 miles from us increased its power and therefore a station 24 miles from us lost more than half its audience in the Canton Market.
2. Another station 58 miles from us lost some of its best features and therefore lost several percentage points in its Canton Market audience ratings.
3. WHBC increased its power to 5,000 watts . . . became an affiliate of ABC . . . and therefore another station 24 miles from us lost practically all its Canton Market audience.

RESULT:

WHBC in Canton is now the station that completes your coverage picture in NORTHEASTERN OHIO because WHBC has gained audience while listening to all other stations has split seven ways.

Check Taylor Borroff About . . .

. . . Brand New Hooperatings
. . . More listeners at less cost
. . . Retail sales that still hold firm
. . . Local promotion that sells
. . . A 5-county "BRIGHT SPOT" market

ASK **WHBC** CANTON
about the NEW BOLD LOOK in NORTHEASTERN OHIO

STRIKE VOTE

Called by Chicago IBEW

STRIKE vote against four Chicago independent stations has been called by 40 broadcast engineers, members of Local 1220, International Brotherhood of Electrical Workers (AFL). It is understood the strike date will be set if the outcome of the proposed meeting with management next week for higher wages proves unsatisfactory to the union.

Engineers at WJJD (Marshall Field), WIND *(Daily News)*, WAAF *(Drovers Journal)* and WGES, through union labor relations consultant, David Dolnick, have been negotiating more than two months for higher wages. Scale now is $92.50 weekly. Local 1220 seeks an "equitable" increase, but has asked no specific sum. Managers of the stations are understood to be represented in negotiations by WIND attorneys. They are reported to have offered $2.50 per week for men at WIND, WGES and WAAF, and $3.50 at WJJD, which is a 50 kw outlet. IBEW has engineers at 10 other Chicago stations. Ralph Atlass, manager of WIND, confirmed that a "minor offer" had been made. He added that WIND has a higher scale for engineers than for any station personnel, including musicians and announcers. None of the stations was notified of the strike vote officially.

FOY D. KOHLER, new chief of State Dept's International Broadcasting Division, which airs Voice of America broadcasts, appeared as guest last week on WRC Washington *Nancy Osgood Program* in connection with observance of National Radio Week.

FCC Network Review

(Continued from page 23)

involve complaints filed by WING Dayton, WJW Cleveland, and KPRO Riverside, Calif., charging the network with violating FCC's network rules. In NBC's case, the "question" relates to a telegram sent by Administrative Vice President Sidney A. Strotz to an affiliate, KHQ Spokane, during negotiations over a program to be broadcast in station (non-option) time. The telegram, introduced as evidence in the spot representation hearing, referred to "loyalty" to NBC and mentioned that "If you don't like our affiliation we would like to know about it now."

FCC told NBC that "this testimony [with respect to the telegram] would appear to present a substantial question as to whether the NBC has violated or attempted to induce or coerce its affiliate to violate certain of the Commission's Chain Broadcasting Regulations."

The Don Lee case, heard in January 1947, involves charges—denied by the network—relating to affiliate relationships with respect to FCC rules on option time, exclusive affiliations, territorial exclusivity, and rights of an affiliate to reject programs offered by a network.

The case, FCC said, is "presently pending before the Commission for decision."

It was considered unlikely, however, that any final action would be taken on it until Comr. Rosel H. Hyde returns permanently from the NARBA conference in Montreal. This seems unlikely before about Thanksgiving at the earliest. Comr. Hyde presided in the Don Lee hearing and his colleagues presumably would want his views before reaching a final decision.

The Commission's letters to all three networks cited the pendency of the spot representation issue. NARSR contended, FCC pointed out, that network representation of affiliates in the sale of national spot advertising is—or should be—a violation of the network rules. If it is found not to be, the representatives organization asserted, then the network rules should be amended.

'. . . Makes Waste'

THE HASTE with which FCC dashed off its letters putting ABC, CBS, and NBC owned stations on temporary licenses (see story page 23) was self-evident. Three times in the three letters FCC referred to the National Assn. of Radio Station Representatives; only on the last time did it get the name right. The first two times the organization was called the National Assn. of Radio SPOT Representatives.

RADIO AND AP

Kansas Group Cooperates

RADIO can make Associated Press a better service if stations, too, give good service, Kansas AP Broadcasters were told at a recent meeting in Lawrence, Kan. Broadcasters were urged to get news of their territories to AP, thereby sharing an equal responsibility with newspapers in the exchange of news among members.

Featured speaker at the meeting of the year-old Kansas Assn. of AP Broadcasters was Dolph Simons, publisher of the *Lawrence Journal-World*, and chairman of the Kansas AP's continuing study committee.

A resolution pledging "ourselves collectively and individually to supply news of our territories" was adopted, as well as one expressing appreciation for AP bureaus' work on behalf of radio.

Vern Minor, manager of KWHK Hutchinson, was elected chairman of the state radio group, and R. M. Seaton, KGGF Coffeyville, vice chairman.

In addition to Mr. Minor and Mr. Seaton, others present were Bob Wells and Max Bicknell, KIUL Garden City; Dan Bellus, Claude Hughes and Hank Dais, KNEX McPherson; Tex Witherspoon and Steve Madden, KPRS Olathe; Earl McDaniel, KWBW Hutchinson; Olaf Soward, WIBW Topeka and KCKN Kansas City; George Alden, KIMV Hutchinson; Paul F. Kelly, KAYS Hays; Thad M. Sandsrom, KSEK Pittsburg; George Gow, KANS Wichita; Frank G. Gorrie, Al Stine and Joe DeGeorge, Kansas City AP Bureau.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Mellin

BLUEBIRD ON YOUR WINDOWSILL

On Records: Phil Reed—Dance-Tone 416; 101 Ranch Boys—Col. 20600; George Towne—Regent 153; Johnny Bond—MGM 10510; Kenny Roberts—Coral 64021; Tex Williams Trio—Cap. 57-40225; Ralph Flanagan-Bluebird 31-0001; Freddy Martin—Vic. 20-3554; Doris Day—Col. 30611; Don Murphy—Savoy 3020; Charlie Kunz—Lon. 4037; Carmen Cavallero—Dec. 24772; Wilf Carter—Bluebird 58-0111.

On Transcriptions: Lawrence Welk—Standard.

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

JOLSON SIGNS

Exclusive CBS-AM-TV Pact

AL JOLSON, famed singer, and veteran of stage, screen and radio, has entered into an exclusive agreement with CBS for both radio and television appearances, the network announced last week. Mr. Jolson's representative is the William Morris Agency.

The network said it had no plans as yet for a program starring Mr. Jolson. He will for the time being confine his CBS appearances to guest spots on radio and television shows, with his first engagement scheduled for a late November Bing Crosby program.

Salary terms of his contract with the network could not be learned.

The singer has not recently had his own program. He was starred on the Kraft show on NBC last year.



JOSEPH KATZ (r), president of the Baltimore advertising agency that bears his name and of WWDC Washington, pins "business is good" button on Jack Reading (l), Democratic National Committee public relations director. Mr. Katz had just "pinned" President Truman at the White House [BROADCASTING, Oct. 31]. One-man "business is good" campaign was started by Mr. Katz after he noticed "lots of people were torpedoing business by spreading poison of pessimism."

National Nielsen Ratings Top Programs

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)

EXTRA-WEEK
SEPTEMBER 25-OCTOBER 1, 1949
NIELSEN-RATING†

Current Rank	Previous Rank	Program	— Current Rating — Homes (000)	Homes %	Points Change
1	1	Lux Radio Theatre	9,624	24.5	+0.6
2	2	Godfrey's Talent Scouts	7,699	19.6	—0.1
3	3	Mr. Keen	7,542	19.2	+1.2
4	4	My Friend Irma	7,306	18.6	+1.9
5	6	F.B.I. in Peace and War	7,149	18.2	+2.3
6	5	Suspense	7,110	18.1	+2.0
7	12	Fibber McGee & Molly	6,678	17.0	+2.6
8	9	Jack Benny	6,521	16.6	+1.8
9	7	Inner Sanctum	6,442	16.4	+0.5
10	10	Mystery Theatre	6,364	16.2	+1.6
11	8	Crime Photographer	5,892	15.0	—0.2
12	19	Bob Hope	5,892	15.0	+1.6
13	24	Mr. District Attorney	5,853	14.9	+3.4
14	25	Mr. Chameleon	5,656	14.4	+2.9
15	11	Mr. & Mrs. North	5,499	14.0	—0.4
16	16	This is Your F. B. I.	5,499	14.0	+0.3
17	14	Walter Winchell	5,460	13.9	—0.2
18	13	Fat Man	5,264	13.4	—0.8
19	23	Gene Autry	5,224	13.3	+1.5
20	22	People are Funny (Tues. Night)	5,146	13.1	+0.4

Copyright 1949, A. C. NIELSEN CO.

NOTE! Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 39,281,000—the 1949 estimate of Total United States Radio Homes.
(†) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

N. Y. Election

(Continued from page 24)

zens Committee For Lehman, $1,075; Women's Div., City-Wide Independent Citizens Committee For Lehman $425; Republican State Committee For Dulles, $495; Fair Deal Democrats For O'Dwyer, $800; Liberal Party, $455; Harlem Committee For Davis, $290.

Radio stations not releasing figures were WHOM New York, which claimed to have sold time for practically every candidate's viewpoint, and WCBS New York.

Television stations reported the following billings:

WJZ-TV — City-Wide Independent Citizens Committee for Lehman, $600 for a ten-minute program. Total, $600.

WNBT—Republican Fusion Party, 6 quarter hours, $3,500. Total, $3,500.

WPIX (TV) New York—Two one-minute announcements for Indepedent Citizens Committee For Lehman, a one-minute film for Wagner, and a ten-minute program on behalf of Lehman totaled some $800.

WABD (TV)—One ten-minute film and two one-minute announcements for Lehman totalled around $1,000.

ABC State Network—Independent Citizens Committee For Dulles, $10,340; N. Y. State Republican Committee, $4,832; Sen. Sheridan Downey, (no further data available) $688; Independent Citizen's Committee For Lehman, $1,112; N. Y. State Democratic Committee, $1,064; AFL-CIO Joint Labor Committee, $1,368; National Committee For An Effective Congress For Lehman, $1,740. Total: $21,144.

CBS State Network — Lehman, $9,950; Dulles, $6,670; State Democratic ticket, $850. Total, $17,470.

NBC State Network—Three programs, all purchased by Democratic Party on nine-station network. Total, $3,600.

MBS State Network—Month of October only. N. Y. State Republican Party, $3,594; Liberal Party, $1,569; N. Y. State Federation For Lehman, $4,232; Independents Citizens Committee Of Republicans, $2,116.

NBC Chicago and Central Div. Athletic Assn. have arranged series of six weekly classes in various phases of broadcasting available to employes free of charge. Classes are taught by top personnel in different divisions.

LORAIN 'JOURNAL'

Government Suit Nears Hearing

THE PRECEDENT anti-trust suit by the U. S. Dept. of Justice against the Lorain, Ohio, *Journal* for allegedly attempting to injure competitive WEOL Elyria-Lorain moved one step more toward adjudication last week as the Government filed its detailed memorandum brief and Samuel A. Horvitz, *Journal* publisher, tendered an opposing affidavit.

No further steps ensue until hearing is held Nov. 15 in U. S. District Sourt at Cleveland on the Justice Dept's request for an injunction in the suit, the first such Sherman Act case against a newspaper [BROADCASTING, Sept. 26, Oct. 3]. The hearing will be before Judge Emerich B. Freed.

The government has charged, among other things, that the *Journal* sought to weaken WEOL competition by refusing to grant advertising space to firms which also used radio time. Mr. Horvitz, however, has denied this.

The publisher's affidavit concluded: "I further state that I have never nor, to my knowledge and belief, have any of the officers or employes of the Lorain Journal Co., interfered with, restrained or otherwise obstructed the dissemination of news or advertising throughout Lorain and vicinity by other newspapers, magazines or radio stations; that to my best knowledge and belief numerous other newspapers are circulated and sold in the City of Lorain and that the Lorain Journal Co. has aided the circulation of certain other newspapers."

Mr. Horvitz challenged the government to include in its case the statements of many Lorain merchants who were contacted by Dept. of Justice investigators. He indicated these would contradict some of those selected by the government for its suit.

The publisher said "many of the activities and statements attributed to the *Journal* and its employes and representatives are incomplete, inaccurate and misleading . . . they contain hearsay, and . . . are so worded as to present an erroneous and misleading interpretation of the activities" of the *Journal*. He described the paper's advertising policy as including the following:

Based upon the belief that a strong, healthy business and shopping district is important to the well-being and continued growth and development of the community and that anything that tends to impair the community's business is detrimental to that community, it is the policy of the Lorain Journal to protect the Lorain market in the interest of local business houses. To accomplish this, the Lorain Journal strives to build up the Lorain market by encouraging patronage of local stores, by attempting to attract business into the Lorain market and by refusing the advertisements of out-of-town establishments that would tend to withdraw business from the Lorain market.

Indicating the *Journal* believes "it has an obligation not to use its entry into the homes of its readers to introduce advertisements that it considers offensive, in poor taste, false, misleading, or opposed to public policy or the best interest of the community," Mr. Horvitz added he believed all employes have upheld the policy. He said they have resorted "to legitimate and ethical practices customarily engaged in by many newspapers in this vicinity and elsewhere to forward the local interest of the community and, consequently, of the newspaper."

The government's brief, answering the *Journal's* opposition and supporting its initial suit and request for preliminary injunction to suspended the paper's alleged ban on radio advertisers, asserted the case fell within Sherman Act jurisdiction since both newspaper publishing and radio broadcasting are interstate commerce. Numerous other court decisions were cited as authority.

The brief further contended that Mr. Horvitz' statements in themselves supported the government's contentions of anti-trust law violation and that the publisher failed to answer many of the complaints offered by local merchants.

To *Journal* contentions that free speech was being tampered with, the brief stated: "To ask that the First Amendment be applied to strike down a non-discriminatory regulation of commerce whose objective is the removal of restraints on the distribution of news, advertising and other information is . . . to belittle the great historic experience on which the framers based the safeguards of the First Amendment." It continued, "So far as the concept of the freedom of the press is at all relevant here, it may fairly be said that the relief sought is in the interest of greater, and not less, freedom.

"A trader engaged in private business may have the right freely to exercise his own independent discretion as to parties with whom he will deal," the government brief said, but "in any event, this right exists only when there is no purpose to create or maintain a monopoly." The brief alleged the *Journal* "did go beyond the exercise of this right and combined to restrain and to monopolize interstate commerce."

KING Appoints Blair

KING Seattle has appointed John Blair & Co. as its national representative, effective Nov. 1, it was announced last week by Station Manager Hugh Feltis. KING, an independent, went to 50 kw on 1090 kc April 1. Mrs. Dorothy Bullitt of Seattle is principal stockholder, and Henry B. Owen is president.

At Deadline...

FULLTIME GRANTED 'TIMES-PICAYUNE' STATION

FOUR NEW AM stations and one noncommercial FM outlet granted by FCC Friday. WTPS New Orleans awarded power boost on 940 kc from 1 kw day only to 1 kw day, 500 w night directional. New station grants:

Jefferson City, Mo.—Missouri Central Bcstrs., granted 900 kc, 250 w day; estimated cost $14,000. Co-partners: Robert W. Nickles, KWK St. Louis transmitter engineer, and Robert P. Fox, ex-program director KWGD (FM) St. Louis, now deleted.

Plattsburg, N. Y.—Clinton County Bcstg. Corp., granted 1340 kc, 250 w fulltime; estimated cost $18,943. Principals: Joel H. Cheier, ex-commercial manager WEAV Plattsburg, president-secretary 30%; Walter H. Petterson, beverage distributor, vice president-treasurer 40%; John R. Commins, attorney, director 8%. There are three other stockholders.

Cloquet, Minn.—Cloquet Bcstg. Co., granted 1450 kc, 250 w fulltime; estimated cost $10,399. Principals: Victor J. Tedesco, station manager WSHB Stillwater, Minn., president 15%; Albert S. Tedesco, WSHB program director, vice president 15%; Nicholas Tedesco, vice president 15%; George E. Grider, formerly with WJNC Jacksonville, N. C., vice president 15%; John O. Vick, WSHB chief engineer, secretary 25%; William F. Johns Jr., WSHB general manager and operator WOSH Oshkosh, Wis., treasurer 15%.

Colorado City, Tex.—Colorado City Bcstg. Co., granted 1320 kc, 500 w daytime; estimated cost $19,547. Co-partners: Marshal Fromby, 50% owner KPAM Hereford and KSNY Snyder, Tex.; Eldon B. Mahon, district attorney 32nd Judical District of Texas; and John Blake, 50% owner KPAM and KSNY.

Dallas, Tex.—Texas Trade School, granted noncommercial educational FM Channel 203 (88.5 mc) with 10 w; estimated cost $4,015.

WBAP-TV PATENT CASE MAY SOLVE LEGAL PROBLEM

CLARIFICATION of Patent Office policy on registration of television service marks was foreseen Friday following formal application —reportedly first of its kind in TV — by WBAP-TV Ft. Worth. Application is for registration of "See-Saw-Zoo" as title of TV film series, and of its various characters.

In support of applications Harry P. Warner, of Washington law firm of Segal, Smith & Hennessey, submitted 50-page brief tracing history of trademark law and arguing for broad interpretation of 1946 Lanham Trademark Act with respect to registrability in radio and television. He said Patent Office counsel is inclined "to adopt a restrictive definition of both service marks in general and radio marks in particular."

Lanham Act, Mr. Warner noted, defines "service mark" as "a mark used in the sale or advertising of services to identify the services of one person and distinguish them from the services of others and includes without limitation the marks, names, symbols, titles, designations, slogans, character names, and distinctive features of radio or other advertising used in commerce."

He contended radio and TV do render "service" within meaning of law, despite Patent Office counsel's doubts in this regard, and do meet other registration requirements. Congress, he argued, intended law to permit registration of "distinctive" program names, theme music, identifying slogans and sound effects, call letters, singing commercials, and "all distinctive characters on radio and television programs who may employ distinctive voice, dialect, mannerisms or slogans."

GETS AGENCY MEDIA POST

MIRIAM HURLEY, formerly with Newell-Emmett Co. and Pedlar & Ryan, New York, has joined Doyle Dane Bernbach Inc., also New York, as space and time buyer.

PILGRIM GROUP FAVORED AS WORL SUCCESSOR

WITH side blast at foreign-language programs as means of teaching English and fostering national unity, FCC Examiner Hugh B. Hutchison last Friday nominated Pilgrim Broadcasting Co., owned by 22 Boston area business and professional men, as successor to WORL Boston. WORL's license renewal application was denied in 1947 for alleged concealment of ownership and station ceased operations last May [BROADCASTING, May 30] after court appeals failed.

Examiner Hutchison's initial decision, subject to review by FCC upon request, chose Pilgrim Broadcasting over four other applicants for WORL's frequency—950 kc—with 5 kw, day only. Choice was based on finding that Pilgrim possessed greater familiarity with local interests and broadcast needs.

In appraisal of one applicant's proposal to carry three hours of foreign language programs daily to encourage these groups to learn English, Mr. Hutchison said:

. . . We believe that, in general, such programs may tend to destroy all incentive to learn English, to anchor these groups to the traditions, customs and institutions of the countries from which they are derived and to foster in them a consciousness of racial separatism which is not conducive to assimilation into our national life or indeed consistent with the American ideal of nation-wide unity of all groups and classes of citizens on an equal basis.

Chief stockholders of Pilgrim, with 10% each, are Boston attorneys Frederick W. Roche and Richard Maguire. Others (4% each) include Arthur H. Haley, WBMS Boston time salesman, who would manage new station, and following: Joseph A. Dunn, president; Sidney Dunn Jr., H. John Adzigian, Johnathan G. Butler, Edward Michael Gallagher Jr., John J. McDonald, John V. Callahan, Anthony A. Centracchio, Jeremiah D. Crowley, Chester A. Dolan Jr., George R. Finn, G. Lynde Gately, John L. Grady, John Francis Kennedy, William J. McDonald, Joseph A. McGivern, John B. Murdock, Robert W. Reardon, Thomas L. Regan.

Applicants who would be denied under examiner's decision are Beacon Broadcasting Co., which includes veteran broadcaster George H. Jaspert; Boston Radio Co., controlled (51⅔%) by former Alien Property Custodian James E. Markham with John H. McNeil, former manager of DuMont TV Network, as one-third owner; Joseph Solimene, who advanced foreign-language proposal; Bunker Hill Broadcasting Co. Sixth applicant, Continental Television Corp., did not appear at hearing held in 1947-48.

GETS KXXX CONTROL

KXXX Colby, Kan., granted acquisition of control Friday by FCC by John B. Hughes, owner of 300 of 650 total shares, through purchase of 50 shares ($100 par) held by Robert H. Nugent. Mr. Hughes becomes 53% owner.

KYW SCREENS 900

AFTER auditioning 900 candidates for feminine disc jockey post, KYW Philadelphia signed Marjorie Wieting, 26-year-old housewife and mother of two children, for 13-week midnight role. Of 1300 girls who applied to station, 900 actually faced auditioners with 60 semi-finalists competing for final elimination in which 12 competed.

Closed Circuit

(Continued from page 4)

since low-power transmitters could do static-free job. Suggestion made that something akin to lend-lease be devised whereby our manufacturers would provide necessary transmitters and receivers for export.

WHILE principal emphasis has been against Cuba's unwillingness to renegotiate NARBA treaty on equitable basis, it's open secret that troubles have been encountered also with certain Canadians, particularly young CBC engineers disposed to needle U. S. delegation evidently because of opposition to our commercial operation. U. S. Delegation Chairman Hyde has appealed to higher Canadian authority to overcome such tactics. CBC situation is described variously as autocratic, dictatorial, wasteful, with Canadian public far from satisfied with its radio.

TROUBLE-BESET NARBA conference to lose its Montreal home Nov. 15. Hotel Windsor has notified treaty-makers it doesn't see fit to renew lease when it expires in mid-month.

LOU COWAN'S former NBC-TV package, *R. F. D. America*, scheduled for return to network's television hookup in near future. It left air in September after six month operation as half-hour Thursday night sustainer. Return follows reports of favorable viewer reaction, in New York especially.

BRISTOL-MYERS Co., New York, about to bring out anti-histamine tablet. Firm currently pondering trade name. Kenyon & Eckhardt, N. Y., will be appointed for new product.

GOP AWAITS CBS REPLY ON TRUMAN BROADCAST

REPLY from CBS awaited Friday by GOP on its request for time to answer President Truman's Thursday night speech at St. Paul. Guy George Gabrielson, chairman of Republican National Committee, had wired CBS President Frank Stanton in advance of speech asking right to reply should it be of political nature.

GOP headquarters said Friday it construed President's talk as extremely political in nature. CBS only network to carry speech.

Joseph H. Ream, CBS executive vice president, had replied to GOP request Thursday as follows: "If in our opinion the broadcast is essentially political in character and our responsibility as broadcasters in maintaining overall fairness in presenting opposing political viewpoints indicates that Republican reply is in order, we shall consider scheduling such a broadcast."

CBS said Friday that network had received no request from GOP for time other than original advance telegram. "Our position remains unchanged," CBS told BROADCASTING.

EARLE LEWIS McGILL

EARLE LEWIS McGILL, 52, former producer, director and casting director at CBS, died Thursday in New York. He had directed numerous CBS shows including, *Columbia Workshop* and *Town Crier*. During war he had directed *Stage Door Canteen* for American Theater Wing. He had taught many directors and was former faculty member of New York U. School of Radio and Fordham. He was one of six founders of Radio & Television Directors Guild, former president of RTDG's New York local, former international president and at his death, treasurer of international RTDG.

KMBC KFRM

HEART BEATS

Kansas City, Missouri — *from the Heart of America* — Early Fall, 1949

KMBC-KFRM SERVES 3,970,100* AREA RESIDENTS

Satisfied Sponsors Are Renewing "The KMBC-KFRM Team" Features

Best proof of any broadcaster's effectiveness in the market served is renewal of contracts by sponsors who are pleased with the results of their program.

The KMBC-KFRM Team, serving Kansas City's vast Primary Trade area, has had numerous renewals by satisfied sponsors since KFRM went on the air December 7, 1947. Among these enthusiastic users of "The Team" are advertisers that sponsor several types of programs.

Farm Director Phil Evans presents the Grain, Produce and Poultry markets each week-day at 12:50 p.m., sponsored by Peppard Seed Company. Peppard has again renewed this important daily trade area program, this time for another year!

Western Mercantile Company recently renewed for a second year their Livestock Marketcasts with Bob Riley. Of vital importance to growers, feeders and all involved in livestock marketing, these Marketcasts are presented each week-day at 12:30 p. m. direct from the Kansas City Stockyards.

Brush Creek Follies, the Heart of America's biggest radio-stage hit, on the air for an hour and a quarter every Saturday night on KMBC (Sunday afternoons on KFRM) is a sell-out to advertisers and to the thousands who attend the show every Saturday night! Summer sponsors of The Follies included Franklin Ice Cream Company, Richmade Margarine and Rodeo Meat products. Newcomers to Brush Creek Follies are Spear Brand Feeds and Butter Nut Coffee, who snapped up the two remaining quarter hours of this great hit show!

General Electric Radio Dealers will again sponsor Sam Molen's play-by-play description of eleven "Big 7" Highlight Football games on The KMBC-KFRM Team this fall.

With The KMBC-KFRM Team's complete, economical and effective coverage of the vast Kansas City Primary Trade area, plus top listener preference, and with satisfied sponsors renewing "Team" features, it's no wonder we're proud of the fact that The Team's audience in Kansas City's Primary Trade area is outstandingly first!

OVER A MILLION RADIO FAMILIES IN "TEAM" PRIMARY COVERAGE AREA

In serving Kansas City's vast Primary Trade territory, The KMBC-KFRM Team provides a clear, strong signal to over Four Million potential listeners! Latest population figures reveal 3,970,100 * people living within the primary (half-millivolt) coverage area of The Team. An estimated Quarter-Million people outside the half-millivot area can also hear KMBC or KFRM clearly!

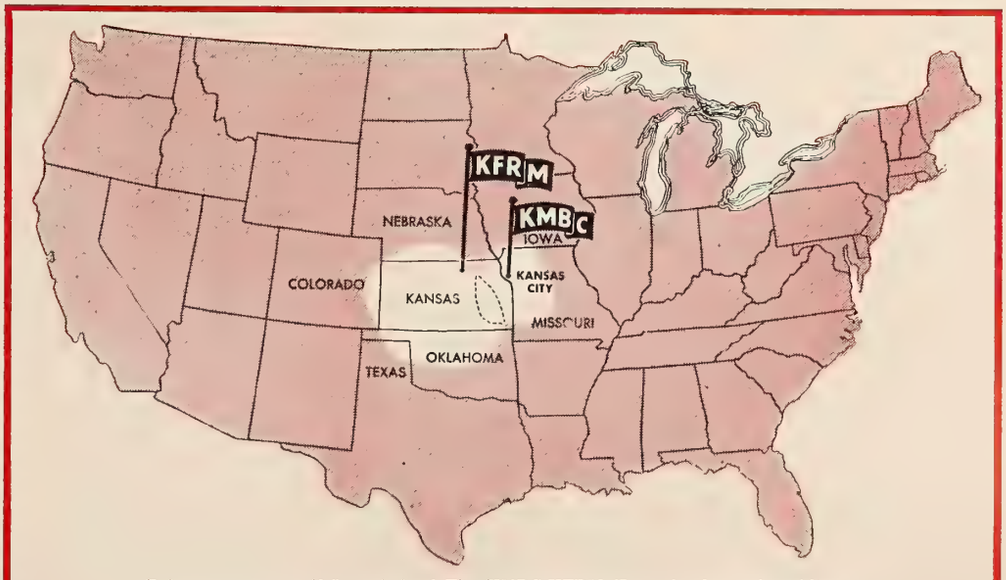
The KMBC-KFRM Team transmitting stations were specially designed to provide radio service throughout Kansas City's Primary Trade area, including western Missouri, all of Kansas, and portions of the adjoining states of Oklahoma, Texas, Colorado, Nebraska and Iowa.

These same population figures show that there are 1,159,740 * radio families within the Team's half-millivolt coverage area, living in 202 counties in the states named above.

In providing radio service direct from Kansas City, The Team reaches the $4,739,317,000 area market, which for years has regarded Kansas City as its trade capital. This much needed radio broadcasting service provided by "The Team" includes livestock and grain reports, plus other informational farm features, newscasts, women's programs, also weather broadcasts, as well as outstanding educational and entertainment features.

As an advertiser you're interested in this rich agricultural Heart of America. To get the most effective, complete and economical coverage, plus top listener affection, choose The KMBC-KFRM Team!

* Sales Management, Survey of Buying Power, 1949.



Primary coverage (0.5 mv/m) of The KMBC-KFRM Team is shown in white on this map. Note the land area covered, in relationship to the rest of the United States, plus the complete coverage of the rich Heart of America agricultural area.

It's impossible



You can't cover California's Bonanza Beeline without on-the-spot radio

Don't be on the sideline in the Beeline. Be sure you use on-the-spot radio. Because Beeliners — living in *inland* California and western Nevada — naturally prefer their own *local* stations to outside stations.

So to cover the Beeline — where buying power tops 3 Billion . . . and total retail sales are twice as high as Baltimore's† — use strong *local* stations . . . use the five BEELINE stations.

Each one is in a major Beeline shopping center. With all five, you blanket the whole Beeline. Individually, each does a top job in its own area. For example, KFBK — the 50,000 watt station in Sacramento — gives you solid coverage of the whole 19-county Sacramento market.



†Sales Management's 1949 Copyrighted Survey

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

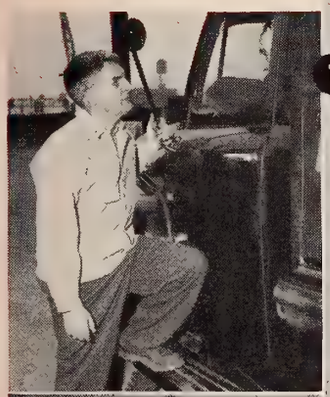
KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
50,000 watts 1530 kc.	1000 watts 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.

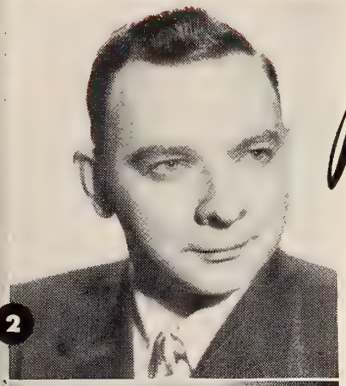
NOVEMBER 14, 1949 PRICE 25 CENTS

BROADCASTING

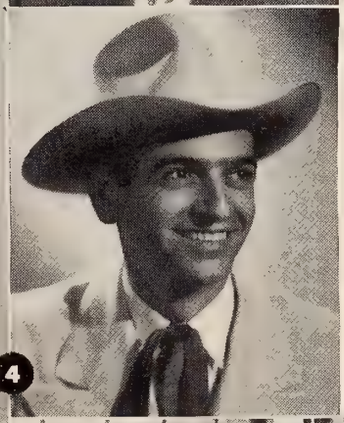
The Newsweekly of Radio and Television

TELECASTING













Real reasons

for listening ...and using

CHICAGO'S *family* RADIO STATION

1. Enoch Squires, the Prairie Traveler, radio's most unusual program—daily on WLS.
2. Larry McDonald, whose Farm Bulletin Board is an outstanding early morning farm service.
3. Mrs. Josephine Wetzler whose School Time won SBC Citation and the DuPont Award.
4. Bob Atcher, whose genial personality and folk-ballad singing sells for two morning sponsors and highlights the Barn Dance.
5. Dolph Hewitt, newest RCA Victor Recording artist, a morning feature and a Barn Dance star.
6. Captain Stubby and Buccaneers—more music per man per minute. Daily on WLS plus Saturday nights WLS-ABC.

A Clear Channel Station

WLS CHICAGO 7 The PRAIRIE FARMER STATION

890 KILOCYCLES • 50,000 WATTS • ABC AFFILIATE • REPRESENTED BY JOHN BLAIR & CO.

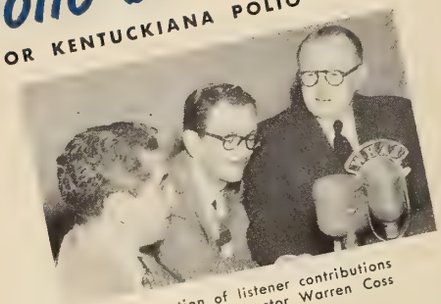
IN THIS ISSUE: STANDARD OIL OF CALIFORNIA'S PUBLIC SERVICE

as a member of Society...

WHAS LOG - Sept. 24-25, 1949

"Polio Dollar Day"

FOR KENTUCKIANA POLIO VICTIMS



Presentation of listener contributions to Foundation Director Warren Coss

Can polio be cured by radio? Yes! WHAS gave a good example of bare knuckle fighting when it picked up the pieces of the recent Kentuckiana emergency fund-raising campaign and sparked it to success with "Polio Dollar Day". For over 24 hours—starting at 5 a.m., WHAS focused its entire facilities on polio fund raising. Spots and transcribed pleas by child patients were used, also a documentary. At regular sign-off time an all-night, live-talent show took over. Day's result: total listener contributions of over $14,000.

WHAS LOG - Saturdays, 6:00 - 15 A.M.

"Tomorrow's Tobacco"

FOR KENTUCKIANA FARMERS



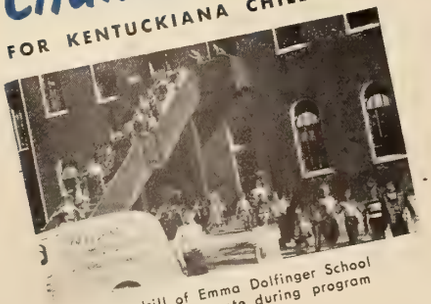
WHAS Farm Director Cooley interviews Shelby County tobacco farmer

Can tobacco be raised by radio? Yes! A year ago WHAS inaugurated a series of weekly "lessons" on raising tobacco, Kentucky's largest single crop. (Value: $225,000,000.) Prepared in cooperation with the University of Kentucky College of Agriculture, each program is timed to the current phase of the year-round job of tobacco farming. Recordings in the field, talks by specialists, narration and question sessions are used. Result: greater coordination in producing the world's finest and largest burley crop.

WHAS LOG - Oct. 10, 1949

"A Chance to Live"

FOR KENTUCKIANA CHILDREN



Fire drill of Emma Dolfinger School covered by remote during program

Can fire-prevention be "sold" by radio? Yes! Kentucky State Fire Marshal W. L. Martin asked WHAS for help in impressing Kentucky with the importance of fire safety in the schools. Result: a broadcast that was required listening in every one of Kentucky's 5,665 schools. During the program, "A Chance to Live", an alarm was broadcast signaling a state-wide fire drill of over 600,000 school children. It was one of the largest simultaneous fire drills ever conducted.

WHAS
Louisville, Kentucky

50,000 WATTS ★ 1A CLEAR CHANNEL ★ 840 KILOCYCLES
VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY
EDWARD PETRY AND COMPANY

and therefore Selling

THE ONLY RADIO STATION SERVING ALL OF THE RICH KENTUCKIANA MARKET

ARMOUR *selected*

The BIG *station for the* BIG (TEST MARKET) JOB



Last spring, Armour selected Omaha as one of the two first Test Markets for Dial Soap. Omaha was selected because of its strategic geographic location and as being reasonably representative as far as economic level was concerned. To carry the spot schedule Armour chose the BIG station KFAB. Within thirteen weeks Dial had become a leading seller in the market. Success stories are not new with KFAB advertisers. KFAB, the BIG station, is a "natural", not only for a "test" but also for year-around selling. The BIG station is the choice of salesmen who want to reach the most people with one vehicle in KFAB's Midwest Empire of which Omaha is the BIG vocal point.*

*Retail Sales—over 2 billion.
Population—over 4 million.

KFAB

50,000 WATTS

CBS

OMAHA, NEBRASKA

Represented by FREE & PETERS, INC.

General Manager, HARRY BURKE

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



Closed Circuit

GREATER use of radio by department stores, which remains plaintive wail of broadcasters despite herculean efforts during past decade, may get its biggest boost in months ahead. Victor M. Ratner, erstwhile ace CBS advertising and promotion v.p., who holds similar status at R. H. Macy & Co., world's largest department store, will launch basic study of radio-department store relationship Jan. 1. He's now undergoing basic training at Macy's, which he joined three weeks ago.

THERE will be radio "knowhow" on House Lobbying Committee staff, expected to get under way at next session of Congress. Indications are that Lucien Hilmer, former assistant general counsel of FCC in charge of broadcasting (1940-42), will be named chief of staff of Buchanan committee working under Floyd J. Mattice, Justice Dept. criminal division attorney, already named general counsel for the investigation. Mr. Hilmer, 41, has had wide experience both in legislative and private law practice in Washington.

GENERAL ELECTRIC CO., Lamp Division, through BBDO, New York, preparing spot announcement campaign in 32 markets across country to start Nov. 28 for 26 weeks.

ANNOUNCEMENT of organization of sales department in new radio network unit at NBC expected from Harry C. Kopf, new vice president in charge of sales of radio unity, this week (see story page 25). Gordon Mills, former business manager of Kudner Agency, New York, reportedly will join newly-created NBC Radio Div. sales department.

SIMMERING anguish of top movie interests over television's boxoffice inroads likely to come up at joint dinner of NAB and Motion Picture Assn. boards, slated Tuesday evening. Eric Johnston's group and NAB have enjoyed friendly relations. Other topics at dinner—state TV censorship and radio commentator's comments.

PRIVATE previewees of new All-Radio Presentation, due for release early next year, vouch it's probably best commercial film ever produced. Intensive campaign for comprehensive showings of film under station auspices will begin as soon as prints become available.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), ready to sign contracts for hour-long television show through BBDO, New York. This will mark first video network show for Luckies to be placed through BBDO. N. W. Ayer & Son handles other TV campaigns while BBDO handles radio.

FORD MOTOR CO., Dearborn, will try scientific commercials for Kay Kyser show, to start on NBC-TV Dec. 1. Dr. Roy K. Marshall, physicist and astronomer, understood signed to

(Continued on page 86)

Upcoming

Nov. 14-15: Kentucky Assn. of Broadcasters, Helm Hotel, Bowling Green, Ky.
Nov. 15-17: NAB Board Meeting, NAB Hdqrs., Washington.
Nov. 19-20: AWB District 13 Convention, Radio House, U. of Texas, Austin, Tex.
Nov. 21-22: NAB Dist. 8, Book-Cadillac, Detroit.
(Other Upcomings on page 49)

Bulletins

TEXAS Co., New York, for tenth consecutive year to sponsor ABC's Saturday afternoon broadcasts of Metropolitan Opera, starting Nov. 26 for 18 weeks. Kudner Agency placed contract covering more than 235 stations.

LEGAL FIGHT to obtain U. S. Supreme Court review of its action dismissing Arkansas tax appeal (see story page 23) should be first item on agenda of NAB board Tuesday, G. E. Zimmerman, KARK Little Rock, told BROADCASTING late Friday. Association should not let industry down, he said. KARK and KGHI Little Rock to ask highest court for reconsideration.

THIRD NARBA conference went into seven-day-a-week operation in effort to reach successful conclusion. Drafting groups met all day Friday, working out differences. Date of next plenary session not set (story page 25).

RESEARCH, BAB, REVAMPING OF NAB FACE BOARD

FUTURE status of Broadcast Advertising Bureau, plans for industrywide audience research project and status of NAB headquarters reorganization head list of topics facing board of directors at three-day Washington meeting starting Tuesday, NAB announced Friday [BROADCASTING, Nov. 7].

Audience measurement committee was to meet over weekend, starting Saturday. Board's finance committee scheduled Sunday and Monday meetings. Structure Committee meets today (Monday). NAB board holds joint dinner at Mayflower Tuesday evening with board of Motion Picture Assn. of America. Hosts are Justin Miller and Eric Johnston, presidents of two associations.

NARND AWARDS

ARTHUR STRINGER, NAB News Committee secretary, won Class I award for contribution to progress of radio news Saturday at NARND annual banquet in New York (see other stories on NARND, pages 29, 86). Class II award, to radio station with best record of community service in news went to WHAS Louisville, with honorable mentions to KNX Los Angeles and WMAQ Chicago. Class III award for outstanding TV news presentations went to WBAP-TV Fort Worth, with honorable mentions to WFIL-TV Philadelphia and WTMJ-TV Milwaukee.

Business Briefly

$250,000 DRIVE ● R. C. W. Enterprises, Los Angeles (rubber toy animals), to spend $250,000 in current five-week nationwide campaign on 60 stations in 30 markets, using 10- and 15-minute programs. Agency, Cowan & Whitmore, Los Angeles.

GILLESPIE APPOINTS ● Gillespie Varnish Co., Jersey City (Bull Dog paint remover, Gillespie paints), appoints H. W. Fairfax Adv. Agency, New York, to handle its advertising. Plans to use television spots in East. James Fishel is account executive.

NEWS DEPARTMENT IS DIVIDED BY NBC

NEWS department of NBC split Friday as latest step in reorganization of network (see early story page 25).

William F. Brooks, vice president in charge of news and special events, named vice president in charge of news and special events of radio network unit. Francis C. McCall, former director of news and special events, appointed director of news and special events for television organization. Adolph J. Schneider, former director of television news and special events, named manager of operations of television news and special events department.

Sylvester L. (Pat) Weaver Jr., vice president in charge of television, said NBC's overseas news staff as well as news personnel at owned and operated stations would provide service for both radio and television organizations.

TBA ASKS IDEAS ON HOW FREEZE CAN BE LIFTED

TELEVISION BROADCASTERS Assn. preparing questionnaire for all TV licensees, CP holders and applicants asking for suggestions on getting FCC to lift freeze on new TV stations, Jack R. Poppele, of WOR New York, TBA president, said following board meeting Thursday.

Questionnaire, now being drafted by Mr. Poppele and Will Baltin, TBA secretary-treasurer, asks whether TV broadcasters would like to hold one-day meeting to discuss freeze lifting, which TBA board believes major problem confronting TV today.

TBA board took no stand on color, holding it to be matter of more concern at this time to proponents of various proposed color systems than to video broadcasters. Annual TBA membership meeting will be held in New York Feb. 8, postponed two months from usual December meeting time to avoid conflict with FCC hearings in Washington. Robert Coe, manager of WPIX (TV) New York, elected to TBA board succeding G. Emerson Markham who resigned when he left WRGB (TV) Schenectady to become NAB director of video.

This Is Why

KRLD

Is Your Best Buy

The May through September '49

HOOPER *Says:*

KRLD *is* FIRST

3 *out of* 5

in DALLAS

EXCLUSIVE
CBS
OUTLET
in
DALLAS - FORT WORTH

—here's the score:

KRLD is FIRST in

1: Week Day Morning: (Monday Through Friday) 8:00 AM - 12 Noon

2: Evening: (Sunday Through Saturday) 6:00 PM - 10:30 PM

3: Saturday Daytime: 8:00 AM - 6:00 PM

KRLD-TV *is almost here!*

Just two or three weeks to wait!
Check Branham for the final opening date!

50,000 WATTS DAY & NIGHT

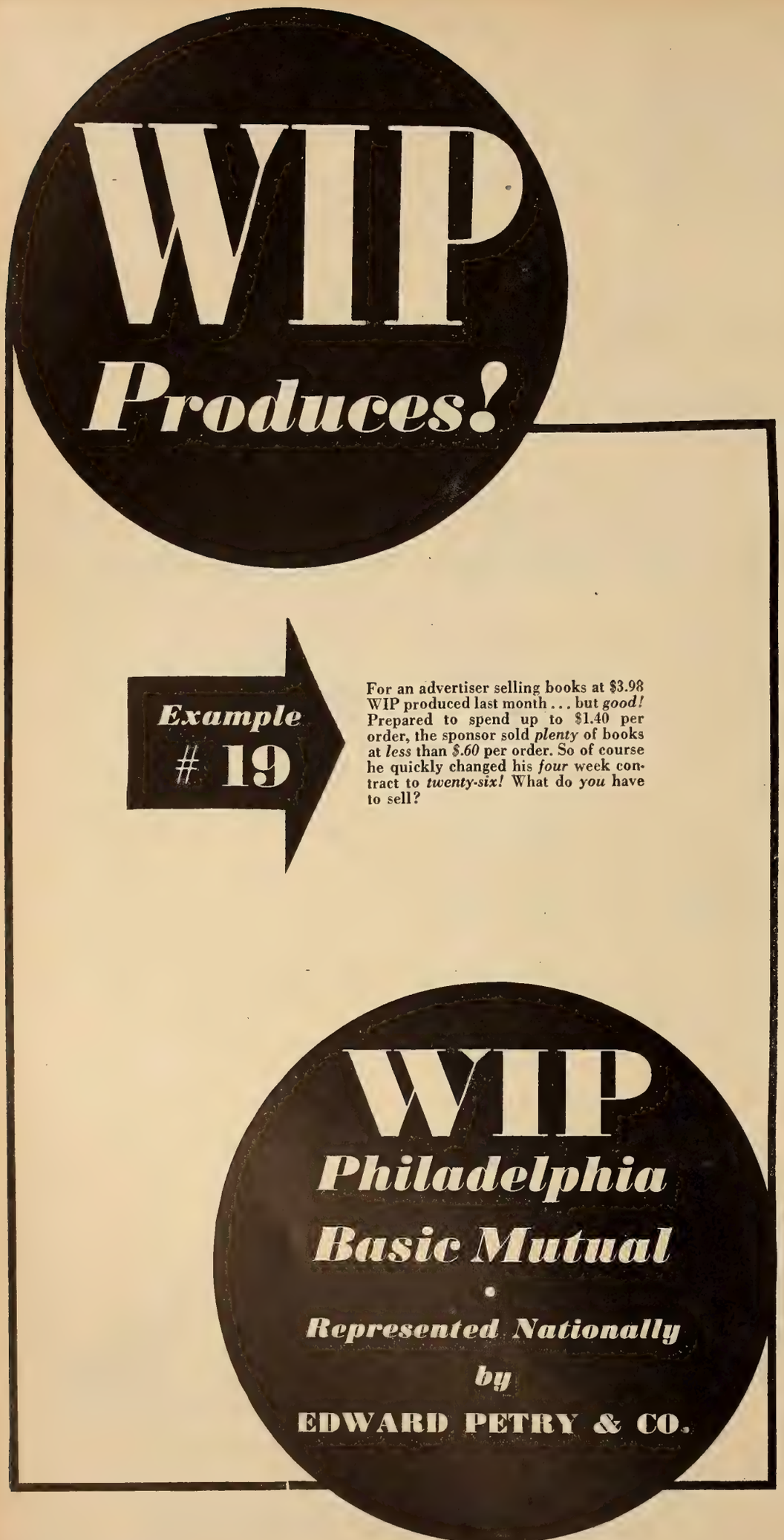
BMB DAY 692,670 NIGHT 842, 560

KRLD

The TIMES HERALD *Station*

★ CBS ★

The Branham Company Exclusive Representatives



BROADCASTING
TELECASTING

*

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone ME 1022

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FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; How's Business
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Ginn, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Audrey Boyd, Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Wilson D. McCarthy, Jean D. Statz; Eleanor J. Brumbaugh, *Assistant to the Publisher.*

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MAURY LONG, *Business Manager*

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CIRCULATIONS AND READERS' SERVICE

JOHN P. COSGROVE, *Manager*

Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Grace Motta, Chapalier Hodgson.

NEW YORK BUREAU

250 Park Ave., Zone 17, PLaza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO

417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

SUNNY SPOT IN THE SOUTHWEST!

At a time when many cities in the country, including representative ones in the Southwest, are experiencing a "leveling-off" reaction in business, TULSA remains in the PLUS COLUMN, according to latest figures released by the U. S. Department of Commerce on total retail trade. Advertising dollars placed in Tulsa with the Southwest's most potent advertising medium — KVOO — is not an "expenditure" or an "experiment." It is a SOUND INVESTMENT!

Year In, Year Out, Advertisers Know They Can Always Count on KVOO!



TULSA — OIL CAPITAL OF THE WORLD

Total retail trade for the first eight months of 1949, as compared with the same period last year, shows TULSA to be the SUNNY SPOT IN THE SOUTHWEST! The following figures, percentage change in sales, were furnished by the United States Department of Commerce in its "Monthly Retail Trade Report," released September 27:

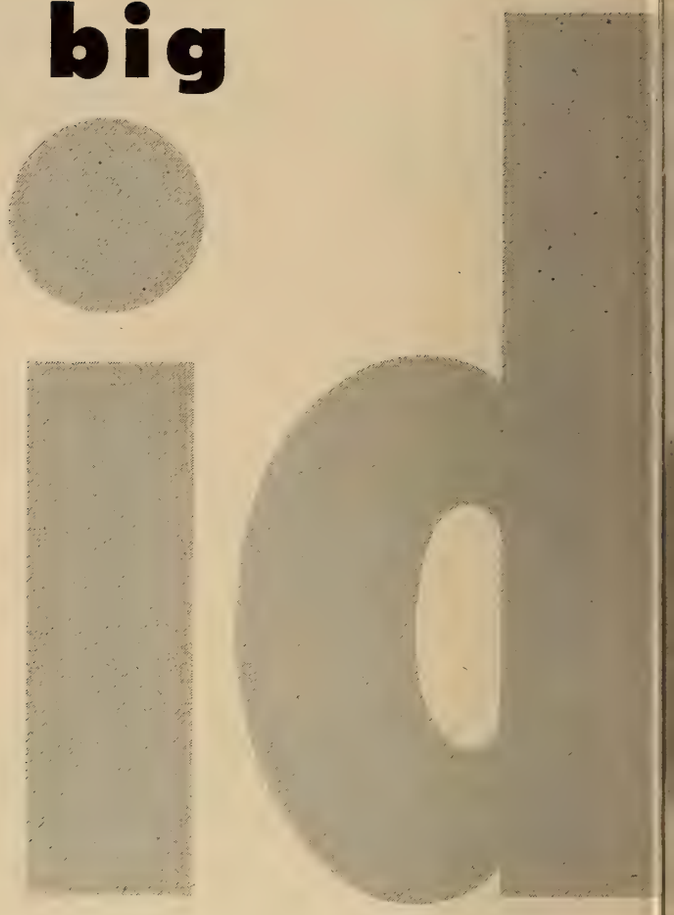
AUSTIN	— 1
DALLAS	— 5
FORT WORTH	— 1
HOUSTON	0
OKLAHOMA CITY	(not reported)
SAN ANTONIO	— 3
TULSA . . .	**+ 2**

RADIO STATION KVOO

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

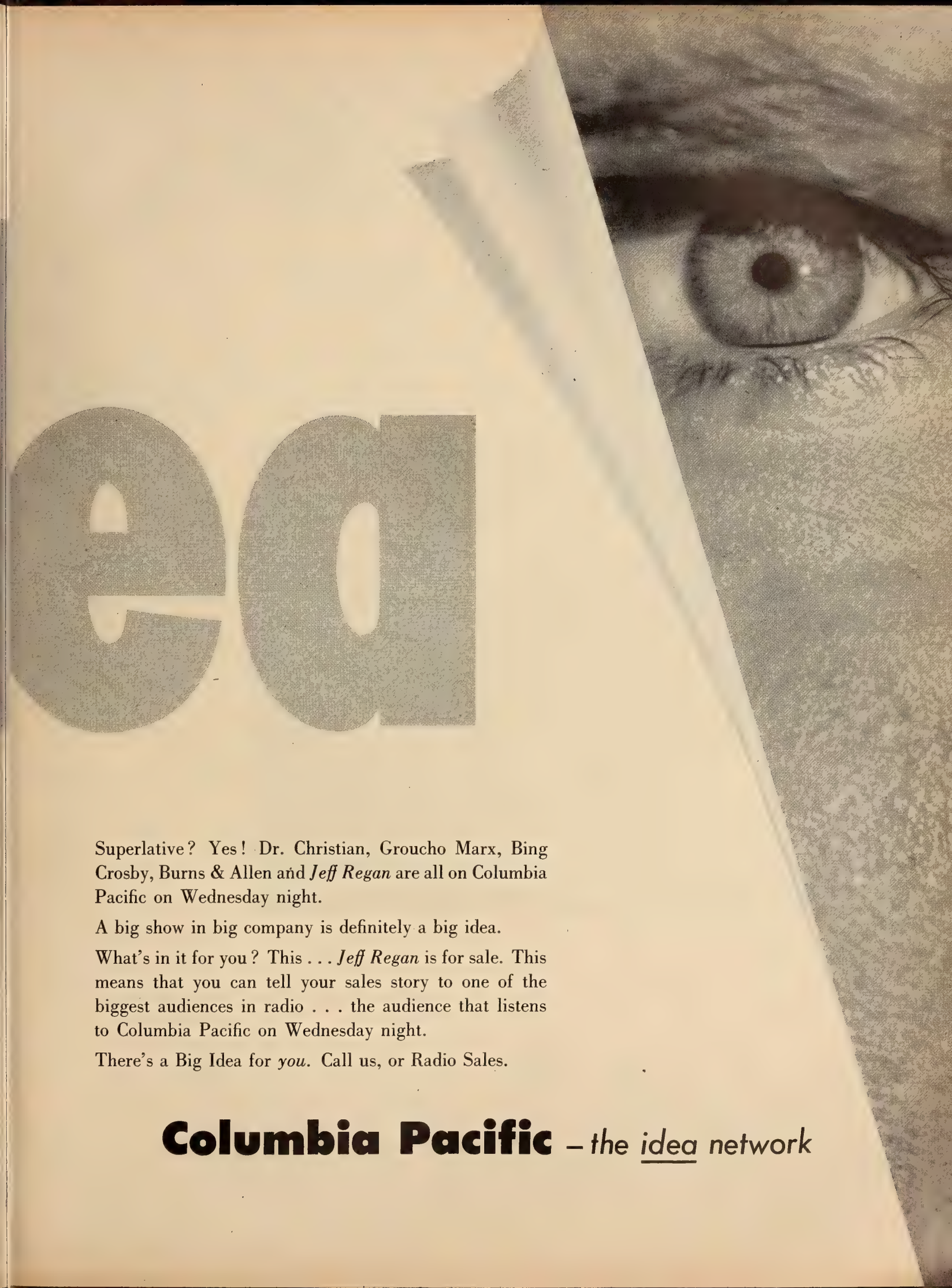
50,000 WATTS — OKLAHOMA'S GREATEST STATION — TULSA, OKLA.

What's the big



Here's a big idea that gets big listening. Take a spine-chilling Columbia Pacific mystery show. Give it the advantage of Columbia preparation and production. Then put it in a sequence of shows that defies competition.

That's what we've done with *Jeff Regan* . . . a new Columbia Pacific thriller with enough polish and punch to rate a place in Columbia's superlative Wednesday evening line-up.



Superlative? Yes! Dr. Christian, Groucho Marx, Bing Crosby, Burns & Allen and *Jeff Regan* are all on Columbia Pacific on Wednesday night.

A big show in big company is definitely a big idea.

What's in it for you? This . . . *Jeff Regan* is for sale. This means that you can tell your sales story to one of the biggest audiences in radio . . . the audience that listens to Columbia Pacific on Wednesday night.

There's a Big Idea for *you*. Call us, or Radio Sales.

Columbia Pacific – *the idea network*

Prudential's Radio Story

EDITOR, BROADCASTING:

Everyone here—me especially—has been enormously pleased with the accuracy and thoroughness with which you covered the Prudential radio story in your Oct. 31 issue.

I understand that the folks at the Prudential are also pleased. . . .

Mike Carlock
Vice Pres. Benton & Bowles
New York

* * *

Blue Book Boy

EDITOR, BROADCASTING:

Thanks very much for the wonderful ad contained in your editorial of Nov. 7, 1949. BBDO could not have done a better job. And I get it free! The Law Bureau dominates the Commission and I dominate the Law Bureau! What more could a broadcaster expect of his lawyer.

I have always suspected that your past attempts to kick me downstairs were merely coy demonstrations of your affection.

But as a long-time opponent of extravagant advertising claims, I should be consistent even where I am the beneficiary. I am afraid that the true situation is more nearly as follows:

This Blue Book Boy has stopped blowing his horn,
The sheep follow Justin, TV's full of corn.
But from the Blue Book Boy you hear nary a peep,
He's turned off his radio and gone sound to sleep.
But it's cheering to learn from your pages complete,
Though the Commission's less eager to bait or browbeat,
That the horn is not broken and that Harry and Ben,
And the rest of the lawyers, to your great chagrin,
Can still sound a note when the occasion arises
That causes alarm and even surprises,
To those who had hoped the Blue Book was all white,
And that Wayne and his fellows would all say goodnight,
To public interest and conveniences, too,
And the things that once troubled this Little Boy Blue.

Assuring you that your affection for me is fully reciprocated, I remain, as ever,

Your Blue Book Boy,
Clifford J. Durr
1625 K St.
Washington, D. C.

[EDITOR'S NOTE: The above communication was inspired by the editorial "What Makes FCC Run?" [BROADCASTING, Nov. 7]. It appears as far left in OPEN MIKE as is possible under makeup limitations. To uninitiated readers let it be known that Mr. Durr served on the FCC from 1941 until 1948; that he fostered many projects, which, to this editor, seemed geared toward government ownership and operation of radio.]

* * *

Open Mike



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Thanks From NARSR

EDITOR, BROADCASTING:

Please accept my sincere thanks and genuine appreciation for the generous space you devoted to the picture and story about the NARSR Spot Radio Estimator in the Monday, Oct. 31, issue of BROADCASTING. Believe me, every member of NARSR is aware of and equally appreciative of this support of the project.

Your support seems to me to be typical of the help and encouragement that you have given similar projects designed to improve the business of broadcasting and increase the use of broadcast advertising. All of the members of NARSR are conscious of this important role that BROADCASTING plays in the everyday business of radio. What's more, we have seen that role enlarged and increased as the years went by. And it makes us proud of you and BROADCASTING.

Lewis H. Avery
Avery-Knodel Inc
New York

* * *

Questions FM to Cuba

EDITOR, BROADCASTING:

Were it not for the seriousness of the NARBA situation, those of us who have pioneered the difficult development of FM broadcasting in this country would regard with much amusement the proposition set forth in your last issue [Nov. 7] under CLOSED CIRCUIT, that Cuba turn to FM (as a solution of the U. S. AM's interference problems) and that "something akin to lend lease be devised whereby our manufacturers would provide necessary transmitters and receivers for export."

For your information let me say that over six months ago a private "lend lease" offer of a 10 kw FM transmitter was made by me for use in Cuban broadcasting. To date the offer, although still open, has not been accepted.

With a relatively small part of the manufacturing industry in the United States engaged in filling the unlimited market for inexpensive (and genuine) FM receivers in this country, can anyone seriously believe that "lend lease" would pro-

(Continued on page 48)

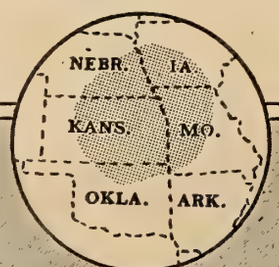


There's peak prosperity among the 1,202,612 farm folks in WIBW-land. For the eighth consecutive year, barns, cribs, and granaries are overflowing. Guaranteed prices assure enviable profits. Wheat, for example, is 30% higher than its 10-year average.

Kansas and adjoining states offer you everything you could hope for in a market. And, as always, WIBW is the most powerful, personalized selling influence you can possibly use to reach these eager-to-buy farm families. Let us prove it by building increased distribution . . . brand preference . . . and MORE SALES FOR YOUR PRODUCT.

W I B W

SERVING AND SELLING
"THE MAGIC CIRCLE"
WIBW · TOPEKA, KANSAS · WIBW-FM



C B S

Rep: CAPPER PUBLICATIONS, INC. · BEN LUDY, Gen. Mgr. · WIBW · KCKN

IT'S ABOUT TIME

THAT RADIO COUNTED THE ENTIRE HOUSE

Radio ratings until now have measured *only* the use of radio sets in the home. Everyone knows that there is considerable listening to the radio out of the home—in automobiles, at work, in bars and restaurants, and many other places.

For the first time *all* out-of-home listening in a community has been measured—*PULSE has done it for New York!*

For the first time PULSE has done it, using a common base so that out-of-home listening can be combined with at-home listening to obtain the TOTAL MEASURE OF THE RADIO AUDIENCE!

The size of the out-of-home audience ranges hourly from 3 percent to 58 percent of the at-home audience. Advertisers are going to find exciting, *additional* value in *certain* times, programs and stations.

On an over-all average, out-of-home listening adds 19 percent to the at-home audience each quarter-hour on weekdays, and 24 percent on Sundays. In effect, the radio stations in New York have been giving their advertisers a huge bonus.

Radio has always been fabulously low in cost in number of people reached at-home. The PULSE study of out-of-home listening reveals that radio's actual audience is considerably larger and, therefore, its cost is considerably lower. It is high time for radio to claim *full* credit for its total audience—*out-of-home* as well as at-home.

Write for your copy of the detailed findings of the *first* comprehensive measurement of the radio audience—"Report No. 1 TOTAL RADIO LISTENING IN THE NEW YORK AREA."

WNEW

1130 ON YOUR DIAL

WNEW, 565 FIFTH AVENUE, NEW YORK 17, N. Y.

NOW MIAMI'S
One of Dixie's Key Markets

With Dade County's (Miami's immediate trading area) population in excess of 500,000...you can't look at Miami as you did in 1940. You gotta' view it as a fast growing market, with normal, year-round activity...*plus* a tremendous influx of tourists* and new home seekers. Yessir, Miami's grown up...and takes its place among the Key Markets in the South!



To be sure of your quota of sales in this expanding, solid Key Market...get in it and stay in it! And, the deeper you dig into the facts and figures, the more sure you are to choose WIOD to air your wares and services. For detailed information, check with our Rep...

George P. Hollingbery Co.

WIOD
FIRST IN MIAMI

* Tourist inquiries September '49 up more than 15% over 1948!

James M. LeGate, *General Manager*

5,000 WATTS • 610 KC • NBC

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

BUSINESS *is* GOOD!

*January through September, 1949, the Roanoke Market appeared among the Top Ten in the U. S. three times:

5th in March
8th in April
6th in September

**Roanoke, same nine months, was a Virginia Preferred-City-of-the-Month *every* month. Business is *UP* 4½% over the same period in 1948!

WDBJ is a *preferred* medium in a year-'round *preferred* market! Ask Free & Peters!

* Rand-McNally
** Sales Management

WDBJ
CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES-WORLD CORPORATION
ROANOKE, VA
FREE & PETERS, INC. *National Representatives*

New Business



P. DUFF & SONS Inc., Pittsburgh (ready-to-bake mixes), appoints Ted Bates Inc., to handle advertising, effective Jan. 1. Firm now using radio spots in various areas.

BLOCK DRUG Co., Jersey City, N. J. (Ammident dentrifice), appoints Baker Adv. Agency Ltd., Toronto, to handle advertising in Canada effective Jan. 1.

MIDWEST STORES, Chicago cooperative of 500 independent food shops, sponsoring *Shopping is Fun* on WBKB (TV) Chicago Friday, 9:30 to 10 a.m. CST (started Nov. 11). Agency, Presba, Fellers & Presba, producer, Service Unlimited, both Chicago.

WASHINGTON STATE ADV. COMMISSION re-appoints Mac Wilkins, Cole & Weber, Seattle, to handle account until January 1951 [BROADCASTING, June 20, Aug. 22]. **Lee Jacobi** is account executive. Radio used on regional spot basis.

MARY ELLEN'S JAMS AND JELLIES names Jewell Adv., Oakland, Calif., to handle account. Radio included.

ADLER SHOES FOR MEN, New York and New Jersey chain, sponsoring 1949-1950 season college and professional basketball games on WMGM New York. Agency: The Frederick-Clinton Co. New York.

W. T. GRANT Co., Syracuse, N. Y. (department store), Nov. 11 began *What's New at Grant's* Fri. 8:45 p.m. on WHEN (TV) Syracuse. New products, fashion trends, store employes featured on show.

MINNEAPOLIS BREWING CO., through BBDO New York, will sponsor telecasts of 16 basketball games of the World Champion Minneapolis Lakers on behalf of Grain Belt Beer. Games will be telecast on WTCN-TV Minneapolis.

LOUIS MILANI GOODS Inc., Los Angeles, to introduce new seasoning product, Charcol-It, starts eight-week test campaign on four Los Angeles television stations: Two weekly film spots on KTT (TV), KECA-TV, KNBH (TV), and five participations weekly on KFI-TV. TV is in addition to 30 spots weekly on four am stations: KNX KFWB KLAC KMPC. Agency: Jordon Co., Los Angeles.

UNITED FLORISTS TRADES Inc., representing 1,104 growers, 898 retailers and 52 wholesalers, conducting campaign on "take-home specials" of $1.50 to $2 bouquets and $1 to $1.50 corsages. Ruthrauff & Ryan, New York, group's agency in New York area, has scheduled announcements on half-dozen Manhattan stations.

BEST FOODS, New York (Nuccoa margarine), preparing extensive spot announcement campaign, using about 20 spot weekly for 10 to 12 weeks in California only, starting Nov. 21. Agency: Benton & Bowles, New York.

JOSEPH SCHLITZ BREWING Co., Milwaukee, names International Division of Young & Rubicam, New York, to handle export advertising.

THROWSTERS GROUP of National Federation of Textiles names H. B. LeQuatte Inc., New York, to promote use of twisted nylon in women's hosiery. Mary Margaret McBride, used on WNBC New York and on WGN Chicago when she broadcasts from that station.

JUDD WATER HEATER Co., Oakland, launches campaign to plug its new Clothes Line Caddy, aid for housewives. Radio will be used on national scale. Agency: Garfield & Guild, San Francisco.

ROCHESTER GAS & ELECTRIC Co., Rochester, N. Y., signs for Sun. 6-6:20 p.m. Telenews-INS weekly news review on WHAM-TV Rochester effective Dec. 18.

SHONTEX Co., Santa Monica, Calif. (hair dressing, shampoo), increases its radio spot schedule to 21 markets with addition of six western and southwestern markets including KOL Seattle, KPOJ Portland, KJBS San Francisco, KSDO San Diego, KFI Los Angeles, KEPO El Paso. Agency: Associated Adv., Los Angeles.

MARS Inc., Chicago (candy), renews Monday segment of *Howdy Doody* (five a week, 4:30 p.m. CST) on NBC-TV for 26 weeks from Dec. 5 through Grant Adv., same city.

Adpeople • • •

HARRY DEINES, former vice president of Fuller and Smith and Ross, Chicago, appointed advertising and sales promotion manager of Westinghouse Electric Corp.



Heavy-Duty Highway

Right here in America we have the world's greatest system of heavy-duty highways—*steel* highways that don't cost the taxpayer a dime.

These highways—the 383,000 miles of railroad track in the United States—are always at your service, in any season of the year, to carry you or your freight to any part of the continent.

To improve these highways—and to add new and better cars and locomotives to serve you still better—the railroads have spent, since the close of the war, more than 3½ billion dollars.

And the more the ample capacity of these special steel highways is used to carry the commerce of the nation, the less the wear and damage on the public highways, the lower the cost of their repair and rebuilding—and the greater the safety and convenience with which you and your car can use them.

ASSOCIATION OF AMERICAN RAILROADS
WASHINGTON 6, D. C.

Listen to THE RAILROAD HOUR
Every Monday evening on NBC.



Yes, Spot Radio does cost less today! This new Free & Peters study tells how and why—gives analyses of radio values that you'll find deeply interesting. Write or phone for your copy, now!

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives

Since 1932

NEW YORK CHICAGO

ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

EAST, SOUTHEAST

WBZ-WBZA	Boston-Springfield	NBC	50,000
WGR	Buffalo	CBS	5,000
WMCA	New York	IND.	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
	. . . . .		
WCSC	Charleston, S. C.	CBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk	ABC	5,000
WPTF	Raleigh	NBC	50,000
WDBJ	Roanoke	CBS	5,000

MIDWEST, SOUTHWEST

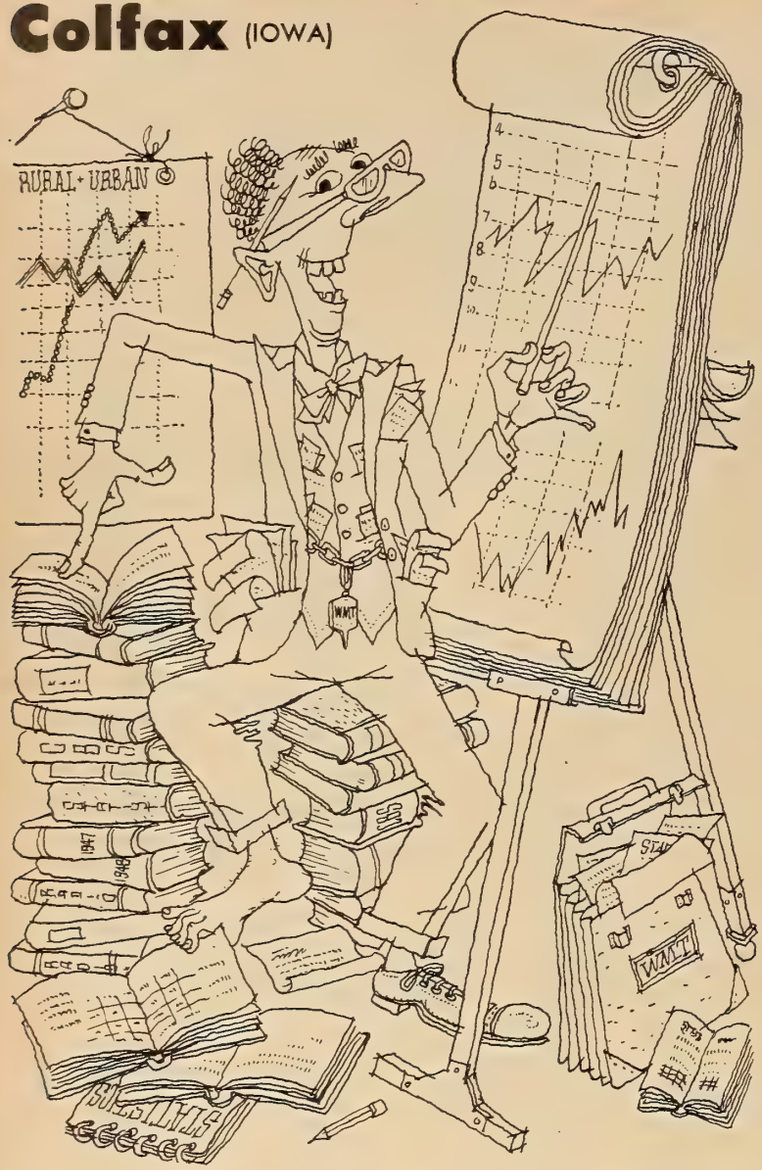
WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000*
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	ABC	10,000
WISH	Indianapolis	ABC	5,000
KMBC-KFRM	Kansas City	CBS	5,000
WAVE	Louisville	NBC	5,000
WTCN	Minneapolis-St. Paul	ABC	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KSD	St. Louis	NBC	5,000
	. . . . .		
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000
KTSA	San Antonio	CBS	5,000

MOUNTAIN AND WEST

KOB	Albuquerque	NBC	50,000
KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland, Ore.	ABC	50,000
KIRO	Seattle	CBS	50,000

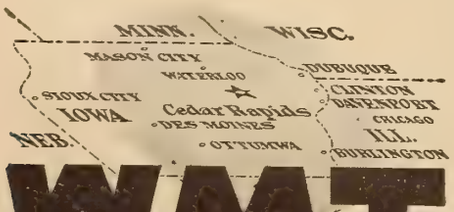
*CP

WMT always gets down to Colfax (IOWA)



The cold facts are these: Colfax and 1058 other communities in WMTland (within our 2.5 mv line) add up to a potential market of 1,121,782 people in the heart of the richest farming area in the world. Iowa's 1948 per capita income increased more than that of any other state. WMT's 600 kc signal gets down to Colfax—and out to all of WMTland—with a wallop that makes listening easy.

The warm fact is that WMT's programming makes listening easy and desirable. Exclusive CBS outlet for the area, WMT offers a loyal audience and a rewarding audience to advertisers who want results from their radio dollars. The Katz man has full details.



WMT

CEDAR RAPIDS

5000 Watts 600 K.C. Day & Night

BASIC COLUMBIA NETWORK

Agencies



HOLLY MOYER, formerly with John Blair & Co., Hollywood (radio representative), and before that salesman with KNX Hollywood, joins Raymond Keane Adv., that city as director of radio and television.

LUTHER BRIDGMAN, formerly with Kudner Agency, New York, joins William Esty Co., New York, as assistant to **STANLEY LOMAS,** television production chief. He will head film division of television department.

HOWARD G. BARNES, radio-TV director of Dorland Inc., New York agency, elected vice president in charge of same departments. He has been with agency for 18 months.

DAVID OLEN, formerly operator of his own Los Angeles agency, joins Abbott Kimball of California, same city, as account executive. Other agency changes include naming of **BLANCHE GRAHAM,** formerly in outdoor traffic department, as media director, replacing **BOB RICHARDS,** resigned.



Mr. Barnes

L. C. COLE Co., San Francisco, moves to new and larger quarters at 503 Market St., where agency will occupy entire floor.

RAY MOUNT ROGERS, account executive with Ruthrauff & Ryan, San Francisco, is the father of a boy.

JOHN WOLCOTT, in charge of market research for Neal D. Ivey Co., joins Gray & Rogers Adv., both of Philadelphia, as research director.

WILLIAM L. NEWTON, formerly with General Foods and Seagram Distillers Corp., joins Geyer, Newell & Ganger, New York, as group merchandising executive.

JOHN D. FITZGERALD, former account executive at CBS-TV and before that with Compton Adv., New York, joins Alley & Richards, also New York, in similar capacity.

MARION KUSHNER, formerly with the Reiss Adv. copy department, joins copy staff of Robert W. Orr, New York.

BETTINA L. GORFINKLE, divisional advertising manager at Abraham and Strauss, New York, for five years, joins W. B. Doner & Co., Chicago, as account executive and fashion coordinator.

MARILYN WILZBACH, formerly with WLW Cincinnati in charge of traffic, joins Brisacher, Wheeler & Staff, Los Angeles, in similar capacity.

VIVIAN McGAUGHY GARDNER, formerly with CBS New York and head of radio department of Gila Junior College, Thatcher, Ariz., joins the Nelson Cheesman Co., Chattanooga, Tenn., as script writer and program director.

HANNA E. SAYERS, formerly with Provident Life and Accident Insurance Co., joins agency's copywriting and production staff.

BYRON W. REED elected vice president of Bozell & Jacobs Inc., Omaha, in charge of public relations and publicity. Prior to joining agency in 1938, he was on editorial staff of *Omaha World-Herald* and *Bee-News.* In 1947 he accompanied Msgr. Edward J. Flanagan to Japan and Korea to study youth welfare problems on War Dept. mission.



Mr. Reed

E. P. (Ted) NEWLIN, formerly with WWSW and WPGH Pittsburgh, joins Russell Pratt Adv., Pittsburgh, as account executive.

BRUCE BARTON, BBDO board chairman, will head publicity committee for Salvation Army's "70th Anniversary Appeal." He was originator of group's world-famous slogan, "a man may be down but he's never out."

EDDIE GOULD, former radio director of McConnell, Eastman & Co., Toronto, joins Muter, Culiner, Gould & Frankfurter Ltd., Toronto, as radio director. He is replaced at McConnell, Eastman & Co., by **BOB ARMSTRONG,** formerly of sales department of H. N. Stovin & Co., Toronto, station representative firm. Changes are effective Nov. 15.

HOWARD L. CORDERY, formerly executive producer and head of TV at Nasht Productions, New York, appointed television producer and assistant to TV Director **EDWARD WHITEHEAD** at Marschalk & Pratt, New York agency.

HAROLD HARTOGENSIS, account executive of Olian Adv., elected vice president of McMahan-Horwitz Co., St. Louis.

Radio Sells . . .

Likewise, WGN has proven a result getter for its advertisers. Here's what one of them told us: ". . . We are happy to tell you that of all the stations we have used, WGN has consistently remained at the head of the list in turning in low cost, well-qualified leads." Another wrote: "WGN has always been one of the most outstanding stations on our schedule." ". . . I can truthfully say that dollar-for-dollar WGN has always pulled more than its share of orders."

These are just two among many testimonials to WGN's sales effectiveness. That's why we say . . .

Whether You Sell . . .

▼

Lanolin lotions n' lingerie for lovely ladies n' lasses . . . lamb loins for lean lunches . . . looms for looming linen lace . . . lariats for lassoing loping, lowing livestock . . . leather luggage . . . laminated lumber laths . . . lilacs n' lilies for landscaping lawns . . .

▼

Light lager for leisurely lapping . . . loans for luckless laborers liable for liabilities . . . licorice lozenges . . . lilting lullabies for lulling loud, lusty-lunged little-ones . . . lemon for luscious lobster . . . lithographed letterheads . . . life lines for lake launches . . .

▼

Luxurious limousines for lecturing, lobbying legislators . . . lollipops for little lads' licking . . . levers for lifting large loads . . . literary library leaflets for lawyers launching lawsuits . . . lenses for lessees looking at landlords' leases . . . better buy radio . . .

Better Buy WGN!

WGN reaches more homes each week than any other Chicago station. — 1949 Nielsen Annual Report

A Clear Channel Station . . .
Serving the Middle West

WGN

MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Eastern Sales Office: 220 East 42nd Street, New York 17. N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

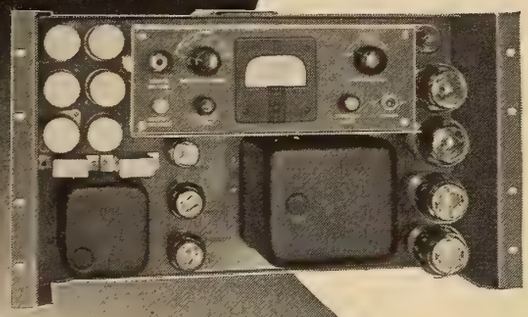


Regulated Power Supply (Heavy-Duty) WP-33B. Provides well-regulated d-c voltage at loads of 200 to 600 ma. Adjustable output, 260 to 295 volts. Voltage variation, less than 0.2 volt between minimum and maximum load.



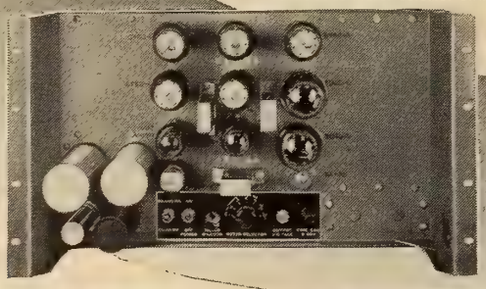
Switching Panel, TS-1A. A convenient way to switch any one of 6 different input video signals to TV transmitter, or to local and remote monitors.

Everything in

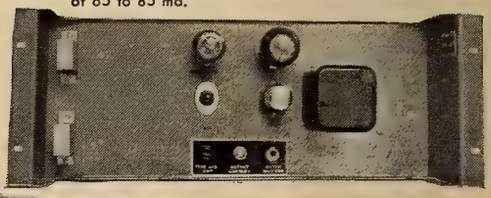


Regulated Power Supply, TY-25A. Provides well-regulated d-c source at loads from 200 to 300 ma. Output is adjustable between 260 and 290 volts. Less than 0.5% variation between minimum and maximum load.

Regulated Power Supply, 580-C. Output adjustable between 260 and 295 volts—at 50 to 400 ma. Less than 0.25-volt variation between min. and max. load. Includes meter selector switch and meter jack.



Current Regulator, M1-26090. Maintains constant current in focus coil of Studio Camera TK-10A. Current can be adjusted over a range of 65 to 85 ma.

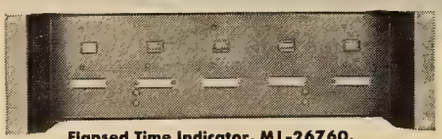




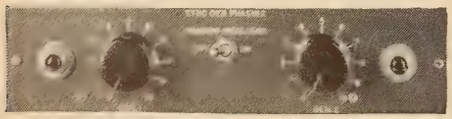
Power Relays M1-26761. Provides remote power switching in conjunction with Power Control Panel M1-26251. Includes 5 separate power relays.



Stabilizing Amplifier Control, M1-26250. Includes three potentiometers. Controls: (1) picture gain; (2) picture clipper; (3) sync level in stabilizing amplifier.



Elapsed Time Indicator, M1-26760. Provides constant record of "hours on" life of tubes, etc. Includes 5 individually-operated counter indicators driven by synchronous motors.



Sync Generator Phasing Control, M1-26249. Provides for phasing one of two local synchronizing generators with one remote synchronizing generator.



Sync Generator Switch, M1-26285. Used to switch outputs of either of two sync generators over to studio equipment. One selector for all 5 signals (horizontal, vertical, blanking, sync, and CRO sync).



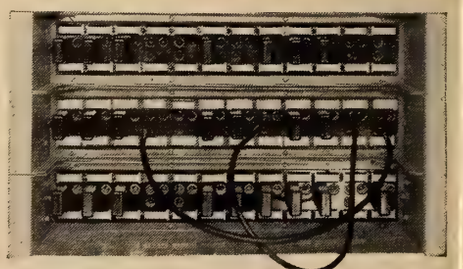
Circuit Breaker, M1-26240. Designed as main switch breaker between power line and TV studio equipment. Accommodates up to 5 breakers (choice of breakers available, extra).



Relay Receiver Control, M1-26247. Controls video gain and receiver tuning. Includes 2 potentiometers, AFC "on-off" switch, tally light, and telephone jack.

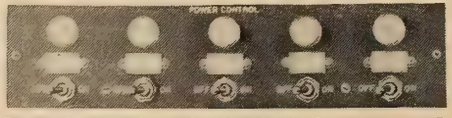


Panel Adapter M1-26254. Enables you to mount control panels (shown in left column and below) in any standard rack.



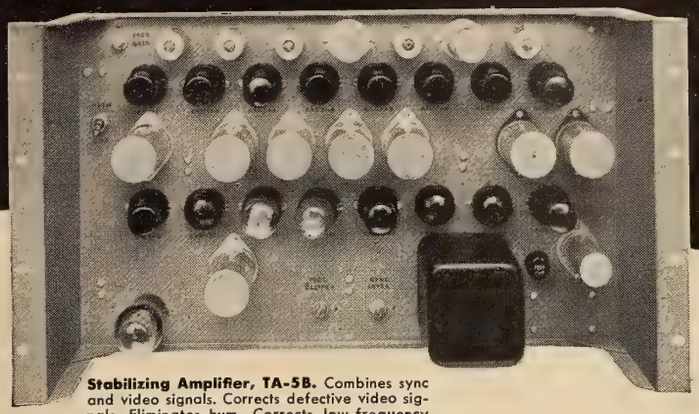


Monoscope Camera Control, M1-26248. Provides remote control of video gain, and focus of monoscope camera. Includes 2 potentiometers wired to terminal board.

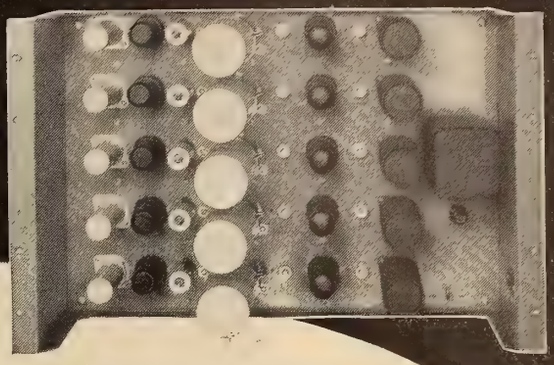


Power Remote Control, M1-26251. Operates up to 5 power supplies through 120-volt relays. Has 5 "on-off" toggle switches and 5 tally lights.

Video Jack Panel, M1-26245. For patching video and/or sync signals. Includes 12 groups of coaxial jack assemblies (3 per group). Video jack plugs and cords, extra.



Stabilizing Amplifier, TA-5B. Combines sync and video signals. Corrects defective video signals. Eliminates hum. Corrects low-frequency response. Improves signal-to-noise ratio of sync signals.

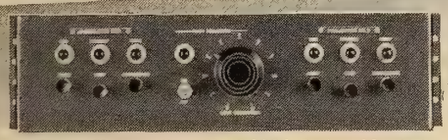


Distribution Amplifier, TA-1A. Well-suited for use as: (1) video and sync signal mixer, (2) isolation amplifier, or (3) for feeding video or pulse signals from a single source to separate outlets.

Rack-mounted Units for TV stations



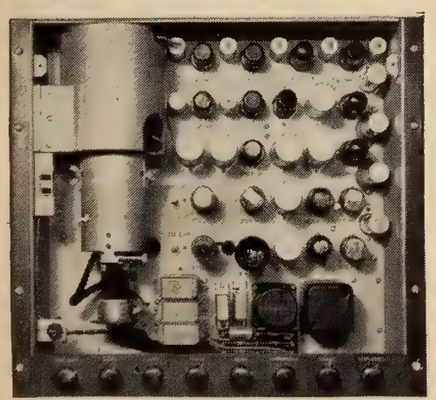
Mixing Amplifier, TA-10A. Useful as mixing, fading, remote control, or isolation amplifier. Two bridging-type inputs; one output. Positive or negative polarity.



Projector Change-Over MI-26321. Designed for starting, stopping or simultaneous changeover of light and sound in 16- and 35-mm film programming. Handles two projectors in any combination (16mm or 35mm).



Sound Equalizer, MI-26313. Provides proper frequency compensation of 16-mm sound reproduction. Compensator network tilts frequencies above 1000 cps in 2-db steps. Panel and Shelf (MI-26581), available extra.



Self-contained Monoscope Camera, TK-1A. Ideal video signal source of known quality for testing: station systems, video amplifiers, picture tubes, TV receivers. Pattern shows scanning symmetry, vertical and horizontal resolution, shading, contrast, and brightness.

. . . control panels, amplifiers, projector changeover, switch panels, relay and indicator panels, power supplies, circuit breakers, jack panels

Here is your answer for ready-to-operate units that can be installed wherever you need them.

All units are identical in design and construction to those used in RCA's regular station-proved TV Broadcast Equipment—and are built with the same high-quality components. Units are built on recessed, or "bathtub" type chassis. Tubes and components are within handy reach. Controls are centralized and clearly marked.

Representing the most comprehensive line of rack-mounted TV equipment in the industry, these carefully engineered units can readily be mounted in enclosed-type racks or in standard open-type racks. Many types can be mounted conveniently in RCA console-type housings.

• • •

RCA rack-mounted units are being used in practically every television station in the country. For information about any one of them . . . or the entire line . . . simply ask your RCA Broadcast Sales Engineer. Or write Department 19KB, RCA Engineering Products, Camden, New Jersey.

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STEINMAN STATIONS

Feature of the Week



Working on Taystee campaign are (l to r) Messrs. Bagge and Beeman; Marion Reuter, Y&R timebuyer, and Mr. Bowman.

* * *

PURITY BAKERIES Corp., Chicago, has launched its "biggest radio program promotion in years" with *Bill Ring Time* on its own four-station "Taystee Texas Network."

On behalf of Taystee Bread, Young & Rubicam, Chicago, worked with the client to hypo sales in the southwest quickly and secretly because of heavy competition in the bread business. Phil Bowman, agency radio director, and Otis

(Continued on page 34)

On All Accounts

BEULAH ZACHARY, producer of *Kukla, Fran & Ollie* confesses having a split personality—a direct result of her continual swing-shift between two employers, J. Walter Thompson and N. W. Ayer agencies, Chicago.

Always a "disorganized character," Beulah nevertheless displayed rationality in her hometown of Brevard, N. C. (pop. 2,500). Born and reared there (a summer resort snuggled between the Blue Ridge and Smoky Mountains), she grew up as a "typical Southerner." Surrounded by mother, sister and brother, she romped through nearby wheat fields, public schools and childhood complications.

Other than wanting to play basketball and become high school valedictorian (she achieved both), her only goal was "not to be a school teacher." This inclination clung through semesters at Salem College, Winston-Salem, N. C.

Four years later she received her A.B. degree in English and history. She returned home to ponder her future. It developed into five years of teaching seventh-grade. Her explanation: "I was drafted by the superintendent of schools, a friend of the family who lost that status!"

Rugged individualism glimmered through as she established a little theatre group. Designing and constructing props from orange crates, luring mill children to the footlights and beyond, and imbuing amateurs with a sense of drama encouraged her enrollment as a student at the Mohawk Drama Festival, conducted by Charles Coburn.



BEULAH

The festival was an annual summer feature at Union College, Schenectady, N. Y., and Beulah spent four summers there—two years as a student production assistant and two years as paid stage manager at the professional theatre, which brought stars like Cornelia Otis Skinner and Walter Hampden from Broadway.

Learning "old school theatre," with its cardinal rule against persons coming late to rehearsal, Beulah transfers that preciseness and

(Continued on page 67)

For...
complete coverage



...look to WHTN

WHTN's .5 mv/m contour wraps up the rich Huntington market better than *any other station,* regardless of power. Cost is lower, too. Add to this an FM bonus on WHTN-FM, most powerful FM station in the Central Ohio Valley, and you've got a low-cost, high power medium for tapping the gold in these hills. Take a look at the Huntington Market ...$300,000,000 in retail sales...then make up your mind to get your share by using WHTN and WHTN-FM.

THE POPULAR STATION
AM WHTN FM
800 KC 1,000 WATTS
100.5 MC 53 000 WATTS
HUNTINGTON, W. VA.

For availabilities rates and other information, wire, write or phone
Pace-Wiles, Inc., Advertising
Huntington, West Virginia
National Representatives

One STATION 73 U. P. NEWSCASTS SPONSORED

WSAT 1280 ON YOUR DIAL
1000 WATTS
The Family Station
DRAWER 99 Salisbury, N.C.
OWNED AND OPERATED BY
MID-CAROLINA BROADCASTING COMPANY

C. H. WENTZ, PRES.
KERR CRAIGE RAMSAY, VICE-PRES.
T. W. BORLAND, TREAS.
JOHN SMITH, MANAGER

October 26, 1949

Mr. William C. Wilson
United Press Associations
526 Western Union Building
Atlanta 3, Georgia

Dear Bill:

We are just completing eighteen months of independent daytime radio operation, but I have learned that in radio, as in other businesses, you often miss the compliments and get the complaints.

I am writing to tell you that we, our listeners and our sponsors are well pleased with United Press News Service. For your information, here is what is on our log at present in a two-station market.

Number of Contracts	Length of Newscast	Times per Week	Total Sponsored U. P. Newscasts
3	15 minutes	1	3
1	10 minutes	1	1
2	5 minutes	7	14
2	5 minutes	6	12
5	5 minutes	5	25
6	5 minutes	3	18
		Grand Total	73

These newscasts are sponsored by: two manufacturers, two grocery stores, a furniture store, a cafe-drug store, a clothing store, book store, lumber company, power company, tire store, auto dealer, garage, printing company, repair shop, sign company, salvage company and an upholstering shop.

Bill, we are proud to bring United Press News Service to Salisbury, and, as you can see, thanks to U. P. our sales are up.

Sincerely yours,
John Smith

John E. Smith, Jr., Manager
W S A T , The Family Station

● The U.P. service that has brought WSAT sponsors for 73 newscasts includes 26 basic news programs a day, from full 15-minute roundups to crackling 30-second summaries . . . plus more than 20 regular news features devoted to sports, women's interests, farming, national and international affairs, science, business, humor and human interest...plus outstanding other features of special seasonal and topical attraction. Your nearest United Press bureau is ready to supply details.

United Press

COMPARE

COST PER THOUSAND **HOMES**
6:00 - 6:10 P.M. . . . MONDAY THRU FRIDAY
FOR ALL CLEVELAND REGIONAL NETWORK STATIONS

6:00 - 6:10 P.M.	**WHK**	NET. B	NET. C
HOOPERATING AVERAGE (1.)	5.3	6.2	5.1
HOMES Primary Area (2.)	952,244	874,385	705,393
HOMES Reached Daily (3.)	50,469	54,212	35,975
COST FOR 10-MINUTE PROGRAM (Max. Discount)	$60.75	$91.13	$72.04
COST PER THOUSAND HOMES	$1.18	$1.68	$2.00

AVAILABLE M.-W.-F. - SEE YOUR RAYMER REPRESENTATIVE ABOUT THE "6:00 P.M. NEWS"

(1) Hooper—Fall-Winter 48-49
Winter-Spring 48-49

(2) Based on coverage patterns on file with the FCC; and Homes, Sales Management Survey of Buying Power, 1949

(3) Projected rating for primary area

WHK

The Paul H. Raymer Co.
National Representative

BROADCASTING
TELECASTING

Vol. 37, No. 20 WASHINGTON, D. C., NOVEMBER 14, 1949 $7.00 A YEAR—25¢ A COPY

RADIO TAX THREAT

SCOTUS Upholds Ark. Station Assessment

The legal gates were thrown wide open last week for a nationwide flood of city taxes on radio stations and their salesmen.

This action came in the form of a terse U. S. Supreme Court ruling which in effect upholds the Little Rock, Ark., $250 annual tax on generation of radio waves and its $50 tax on solicitors of local advertising. The court did not bother to issue an opinion.

Only a reversal of its own action by the court can halt cities everywhere from trying to levy business license and privilege taxes on broadcasters. Judicial guinea pigs in this critical battle are KGHI and KARK Little Rock.

S. C. Vinsonhaler, general manager of KGHI, told BROADCASTING the law firm of Bailey & Warren, Little Rock, representing the two stations in the case, would mail a petition for reconsideration to the Supreme Court today (Monday). Bruce T. Bullion, of the firm, is handling the case.

NAB will definitely take part in the rehearing either as *amicus curiae* (friend of the court) or by joining in preparation of the stations' brief.

The case was described as perhaps the most important tax decision in the radio annals. Its implications may be felt by other industries. Of special importance to broadcasters is the possible effect on the Fisher's Blend (KOMO Seattle) decision of the U. S. Supreme Court, bulwark of legal protection against efforts to break down radio's interstate character.

See One Hope

One slight ray of hope appeared as attorneys studied the highest court's dismissal of an appeal (Vinsonhaler, et al, appellants v. Beard) from a decision of the Arkansas Supreme Court [BROADCASTING, May 30], filed last summer. This hope centered in the lone supporting citation accompanying the one-sentence dismissal "for want of a substantial Federal question."

The court's citation, curiously, was a 60-year-old decision, Crutcher v. Kentucky, 141 U. S. 47, which the stations themselves had cited in a Supreme Court brief supporting their claim that the tax is unconstitutional. Attorneys who read this old decision, after the U. S. court cited it, noted that it held to be unconstitutional a tax on a company incorporated in another state and doing business in Kentucky because the company was an instrument of interstate commerce.

Suggestion was made that the highest court might have erred. Because of its crowded calendar, the court often dismisses appeals on the basis of briefs written by their clerks. The present action, it was presumed, was one of a long list of findings reached during a conference of the judges. With its pressure of business, and the court's physical inability to hold hearings on all the important cases submitted to it, this expedited procedure is required, increasing the chance of error.

Little Rock's tax officials were on the alert, submitting tax bills Thursday morning. The bills were drawn up the day after the court handed down its decision. In the case of KGHI the bill was for $416.67 under the electromagnetic phase of the tax, applying to the period starting May 1, 1948, at the rate of $250 a year. The city also asked the station to submit a list of its salesmen, each of whom is taxed $50 a year for the privilege of soliciting intrastate radio advertising in Little Rock.

Expects NAB Interest

Mr. Vinsonhaler had said last summer he figured NAB would evince more interest in the case, in view of its wide significance. He recalled that he had withdrawn from NAB some time ago "because it didn't do enough legislative work."

At the time the two Little Rock stations took their appeal to the Supreme Court, G. E. Zimmerman, KARK vice president and general manager, had called the case an industrywide problem and had suggested the NAB board should take over the case even if member stations had to be assessed a small sum to cover an appeal.

Mr. Vinsonhaler said a number of Arkansas cities have similar tax ordinances already drafted. The Arkansas Broadcasters Assn. was told at its last meeting in August that Hot Springs, El Dorado and Russellville were among the cities poised to slap taxes on broadcasters.

Attorneys who have been following the case say that cities may use the Supreme Court dismissal as a basis for taxes on railroad stations and other property not now subject to occupational levies.

One interesting angle arises in the $50 tax on solicitation of intrastate radio advertising within the city of Little Rock. The $50 tax is imposed on "every person, firm or corporation engaged in such business."

Similar language is used in the paragraph covering the $250 electromagnetic tax, but Little Rock tax authorities submitted a bill Thursday morning applying only

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HOW'S BUSINESS?

Good in Atlantic States

By J. FRANK BEATTY

BUSINESS is good in the Atlantic states this year, judging by the comments of station executives. That goes for station time sales as well as general business and industry.

With the brightened picture in the steel and coal industries, broadcasters in the area ranging from Pennsylvania to South Carolina figure to meet the record 1948 time sales and in some cases to go even higher.

These observations are based on individual interviews with half-a-hundred broadcast executives contacted during and after the NAB District 3 and 4 meetings. The districts cover Pennsylvania, Delaware, Maryland, West Virginia, District of Columbia, Virginia, North and South Carolina.

No states have been hit harder by the steel and bituminous coal shutdowns than those in the two districts, yet they have been singularly free from panic. Business in general has suffered in the coal and steel centers, of course, especially retailing. Many broadcasters braced themselves for cancellation waves two months ago, but the cancellations have been surprisingly few considering the heavy unemployment in some areas.

Had the strikes continued many more weeks, collateral industries would have felt the shortages in materials. As it was, fabricators and light industries were unexpectedly active even after the strikes had been in progress over a month.

Even before the strikes started, coal miners were cutting their retail buying. They were accustomed to shutdowns and knew how to ride through them. Retail buying began to pick up last week as soon as word went around that soft coal mining would be resumed until Dec. 1. Similarly steel workers began to spend more money as important industry segments made peace with the unions.

Indirect effects of the strikes were felt in October and early November all over the Atlantic area, but nowhere was there any sign of panic. Had steel and bituminous shutdowns been drawn out to the year end, the situation might have been different.

The steel pension plan brought a feeling of security to many steel workers after two lean months. After all, they lacked the strike experience of their coal brethren. With plants reopening they started taking money out of the sock.

Even with the strikes, broadcasters and other businessmen showed little concern over possibility of a depression, contrasted to the somewhat panicky fears of the 1948 autumn months. Some individual stations are having trouble because of overcrowding in particular areas or special problems but in general, managers are counting on 1949 gross sales matching those of last year.

Operating expenses have been heading upward at many stations. They have been partially offset by increased staff efficiency in allocating duties and responsibilities. Entrance of television has brought new problems in many cases and

(Continued on page 42)

Arkansas Traveler (cleared by SCOTUS) . . . . . AN EDITORIAL

THERE'S STORMY weather ahead for radio at the hands of municipal governments, always on the prowl for additional revenue.

The Supreme Court last week, without the formality of a written opinion, refused to review the decision of the Arkansas Supreme Court holding valid a $250 Little Rock occupation tax on stations as well as a $50 annual solicitor's license fee for each salesman The highest tribunal's dismissal came "for want of a substantial Federal question."

It seems evident the Supreme Court did not comprehend the issue. Heretofore the courts consistently have held that radio, as an instrumentality of interstate commerce, is not subject to state or local jurisdiction, and that the authority to regulate and tax is vested wholly in the Federal Government.

Just what transpired in the minds of the esteemed justices isn't known, since no detailed reasons were assigned. Whether the Little Rock case can be revived through petition for reconsideration is questionable. Unless the Court finds that it overlooked some vital aspect, the chances are slim indeed.

The consequences can be devastating. City governments follow one another like sheep over a fence when there are new tax sources to be tapped.

It won't take long for the news to spread. As a matter of fact, even before the Supreme Court mandate was down, the Little Rock stations were being billed by the city treasurer. Other municipalities in Arkansas are said to be rushing their own ordinances through.

It started with Thomas J. Gentry, city attorney of Little Rock, who last December told the National Institute of Municipal Law Officers at a Washington convention how they could get around the interstate character of radio. It was by means of a privilege tax on the generation of electrical energy, which is taxable.

The trick phrase "transmission of electromagnetic waves" was the key. Conceivably it can be applied to airplanes, automobiles, diathermy and X-ray machines; in fact every device that emits a wave, however spurious. The institute has 570 city members. City fathers probably already are counting that new radio money.

If the same franchise tax were adopted for all municipalities, there would be involved a tribute of more than a million dollars plus the additional rake-off of $50 per head from the literally thousands of pavement-pounding salesmen. This from entities now being taxed to distraction through federal, corporate and state imposts.

The issue is not merely financial. It is one of fundamental legality and principle. If the right to levy an occupation tax prevails, anything can happen. Federal income taxes started a generation ago at one half of one percent. Legislators said it was inconceivable that they would ever be as great as one percent. Thus the $250 Arkansas stipend (aside from the salesman's dogtag) could become astronomical. It might even be based on so much per watt or on effective radiated power for FM and TV, or on gross income.

It may be the Supreme Court inadvertently erred in giving the Arkansas case the juridical brushoff. It may be the case was inadequately presented. Certainly the NAB should have been in on it full tilt.

What's to be done? If the obvious move for Supreme Court reconsideration fails, then the very next effort of a municipality (outside of Arkansas) to follow the Little Rock lead should be vigorously and uncompromisingly contested. Not by a couple of valiant local broadcasters with necessarily limited funds as was the unfortunate case in Little Rock, but by the united front, through the NAB, with the very best tax counsel procurable. There is no function of the NAB more fundamental or of greater potential import to radio. Indeed, the case involves the freedom of radio itself.

Radio Tax Threat

(Continued from page 23)

to the stations themselves. They did not attempt to put a tax on each station employe.

In the case of salesmen, however, the tax officials asked the stations to submit lists of their sales staffs. This was construed as a $50 tax on each individual engaged in selling radio advertising. Presumably decision as to who pays the tax, the individual or station management, will be up to management.

Recalling past experience in levying of new taxes, attorneys suggested that the $250 electromagnetic tax might be increased from time to time, stopping just short of the point where it would become a "burden" on interstate commerce. Similarly the tax on the sale of advertising might be increased.

Dismissal Denotes Decision

Dismissal of an appeal for review of a state court ruling has the effect of a formal decision according to attorneys. States and cities have been deterred in the past from taxing broadcast stations by the Fisher's Blend decision of the Supreme Court, based on broadcasting's interstate nature.

Legal observers had been confident the Arkansas Supreme Court ruling would be reviewed by the U. S. Supreme Court because of what they felt were flaws in the state's reasoning and an unusually strong dissent by one of the state judges.

NAB is understood to have promised financial aid to the two Little Rock stations. A number of individual broadcasters who recognized the importance of the case did make cash contributions. NAB had planned to participate in Supreme Court hearing had the original petition been granted.

There appeared little doubt that cities all over the nation would pounce on this new form of money raising. Thomas J. Gentry, Little Rock city attorney who first sprung the tax, is scheduled to speak on the subject Dec. 5 at the annual meeting of the National Institute of Municipal Law Officers, to be held in Kansas City.

At that time he is to review the history of the tax, explain the U. S. Supreme Court's decision and show what it means in a revenue way to cities. In view of the widespread financial worries of most cities, it was felt they would take advantage of the chance to raise some new money.

First suggestion that a loophole might be found in the Fisher's Blend decision was made in 1940 by the municipal institute, of which Charles S. Rhyne is general counsel. Last Dec. 3 Mr. Gentry told the institute's convention in Washington that city authorities could get around broadcasting's interstate exemption by placing a license fee "on the business of generating electromagnetic waves for radio broadcasting" and also on the business of soliciting intrastate radio advertising.

The institute has 570 city members, including just about every important municipality in the nation.

Mr. Rhyne told BROADCASTING the revenue from such a tax, even if imposed by hundreds of cities, would be so small that he couldn't see where the levy would have any "real significance to broadcast stations.

"All other businesses pay this tax," he said, but broadcasters have enjoyed exemption because cities have feared the Fisher's Blend decision.

Some cities have flat business license taxes, he said, with others using a sliding scale based on gross receipts. The taxes range from $25 upward, he said, but he doubted if any tax was as high as $1,000 a year.

Privilege Tax Common

Most cities impose this form of license or privilege tax, he said, and "radio has been lucky to avoid it." He suggested every business should help pay its share of local operating costs.

"There is no way on earth cities can gouge radio stations," Mr. Rhyne said. "If they impose taxes inconsistent with the taxes on other forms of business, the courts will hold them an unreasonable burden on interstate commerce."

License and privilege taxes pay less that 10% of city tax income, according to Mr. Rhyne. Most income comes from real estate taxes except in a few cities where gross earnings or income taxes are levied.

The Little Rock Council enacted Ordinance No. 7573 April 5, 1948. The nine section law, in simple language, provided:

1—The business of (a) generating electromagnetic waves for radio broadcasting purposes and/or (b) the business of interstate radio broadcasting in Little Rock is a privilege and every person, etc., engaged therein shall pay to the city collector an annual license fee of $250 beginning on or before April 30, 1948.

2—The business of soliciting intrastate radio advertising in Little Rock

(Continued on page 50)



Drawn for BROADCASTING by Sid Hix

"If you don't like your script, Snidwick, I'd rather you come right out and say so!"

NBC REORGANIZES

Takes First Step Toward Three-Unit Structure

By EDWIN H. JAMES

NBC LAST WEEK began the intricate job of reorganization that will eventually create a corporation composed of three self-contained operating units and a small, high-level management staff.

Although the network officially announced only the first step of the reorganization—the establishment of the television operations unit—BROADCASTING learned on highest authority that the execution of the over-all plan had proceeded far beyond that.

To date only one of the chiefs of the three operating units has been appointed. Sylvester L. (Pat) Weaver Jr. was announced as the vice president in charge of the television network organization.

The chiefs of the other two units, radio network operations and owned-and-operated stations, have not been selected. Until they are, BROADCASTING learned, Charles R. Denny, executive vice president, will be in charge of both divisions [CLOSED CIRCUIT, Nov. 7].

Mr. Denny's assignment as operating chief of the two units was regarded as temporary. As soon as the units are organized and their permanent commanders picked, he will resume his duties as executive vice president, it was learned.

Corporate Outline

By the end of last week it was possible to forecast with certainty the outlines of the corporate structure that will emerge from NBC's reshaping.

At the top will be company management, a small group of executives concerned with company-wide administration and policy. Aside from Niles Trammell, chairman of the board; Joseph H. McConnell, president, and Mr. Denny, executive vice president, those executives destined for appointment to top staff level include John H. MacDonald, administrative vice president in charge of finance; Gustave B. Margraf, vice president and general attorney, and O. B. Hanson, vice president and chief engineer.

The precise redistribution of other executives who now occupy staff level assignments has not been determined, it was learned. Among these are John F. Royal, veteran vice president, who has been acting as special consultant to management on program and talent matters, and William S. Hedges, vice president in charge of planning and development.

Both Messrs. Royal and Hedges will retain positions of responsibility, it was learned, but their exact assignments have not been made.

Beneath top management, the three operating divisions of the company will function as separate entities, each with a full complement of operational subdivisions.

Almost all the principal existing departments and divisions of the network will be split, with parts of their present strength being distributed among the three new operating units.

In the announcement of the establishment of the television organization, Mr. McConnell said that already the following groups within its structure had been assigned: Controller, stations relations, engineering, film syndication, production services, all types of programming activity, time sales and program sales.

TV Executives Announced

Principal executives serving under Mr. Weaver in the newly constituted television organization were also announced (see pictures TELECASTING, page 2).

Carleton D. Smith will continue as director of operations.

Frederic W. Wile Jr., who has been assistant to Mr. Weaver since both joined NBC several months ago, becomes director of production.

George H. Frey, former manager of eastern sales for both radio and television, becomes director of sales for television [CLOSED CIRCUIT, Oct. 31., Nov. 7].

At the same time it was announced that Norman Blackburn, former national program director of NBC television, was assigned to Hollywood to be chief of television network operations there.

Reporting to Mr. Smith, the director of operations, will be controller, headed by J. Robert Myers, former television business manager; film syndication, headed by Russell Johnston, no change; pro-

(Continued on page 45)

NARBA ACTION

Adjournment Date Unknown

THE THIRD NARBA Conference at Montreal, now in its third month, held a formal farewell dinner Thursday night but the date of adjournment is still an unknown factor.

Despite the delicate situation at the weekend, with the conference close to success or breakup, important progress was made during the week.

At the Thursday plenary meeting, Comdr. C. P. Edwards, of Canada, NARBA chairman who has been pushing for early adjournment, changed his stand and stated the conference will continue until an agreement is reached.

The plenary session adopted main engineering standards drawn up at a pre-NARBA engineering conference held at Havana in late 1947. These standards include 10 kc spacing of the 107 standard broadcast channels, including 540 kc, method of determining power, antenna efficiencies, and similar factors.

The United States has not yet adopted the Canadian proposal for sunset-sunrise operating hours, which is viewed by some observers as detrimental to obtaining daytime stations.

Cuban Disagreement

Cuba could not agree at the plenary session on titles of stations, such as IA, II, III etc., in line with her policy of desiring to call IA channels "national."

Canada has suggested the term "continental" for IA and "national" for IB. In addition Canada has suggested using ABCDEF designations instead of roman numerals.

The conference already has cost the participating nations $100,000 for international secretariat and related costs plus $200,000 for observers, advisors, per diem costs and similar items.

Cuban frequency assignments and border protection were main issues during the week. Cubans said that if the United States insists on the 650-mile rule, they have no alternative but to go home without a treaty much as they would regret such action.

Juridical and drafting groups are meeting delay because of a lag in work of the technical committees, still involved in classifying channels and the rights and privileges that go with them.

Cuba proposed that IA channels be protected at the border with a 25 to 100 uv/m signal, the exact

(Continued on page 48)
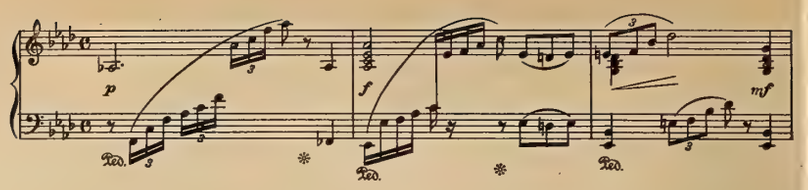
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UNITED STATES delegation at 1949 NARBA Conference at Windsor Hotel, Montreal, includes (l to r): Seated—Louis G. Caldwell, Clear Channel Broadcasting Service; Mrs. Nellie Casey and Estelle Bunn, State Dept.; Ambassador Fletcher Warren; Rosel H. Hyde, FCC, delegation chairman; John A. Willoughby, FCC, delegation chief technical advisor; Jean A. Wolfe, Lois Day, State Dept.; Dwight A. Meyer, Westinghouse Radio Stations.

Standing—Edgar F. Vandivere, FCC; Royal V. Howard, consultant; H. Underwood Graham, Bruce S. Longfellow, FCC; Raymond L. Harrell, U. S. Embassy in Havana; Donald R. MacQuivey, James Kee, State Dept.; Joseph M. Kittner, FCC; James D. Parker, CBS; James E. Barr, FCC; Andrew G. Haley, ABC; Ralph J. Renton, FCC; Raymond F. Guy, NBC; Neal McNaughten, NAB; Oscar W. B. Reed Jr., Jansky & Bailey; Harrison T. Slaughter, Pierson & Ball; John H. DeWitt Jr., CCBS. Group is now in its third month of work at the Canadian conference.

A Public Servant Through Radio . . .



Standard Oil of California

By GEORGE VOIGT

BACK in 1926 the San Francisco Symphony Assn. found itself, in mid-season, with a sizeable deficit that threatened to cut its fall concert series embarrassingly short. The deficit was covered, however, and the season saved by a donation from Standard Oil Co. of California.

And that philanthropic gesture by Standard launched radio's oldest hour of music and marked the beginning of one of the West's brightest radio success stories. For Standard Oil has been an active radio user ever since. The company is the oldest continuous user of radio and one of the largest time buyers in the western United States.

On Oct. 24 the company observed its 23rd anniversary of radio activity with the largest schedule in its history:

The Standard Hour of classical music is carried by the 23 station Western Network of NBC plus one independent Oregon station which was added this season.

The Standard School Broadcast, public service educational series of music and history, is on the same NBC network plus 35 other stations added this season. The new stations include independents and affiliates of other networks throughout the seven western states.

Let George Do It, popular detective-mystery series, is aired over the 45 station Don Lee Network.

Farmer's Digest and *Standard Farm Highlights*, early morning news, market and weather reports, are on the air daily; the former over KNBC San Francisco, the latter on KFI Los Angeles.

And, finally, there are the *Standard Newstime* broadcasts on stations in Fairbanks, Juneau, Ketchikan and Anchorage, Alaska.

All of which puts Standard Oil on the air this season for a total of almost 90 hours per week, an increase over last season of approximately 20 hours.

* * *

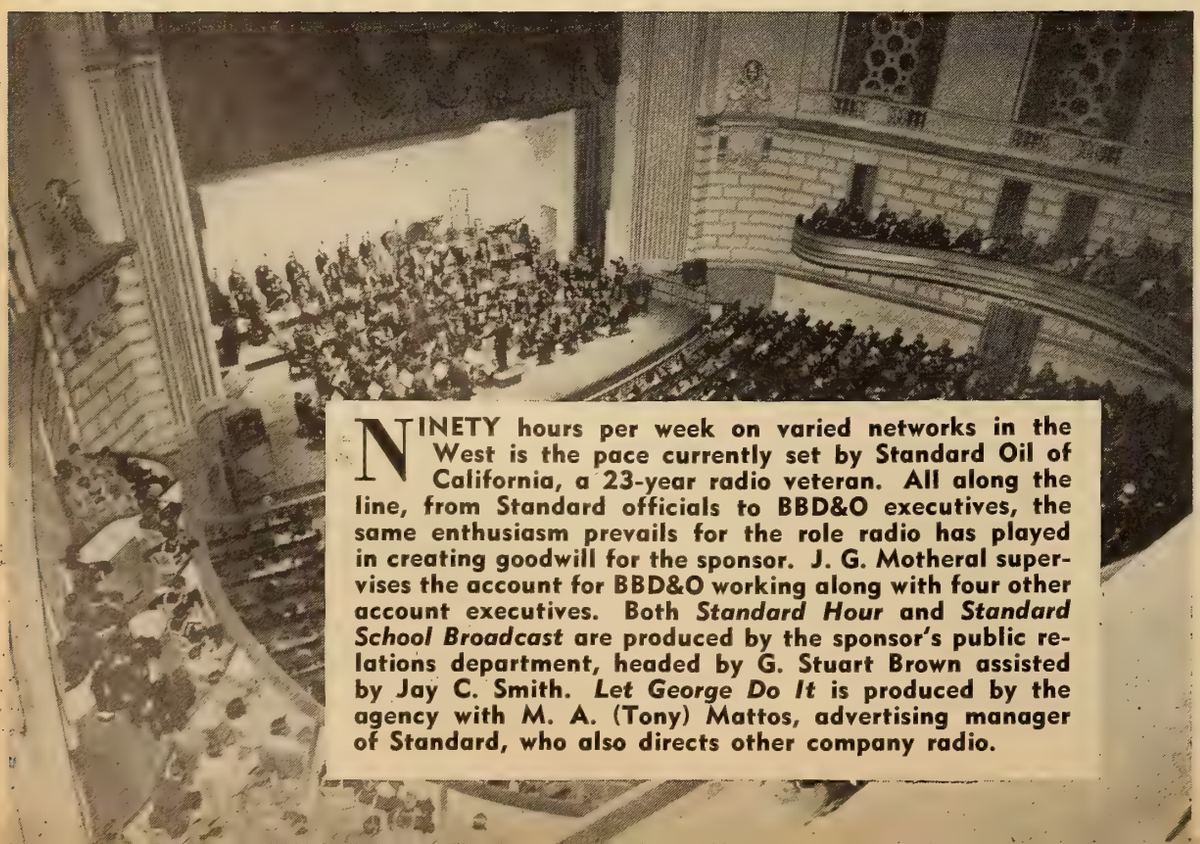
IN its 23 year radio history Standard Oil's usage has followed a variety of forms. Programs of various sorts have been tried for advertising effect, spots and singing commercials have been used. But the two oldest programs which have always formed the company's basic radio schedule have remained through the years.

The Standard Hour and *Standard School Broadcast* have, as a matter of fact, held a place of special privilege in the offices of Standard Oil in San Francisco's financial district. The programs are handled by a special department outside of the advertising department, which handles all other radio programs. And the otherwise hard-headed business directors of the company maintain a hands-off policy.
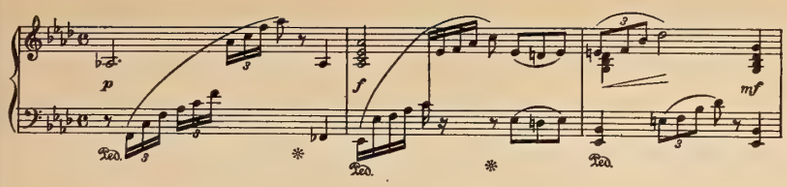
They appropriate the money necessary for production and air time and never ask for proof of results. The program directors buy the best talent in the nation for each weekly performance and the company directors never carp about the expense. They realize that the programs long ago ceased to be Standard Oil programs. They belong to the radio listeners of the West and company officials treat them accordingly.

And that, of course, is the secret of the success of the programs. The commercial success as well as the success measured in terms of a large and loyal listening audience.

The Standard Hour was not meant to be a commercial advertising venture by Standard Oil when it first went on the air Oct. 24, 1926. In that year the San Francisco Symphony was the only top flight musical organization in the West and many people up and down the coast, just then beginning to realize the potential-



NINETY hours per week on varied networks in the West is the pace currently set by Standard Oil of California, a 23-year radio veteran. All along the line, from Standard officials to BBD&O executives, the same enthusiasm prevails for the role radio has played in creating goodwill for the sponsor. J. G. Motheral supervises the account for BBD&O working along with four other account executives. Both *Standard Hour* and *Standard School Broadcast* are produced by the sponsor's public relations department, headed by G. Stuart Brown assisted by Jay C. Smith. *Let George Do It* is produced by the agency with M. A. (Tony) Mattos, advertising manager of Standard, who also directs other company radio.





ities of radio, had suggested that this new medium might be used to carry the Symphony's concerts to people outside of the San Francisco area.

In appreciation for its large financial donation, which amounted to several thousand dollars, the Symphony Assn. gave Standard Oil permission to do so if it cared to. The company did. On that October evening it picked up, through the facilities of KPO (now KNBC), the Symphony's performance of Beethoven's "Eroica" and piped it to a hastily-assembled network of stations in Los Angeles, Portland and Seattle.

* * *

THE acclaim that followed that first radio presentation gave birth to *The Standard Hour*.

Not only the listeners applauded. But organized groups of music lovers and music associations passed resolutions of gratitude to Standard Oil. The company was praised and thanked in front page newspaper stories and in editorial page essays.

Because the money paid the Symphony Assn. by Standard Oil was a donation and not a payment for radio rights the company used no commercials on the program. And in the 23 years since there has never been a commercial message broadcast in conjunction with the program.

The theme of the program today as always is that it belongs to the listeners. The only sponsor identification is heard in the opening and closing announcements:

"This hour is yours. Presented by the Standard Oil Co. of California."

But no one doubts that through the years the program has built a store of goodwill among western radio listeners that could not have been purchased or developed through any other form of advertising. It's the kind of goodwill too that sells gasoline and oil.

As one longtime listener to the program said: "I feel so indebted to the company for the program—I've been a listener since I was a youngster in school—that I'd feel guilty buying any other kind of gas and oil."

* * *

THE company has never made any attempt to test the sales effect of the program and, for that matter, has never attempted even to measure its listening audience through surveys. The only surveys conducted for the program are to find out if the program fits the listening desire of its audience. The largest of these was conducted some years back through the company's chain of service stations. Attendants merely passed out printed post cards to their customers asking for suggestions and criticisms of the program.

On the basis of this survey and unsolicited mail from listeners the program format has undergone some minor changes through the years. Today the program, presented 52-weeks a year, observes three distinct musical seasons—symphony, "pop" concert, and opera.

Today the program leaves San Francisco frequently for performances in Los Angeles, Seattle and Portland, where it uses the symphony orchestras of those cities, and other cities where it brings in its own Standard Symphony Orchestra, composed of musicians from the above named organizations.

During the opera season, just ending, the program uses the San Francisco opera orchestra with stars of the Metropolitan and San Francisco opera companies and European stars as guest soloists.

Wherever the program is performed, it plays to packed studio audiences, whether it be the Hollywood Bowl or the huge San Francisco War Memorial Opera House.

The Standard School Broadcast is an outgrowth of *The Standard Hour*. It began over the same Standard-organized network of stations on Oct. 18, 1928, designed as a course in music appreciation for school youngsters. At first it consisted of recorded passages from *Standard Hour* broadcasts and lectures on the music and composers presented.

This program too has undergone changes during its 21 years on the air. For suggestions and criticism on this program the company depends on school teachers and principals and on continuous surveys conducted by two full time researchers in the field throughout the school year.

* * *

THE lecture type presentation was abandoned soon after the program was started. Today the program illustrates historical events and legends through story and song that entertains while it educates. Also the type of music presented has changed. At first predominantly European music was played. Today American music predominates. This season the program is reviewing the history of America through story and music by the "Jack of All Tunes" and other now firmly established characters of the program. Today the program has its own Standard School Broadcast Orchestra of 30 to 40 instruments and conducted by Carmen Dragon.

The network of stations organized by Standard Oil for those early broadcasts later formed the nucleus for NBC's Western Network. And as NBC increased its number of affiliated stations the company increased its schedule of stations. The two programs have been on the full NBC Western Network from its inception except for a brief period early in the war when they were switched temporarily to the Don Lee Network.

The Standard School Broadcast, which was picked up as a regular music appreciation course by 60 schools along the coast in its first year on the air, is now being used by hundreds of schools in every area of the West. It also commands a large adult audience as well in the areas of the 58 stations now carrying the program.

Standard Oil's next venture in radio came at the beginning of the 30's, when it briefly sponsored a series of mystery programs based on true detective experiences. This was the company's first use of radio for commercial advertising.

In 1935 it began a series of historical sketches on stations in the Salt Lake and Phoenix areas. These programs were dropped after a two year run.

In 1943 it put on its first *Standard Newstime* broadcast with

(Continued on page 50)

* * *



MULTI-COLORED booklets, containing the story of each week's *Standard School Broadcast* with reproductions of paintings and sketches on the particular week's theme, are sent out for the school children's use.

ADRIAN MICHAELIS, program manager of the *Standard Hour* and *Standard School Broadcast*, checks reference recordings of the programs.



BMB ENDORSED

ANA, AAAA Vote Confidence

By BRUCE ROBERTSON

ASSN. of National Advertisers and the American Assn. of Advertising Agencies, two of the three organizations governing Broadcast Measurement Bureau, last Thursday went on record as strongly endorsing the need for BMB and urging the continuation of the type of audience information which BMB supplies.

The NAB, third member of the tripartite research organization, representing the broadcasters who by subscribing to the BMB surveys have provided BMB with its full financial support, made no attempt to match the statements made by the organizations representing the major buyers of radio time on the national level.

NAB's conclusions as to BMB's value and its recommendations as to BMB's future are expected to evolve from an extensive discussion at this week's NAB board meeting (Nov. 15-17 in Washington) and to be made public at the conclusion of that meeting.

The AAAA and ANA statements were released Thursday, following a meeting of the BMB executive committee at BMB headquarters in New York. Dr. Kenneth Baker, research director of NAB and acting president of BMB, reported that the second nationwide study of station and network audiences is progressing satisfactorily. A substantial portion of the ballots mailed in March have been returned and processed and the study should be in the hands of subscribers early in December, he said.

Concludes Dec. 31

Except for servicing operations on this study, BMB will conclude its operations on Dec. 31, according to present plans. The three member associations have been working on plans for a sucessor organization which will form the major topic of consideration at BMB's regular board meeting on Friday (Nov. 18).

Last spring, BMB asked that each of its three member organizations "carefully analyze and describe those of its research needs that can best be served by a tripartite, cooperative organization." The statements released Thursday by the ANA and AAAA in answer to that request show both of these organizations to be firm in the belief that their members want and need the type of information which BMB provides.

The AAAA representatives on the BMB board, speaking for that organization "with the entire approval" of the AAAA board, issued a formal statement which said, in part:

"First, we believe firmly that in order to make adequate and/or effective use of radio and television facilities for our clients—the advertisers—and in so doing to make the medium profitable for the broadcasters, we need standardized, authenticated, comparable, continuing audience measurements of the broadcasting medium. This information becomes more useful and acceptable when it is validated by a body representing all three elements in the broadcasting-advertising industry.

"That is why we have favored, and continue to favor and participate in, the BMB. We have devoted many hours of conscientious work toward this enterprise. We strongly believe that radio interests would suffer if such an organization did not continue.

"We believe that Study 1 was a good first step in BMB's service to the industry. We believe that Study 2 and future studies will be even more comprehensive and useful, though we regret strongly that a larger number of broadcasting stations have not yet subscribed to the service.

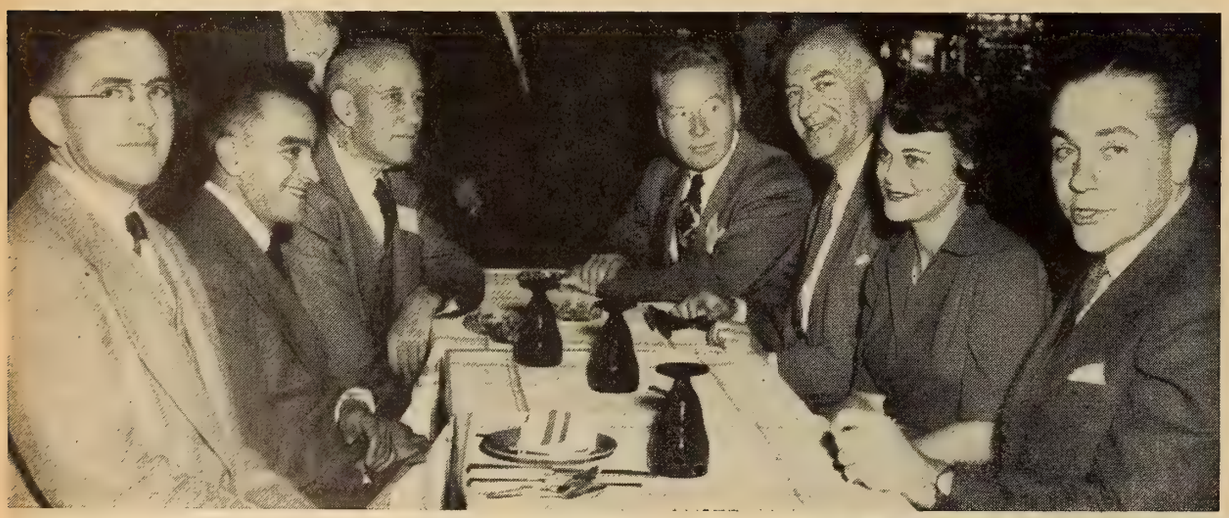
"We believe further that this audience information is the minimum which is needed for the good of both advertisers and broadcasters. The BMB measurement gives a basic type of information for use in conjunction with other data on radio listening. No other study or combination of studies duplicates BMB or can be substituted for it. It approximates the information we now have available through ABC and TAB in the publication and outdoor fields."

Other Sources Seen

The agency members of the BMB Board pointed out that while they think it "highly possible and desirable that additional research information could be made available" through BMB, they believe that "this extension of service should be an evolutionary development, depending upon the requirements, the development of techniques and the necessary financing.

"We do not feel this additional information or service should be specified or spelled out at this time," the statement concluded. "It must come, if and when it comes, as a natural growth and to fill a definite need."

The 212 members of the ANA radio and television group who were



AROUND Michael R. Hanna, WHCU Ithaca, N. Y., District 2 director, and Mrs. Hanna, were this group (l to r): Kendall Lee Beach, Asbury Park city director; Mr. Hanna; Don Miller and Don Ball, WCBS New York; George Zuckerman, Asbury Park publicity director; Mrs. Hanna; Dick Swift, WCBS.

NAB DISTRICT 2 trio at Asbury Park meeting included (l to r): Lewis H. Avery, Avery-Knodel; Charles F. Phillips and F. C. Soule, WFBL Syracuse. The NAB meeting was held Nov. 3-4 at the New Jersey resort.



TWO STATIONS represented in this Aasbury Park group (l to r): Claude Snyder Jr. and Walter Valerius, WELM Elmira, N. Y., and Frederick L. Reesee, WMBO Auburn, N. Y.



consulted and concurred in the preparation of their organization's resolution were more specific in detailing research into the area covered by a station, which they consider the category that calls for cooperative handling and a tripartite procedure.

This "area covered by a station" should be measured, the advertisers believe, "by the number and percentage of homes that listen to a station according to:

1. Small geographic areas (cities, counties, etc.)
2. The number of days a week the family listens
3. Time of day (daylight—dark)
4. Time of year (summer-winter variations in station coverage).

"At present the BMB is set up to provide the data included under the first three points outlined above. Since frequency of BMB reports is limited, seasonal trends for individual stations are not available.

"The type of data covered by the above four points, in essence, indicates the total potential audiences to stations in the United States, and is essential to the efficient buying and selling of radio and television time. An advertiser needs to be told, with accuracy, how completely his radio campaign will blanket the cities and counties in his sales territories."

Commenting on this resolution, Paul B. West, ANA president, called it "the strongest kind of evidence that advertisers want and need the kind of measurement of the radio medium now provided by BMB—in other words, validated and uniform information on the area covered by a radio station."

Mr. West pointed out that "this resolution reflects the determination of advertisers to get the most effectiveness from their advertising dollars under the economic and competitive pressures today.

"Considering the far reaching importance of radio as an advertising and public relations medium," he went on, "there is the greatest responsibility on broadcasters and the radio industry to provide the basic facts that are essential to the successful operation and use of the medium. This can only be done on the tripartite principal whereby all parties can have the fullest confidence in the reliability of the data provided. It is unthinkable that for lack of bold and constructive action now radio might be allowed to slip back into chaos."

The whole future of industry audience measurement was to be taken up last Saturday at a meeting of the NAB Audience Measurement Committee in Washington.

NEWS TRAINING Stressed at NARND Meet

SHARP criticism of broadcasters who entrust their news departments to staffers with no news training was voiced last week by Sig Mickelson, of WCCO Minneapolis, in his president's report at the National Assn. of Radio News Directors annual convention at the Commodore Hotel, New York.

He declared a "vast majority" of stations use personnel in such departments with no news training and no understanding of community impact of news.

He lamented, too, that news personnel has too little prestige within the station itself. Newsmen seeking to progress in radio often have to transfer to other activities, he said.

"That's not a pretty picture but it's true, and will be until the news director is regarded as a person of equal stature with the program manager, the sales manager, and the chief engineer," he said.

He also charged that too many stations failed to recognize the impact of radio news on listeners. He urged them to carry on aggressive local newsgathering activities instead of merely reading wire reports. He assured news directors in radio that their position was secure despite the growth of television.

"There is nothing now on the horizon which indicates to me that television can in any way compete with AM broadcasting in the presentation of sharp, hard-hitting factual broadcasts presented swiftly and concisely with no waste of time between the event and the broadcast," he said.

He cited a report of NARND's television news committee as revealing the "sad status of television news," with only 16.7% of video stations on the air employing competent news personnel to report, write and produce their news broadcasts.

He also summarized the progress made by NARND in the past year.

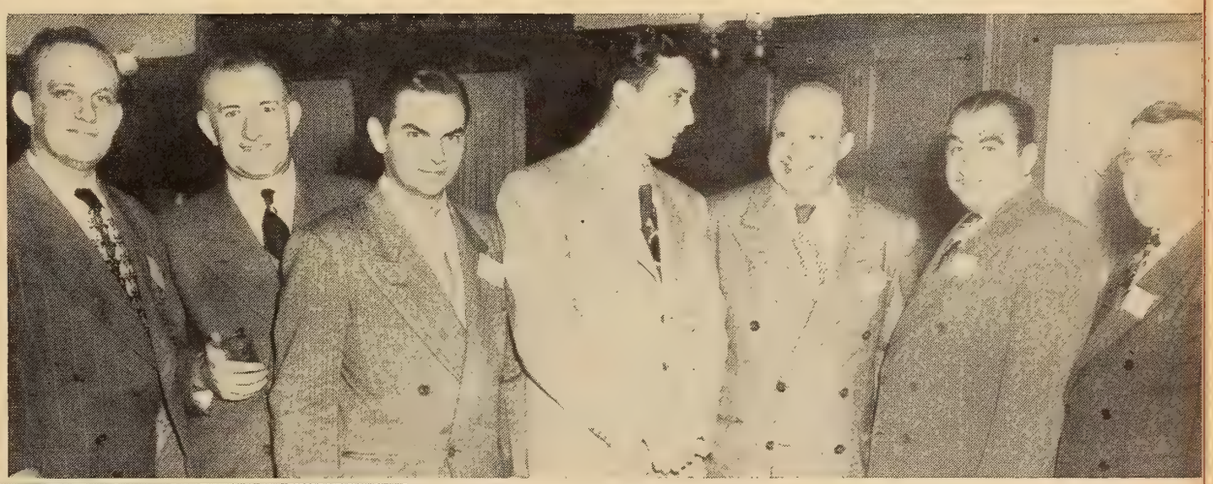
The work of its standards committee stimulated members to obtain passage of newsmen's "privilege" bills in four states, he reported further, adding that he expected legislation in a dozen more states would soon follow. He believed, too, the growth in the number of station news departments was due to NARND's efforts.

He considered the organization's financial position to be sound and that it was in a position to do a more important job.

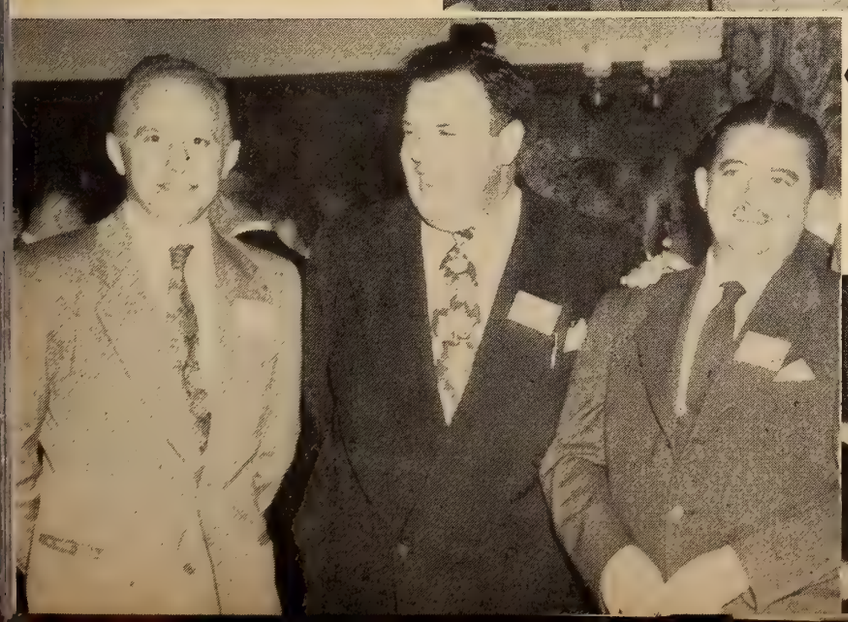
Membership, he said, increased from 76 to 179—a growth of over 135% in one year. He observed, however, that with 2,000 stations on the air, membership was as yet far too low.

Gimbel's Spot Sales

RADIO spot announcements, highlighting an advertising campaign, paid off for Gimbel Brothers, Philadelphia, on Nov. 2. An entire stock of 3,000 women's 1950 winter coats ($150,000 worth of merchandise) selling at $36 per coat, was disposed of in a gigantic one-day sale, with 3,000 women encircling the block-long department store in a line that began forming three hours before the doors opened.



PENNSYLVANIA contingent at NAB District 3 included (l to r): Joseph E. Cavanaugh, WARD Johnstown; E. J. Fitzsimmons, Weed & Co.; Robert R. Nelson, WARD; David M. Baltimore, WBRE Wilkes-Barre; Victor C. Diehm, WAZL Hazleton; Louis G. Baltimore, WBRE; Raymond A. Gaul, WRAW Reading.



ANTHRACITE GROUP delegates at NAB District 3 session included (l to r): Stanley Binkoski, WISL Shamokin; Louis H. Murray, WPAM Pottsville; Milton Laughlin, WHWL Nanticoke, Pa.

FEMININE management quartet at NAB District 3 meeting at Skytop Lodge, Pa., (l to r): Madge Megargee, vice president, and Mrs. M. E. Megargee, president of WGBI Scranton, Pa.; Alethea J. Mattern, manager, WMAJ State College, Pa., Dolly Banks, general manager of WHAT Philadelphia and assistant manager of WINX Washington.





DETROIT United Foundation drive workers include (l to r): Seated—Constance Taylor, volunteer; William Cartwright, Edward Petry & Co., Jack Sitta, WJBK; Jill Gerard, volunteer; standing — Richard Spencer, WWJ; Fred Wolf, WXYZ; Frank Walker, Petry; Ralph Dawson, WJR; John Lyon, WEXL Royal Oak; Russell Watson, WLDM (FM).

THE product goes on display as contract is arranged for Green Spot Inc. (orangeade) sponsorship of Don Lee Network's *Ladies First* program by (l to r) Howard Wheeler, Don Lee account executive; Carl K. Tester, Philip J. Meany Co., Los Angeles, v.p. & general manager, and Ward D. Ingram, Don Lee, sales vice president.



ON behalf of the Radio Executives Club of Boston, Jan Gilbert (l), treasurer of the Radio Executives Club and radio director of the Harold Cabot & Co. Agency, presents a check to Augustin H. Parker Jr., financial division chairman of the Red Feather campaign in Metropolitan Boston.

GETTING together for a little close harmony at recent gathering of the Southern California Broadcasters' Assn. are (l to r): Haan Tyler, KFI-TV Los Angeles; Dick Haynes, KLAC Hollywood disc m.c.; Miss Eddie Baker, organist; William Beaton, gen. mgr. KWKW Pasadena and SCBA pres.





IN this group at Ad-Tractions Ball of men's and women's ad clubs of Los Angeles are (l to r): Seated—Beatrice Kentz, pres., Los Angeles Advertising Women Inc.; Mary Buchanan, ball co-chairman; standing—Richard Russell, Los Angeles Ad Club pres.; David Fenwick, ball co-chairman.

PREMIERE of *A Date With Judy* on ABC last Thursday is planned by Sam Briskin (l), president of Revere Camera Co., Chicago, sponsor, and Aleen Leslie, originator and writer of the program. Show is broadcast Thursday 7:30 to 8 p.m. CST. Agency is Roche, Williams & Cleary, Chicago.





BARNES

Plans to Buy TBS, Kermit-Raymond

CREDITORS of Transcription Broadcasting System Inc. and Kermit-Raymond Corp., show packagers, were notified last week that a corporation headed by Howard G. Barnes, vice president in charge of radio and television at Dorland Inc., intends to buy the two companies, consummation of the sale to take place tomorrow (Nov. 15).

Creditors also were sent a copy of the agreement which the buyer, Howard G. Barnes Inc., a de facto corporation, will enter into with TBS and Kermit-Raymond.

That agreement recites that the sellers are in "financial difficulties" but that the buyer will, as a consideration of the sale, pay: All tax claims; wages before Oct. 7; administration expenses, and creditors of the sellers a sum equal to 60% of their respective claims, or 40% if paid within nine months, in accordance with plans which are then detailed at length.

A schedule of liabilities accompanying the agreement shows TBS owing $32,684.63 and Kermit-Raymond $82,880.46—a total of $115,565.09.

The agreement also specifically protects interests of Ray Bloch, orchestra leader, who claims a priority interest in *Hollywood's Open House*, one of the TBS programs, and who also claims a royalty of 10% of the proceeds from other programs. When he receives 60% of the payments due him he promises to release his proprietary and royalty interests. Failure of certain terms of the agreement to be carried out, however, permits him to press his full claims.

Mr. Barnes, with an excellent record in show production, has made it known he expects to put the business on a firm basis as quickly as possible. It is his belief that among the TBS and Kermit-Raymond shows are top products and that they need only good business administration to overcome the present unfavorable financial position.

Mr. Barnes obtained station experience at WJR Detroit, WIP Philadelphia, WHN New York and WOR New York; network experience as a producer at CBS, and has been an executive producer at Music Corp. of America as well as an agency radio and TV head. He also served in the Navy as a lieutenant.

WIP'S GRAY

Elected to Petry Board

GORDON GRAY, vice president and sales director of WIP Philadelphia, has been unanimously elected to the board of directors of Edward Petry & Co., station representative organization. He becomes the fourth member of the Petry board.



Mr. Gray

The other board members are: Edward Petry, president; Henry Christal, secretary and treasurer; Edward Voynow, manager of the firm's Chicago operation.

Election of Mr. Gray has no bearing on the court proceeding between Messrs. Petry and Christal over the right of Mr. Petry to enlarge the board beyond its traditional four members.

Attempt by Mr. Petry to enlarge the board led to a restraining action by Mr. Christal which was approved by the New York Supreme Court but overruled by the appellate division of that court to which Mr. Petry appealed.

An appeal by Mr. Christal is now pending before the New York State Court of Appeals which is expected to hear the case in December or January, with a decision due shortly after the hearing. Until that time, no expansion of the Petry board is anticipated, although the action of the appellate division removed the injunction prohibiting the appointment of additional directors.

PEQUOT ADDS

$25,000 for AM Drive

PEQUOT Mills, New York and Salem, Mass. (sheets and pillow cases), have allotted an estimated $25,000 for a radio campaign beginning in December.

The firm has bought participations on *Housewives Protective League* on WCBS New York, KNX Los Angeles, KCBS San Francisco, and WBBM Chicago, starting Dec. 26. In addition, Pequot will sponsor a quarter-hour news program, Sundays on WHO Des Moines starting Dec. 18. The organization will continue with its participation sponsorship of *Jean Colbert* on WTIC Hartford.

Plans are tentatively underway for a further spot campaign to emphasize the January sheet sales and another for the June bridge promotions.

The radio plans of Pequot are a supplement to its $100,000 television campaign [BROADCASTING Oct. 31] already underway. Jackson Co., New York, is agency.

Norito Names Cohen

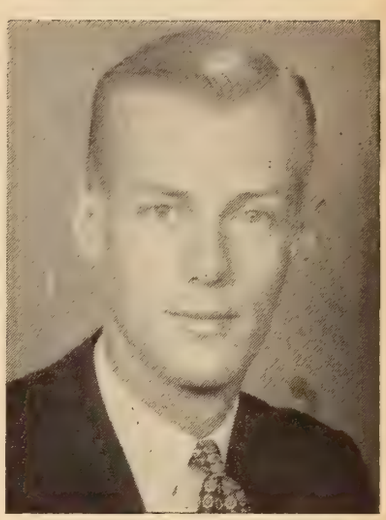
NORITO CO., Chicago (Norito Powder), has appointed Harry B. Cohen Adv., New York, to handle its advertising for its new effervescent and regular powders. Plans for a tremendous advertising campaign are under way.

TIMEBUYERS WANT BMB

Luce Cites Data Needs

By JAMES O. LUCE

JAMES O. LUCE, timebuyer with J. Walter Thompson, New York, has been with the agency for the past four years. He joined the market research department in May 1945—his first job. In July of the same year he moved to the radio-media department as assistant to Linnea Nelson, chief timebuyer. In December 1946 he was named timebuyer for the agency. He handles the spot campaigns of three major radio advertisers, Ford Dealers, Atlantis Sales Corp., and J. B. Williams Co. During the war, he was in the Army as a staff sergeant in the infantry station in the South Pacific.



Mr. LUCE

I AM among the newcomers—having started timebuying in December 1946. It was amazing to me then to see how much had been done with so little.

It is impossible, of course—but I can't help wishing every station sales manager could sit alongside my desk and work with me in making up recommended station lists for an intensive radio announcement campaign. It is for one of a national advertiser's typical sales districts. I'm not ashamed to admit I need help badly.

And, surely, if these gentlemen were actually here they would finally realize how desperately our industry needs to support—and continue to support—a uniform method of measuring station audiences. Broadcasters, I know, have already been subjected to speeches, pamphlets, trade press articles, etc., urging them to get behind BMB but perhaps one more example might help them better understand our dilemma—it is a very specific and concrete example.

In this particular instance we are fortunate the client doesn't have an immediate problem for which he has called on spot radio to do a rush job. Having a fair amount of time we can make use of every bit of data on hand. However, there will be about two dozen more districts to be worked on. A check of the October 1949 *Standard Rate & Data Service* has disclosed there are 66 stations located within the district under consideration which is an actual one selected at random and covers parts of four states.

We'd have no problem if the budget was such that a full schedule could be placed on every station but, of course, that is never the case, and our job becomes one of determining how best to cover each county and city at a reasonable cost. Taking the 1946 BMB Area and Individual Station Audience Reprints we discover that of the 66 stations only 26 were subscribers. The Interim Study for the spring of 1948 shows two new station subscribers and brings the total up to 28. It is now apparent that we are faced with a serious situation. Why is this so? To best answer that let us investigate and find out exactly what has happened since 1946 in only this particular sales district.

According to the SRDS issue of January 1946 there were at that time 34 stations—now there are 66. This is an increase of 95%! Of the 32 new stations, 16 new cities are represented. In one city which had a single station there now are four.

What of the original 34 stations? Of these there has been:

1. One change in affiliation.
2. Five changes from a dual to a single affiliation.
3. Five changes in power.
4. Two changes in frequency.

So only 23 of the original 34 stations remain unchanged—that is, if one considers them operating in a vacuum and not influenced by changes in programming, management, competition for audience from other stations, etc.

Other Sources Checked

Reluctantly—and very reluctantly—we must set aside BMB and step back into the years preceding BMB in 1946 and attempt to make order out of the chaos of individual (and more often than not, conflicting) station claims. City program rating reports are a help in checking relative station popularity within the city but these are very few in number and the majority are available for only the larger markets. Even then these tell us nothing of the station's acceptance outside the city limits, and there is nothing available to tell us what these limits are.

A thorough check of the station data files we maintain (and which I presume are as complete as those of any other advertising agency) is of pitifully little help. Of the 38 non-BMB subscribers in this district only 10 have submitted anything in the way of audience surveys or coverage information. And none of these is the same—most are engineering studies or mail tabulations—all out of date. The majority of the remaining 28 stations have sent nothing worth while. Some of the file material is apt to be as follows (and these are actual examples):

1. A letter from a new station stating they are on the air and ready to receive orders.
2. A brochure showing the new studios, pictures of the announcing staff, of the receptionist on duty.
3. A blue map of the state with the home county simply colored yellow.
4. A map in the form of a star with the points reaching out to five neighboring cities—all of which investigation reveals have their own local stations.
5. A direct mail piece with a picture of the antennae sitting in the middle of the state with bolts of

(Continued on page 49)

A. D. WILLARD

Former NAB Executive Is WGAC Head

A. D. (JESS) WILLARD Jr., former executive vice president of NAB, today (Nov. 14) joins WGAC Augusta, Ga., as president and general manager.

He succeeds F. Frederick Kennedy, prominent Augusta attorney and part owner of the ABC outlet, as president. J. B. Fuqua, former manager, resigned several months ago upon acquisition of control of WJBF, Augusta local (formerly WTNT).

Mr. Willard retired from the NAB executive vice presidency Aug. 1, after four years of stewardship. At the time he joined the trade association in 1945, it was with the understanding that he would return to private radio after President Justin Miller had been indoctrinated in management and operating principles.

The arrangement with WGAC is understood to be on a participating basis. The station operates on 580 kc with 5 kw day and 1 kw night and is affiliated with ABC. It is represented by Avery-Knodel, Inc.

* * *



Mr. WILLARD

Mr. Willard, who suffered an acute appendicitis attack last Oct. 3, has responded favorably to treatment. He will undergo surgery in mid-December, however, for removal of the ruptured appendix.

Mr. Willard retired as second-in-command at NAB after the board had abolished the executive vice presidency. He had been proffered directorship of the newly-created video division but rejected it because of his "earnest desire to return to private operation."

The new WGAC head entered radio in 1926 as announcer at WCAO Baltimore. He became sales manager of WFBR Baltimore in 1930 and chief announcer of WJSV (now WTOP Washington) in 1932, sales manager in 1933, and general manager in 1937. He was general manager of WBT Charlotte, then CBS-owned, from 1942 until he accepted the NAB executive vice presidency in 1945.

The Willards will make their home in Augusta after the current school term. Courtney, 17, is attending Sweet Briar and Arthur, 10, is a student at St. Stevens School in Alexandria.

THOMPSON MEMO

Seeks Audience Data

MEMO underlining the need of additional audience information by counties from individual stations is stapled to every contract the J. Walter Thompson Co., advertising agency, is sending out for actual broadcasting schedules.

The plea to the station reads: "We urgently need station audience information by counties in audience area. Need total figures, not percentage ratings. When will we have your new BMB data?"

First sent out Oct. 24, the memos will continue to be attached to contracts mailed out until the end of this year. In explaining this approach, the agency says, "of course we would like BMB information because it is based on a uniform method. However, lacking that, we need some kind of audience information. Total radio homes in a county as a potential circulation is fine—but if 100% of the people do not listen regularly to a given station, it doesn't help much."

RICHARDS BRIEF

Charges FCC Censorship

A CHARGE that FCC is undertaking "a bold sally into the field of censorship and even thought control" in the G. A. Richards case was levelled in a petition and brief filed last week by counsel for Mr. Richards.

"It is clear," the brief asserted, "that the Commission is seeking in this proceeding to create previous restraints which will throttle free speech of all broadcasters and which will serve to intimidate and harass all broadcasters and thwart their right to hold and express their honest views upon economic, social and political subjects. . . ."

Mr. Richards has been accused by the Radio News Club of Hollywood of instructing members of the staff of his KMPC Hollywood to slant news against members of the late President Roosevelt's family, Communists, and other minority groups [BROADCASTING, March 8, 29, 1948].

The petition asked FCC to delete all issues relating to these charges from its scheduled hearings on Mr. Richards' trusteeship proposal for his three stations—KMPC, WGAR Cleveland, and WJR Detroit [BROADCASTING, Aug. 1]. The issues also should be deleted from the stations' renewal hearings or, alternatively, the renewal hearings should be separated from the trusteeship proceeding and postponed indefinitely, FCC was told.

Filed by the Washington law firms of Wheeler & Wheeler; Kirkland, Fleming, Green, Martin & Ellis; and Dow, Lohnes & Albertson, the petition and brief maintained:

The issues which we here challenge are predicated upon an assumption that the Commission has power over the program content of radio broadcast stations. . . .

Specifically, the Commission is not empowered to consider or determine whether any news broadcast is either biased or impartial; or whether any news broadcast is either false or true; or whether any news broadcast is wholly factual or is wholly editorial; or whether any news broadcast either discriminates against or favors any political cause, group, or candidate; nor is the Commission empowered to determine the private, political, social and economic views of any licensee or, if ascertained, to consider whether any such matters are or are not favored in any broadcast material transmitted.

And the Commission is not empowered to inquire into internal management affairs of the licensee, including such matters as instructions from management to officers or employes, their response to such instructions, or any disciplinary action. Any assertion of such authority is contrary to Sec. 326 of the [Communications] Act and to the First Amendment of the Constitution.

In support of this contention the brief cited Supreme Court decisions, legal interpretations, Con-

(Continued on page 84)

FCC Actions

FOUR new AM stations and one FM outlet granted by FCC. Initial and proposed decisions issued to grant two more AM stations and give an existing station improved facilities. Five FM authorizations deleted. Sale of WABI Bangor, Me., to Murray Carpenter and ex-Gov. Horace Hildreth of Maine reported along with other transfer requests. Details in FCC ROUNDUP, page 83.

RADIO SALES TUNEUP

Ohio Meet Tells How

A SALES manager, advertising agency radio director, and the Kroger Co. sales promotion manager told the Ohio Assn. of Broadcasters last week only scientific, aggressive selling will keep radio a dominant advertising medium in the future.

Stephen A. Douglas, director of sales promotion for the Kroger Co., emphasized that greater competition will demand more sales promotion initiative for radio. He outlined a sales formula for radio salesmen to follow which embodies four principles of salesmanship.

First, the time salesman must create a value in his medium for his customers. Secondly, he must interpret that value in terms of what it can do for an advertiser. Then demonstrate the proper use of the medium to his customer. Finally, a follow through must always be had to maintain the value.

Mr. Douglas told the Ohio station and sales managers that the Kroger Co., which has spent over $8,700,000 in radio since 1941, knows the huge effectiveness of the medium.

Robert Dailey, radio director, McCann-Erickson Inc., Cleveland, told the group bluntly exactly what the radio department of an advertising agency expects from stations in their presentations.

"Radio is no longer a baby in the media family," Mr. Dailey said, "and it will have to act grown up now in its business dealings."

He asserted that in the future radio must sell on a scientific, factual basis if it is to survive.

Mr. Dailey outlined the station's selling tools as follows: Station information (as to coverage, size of audience, etc.); program information; personal contact with advertiser, and cooperation with the advertiser once he is sold.

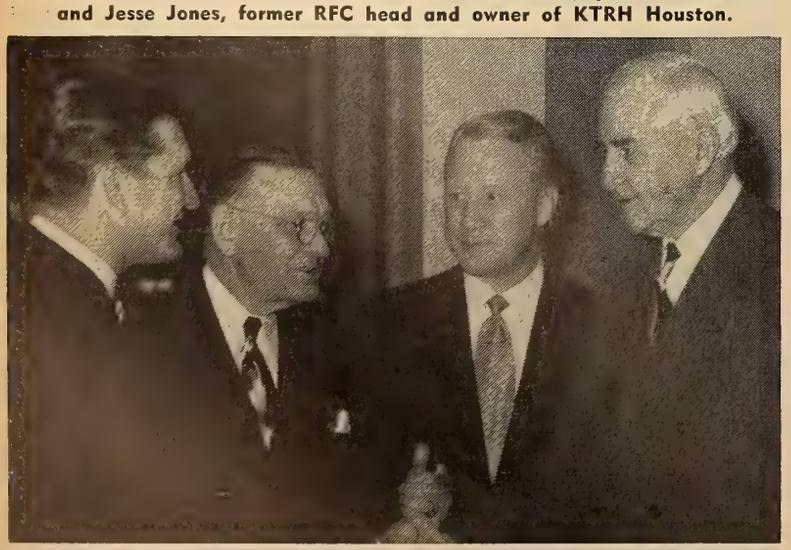
Frank Kolb, president of the Sales Executives Club of Cleveland, and assistant sales manager of the Cleveland Electric Illuminating Co., said America must now produce professional salesmen if our economy is to survive.

Speaking on the "Best Job in the World," Mr. Kolb said the 50% of Americans' income that does not go for food, shelter, and clothing is the "postponable expenditures" which salesmen can influence. He explained that since the sales department is the most important part of their business, executives should pick salesmen with care.



INFORMAL get-together is enjoyed by these five executives during the 8th District CBS Affiliates session in Houston. They are (l to r): Joe Bernard, KOMA Oklahoma City; Henry Clay, KWKH Shreveport, La.; Herb Ackerberg, CBS vice president in charge of station relations; Clyde Rembert, KRLD Dallas, and John Eassu, KTUL Tulsa. Meeting was held Nov. 4-5.

IN THIS group at the 8th District CBS Affiliates meeting in Houston are (l to r) Kenyon Brown, president and general manager, KWFT Wichita Falls; B. F. Orr, president, KTRH Houston; Frank Stanton, president of CBS, and Jesse Jones, former RFC head and owner of KTRH Houston.



HELPING give feminine touch to the 8th District CBS Affiliate meeting in Houston are (l to r) Mrs. Frank Stanton, wife of the CBS president; Mrs. Jesse Jones, whose husband owns KTRH, and Mrs. B. F. Orr, wife of the KTRH president.





OVER 9000 IOWA FAMILIES INTERVIEWED IN 1949 SURVEY!





Dr. Forest L. Whan and his Wichita University staff interviewed over 9,000 Iowa families *(1 out of every 85 in the State!)* to secure the data now available in the 1949 Iowa Radio Audience Survey.*

These families represent a mathematical cross-section of Iowa's city, town and farm audience. Thus the Survey is not only able to make revealing *comparisons between* urban and rural listening habits, but also gives typical characteristics of the Iowa audience *as a whole.*

In addition to all the standard information for which the Survey is famed, the 1949 Edition contains much new and valuable data about *changes* that have taken place in Iowa listening habits, *since 1941.*

Every advertising and marketing man who is interested in Iowa radio should have a copy of this remarkable Survey. Get yours today! *Write WHO, or ask Free & Peters.*

*The 1949 Iowa Radio Audience Survey is a "must" for every advertising, sales or marketing man who is interested in Iowa.

The 1949 Edition is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University—is based on personal interviews with 9,116 Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

As a service to the sales, advertising and research professions, WHO will gladly send a copy of the 1949 Survey to anyone interested in the subjects covered.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



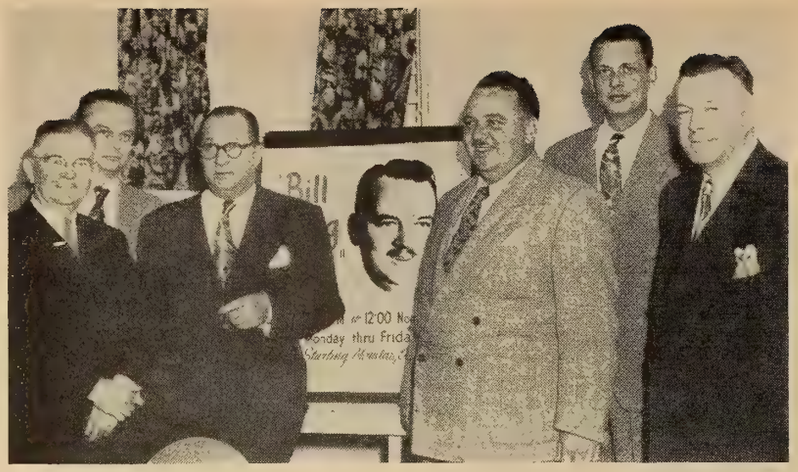
FREE & PETERS, INC.
National Representatives

LORDS' PLANS
May Use N. Y. Radio-TV

POSSIBILITY by next February of a radio and television schedule in the New York market to augment introductory campaign for the new Lords Cigarettes was foreseen last week by the agency, Kiesewetter, Wetterau & Baker Inc., New York.

The campaign, now conducted via newspapers in the New York area, has been supplemented in 16 other cities by radio schedules, and in Buffalo, by TV.

According to the agency, station most likely to be scheduled first is WQXR New York, whose listeners, the agency feels, are more apt to afford the 30-cent cigarettes. The agency also feels that video set owners fall into the same category, and said that the Buffalo TV venture was highly successful. Cigarettes are manufactured by Lane Ltd., New York.



WHEN Taystee announced its sponsorship of *Bill Ring Time* at the Dallas meeting of plant and sales managers, these executives were present (l to r): Harold Hough, director, WBAP-AM-TV Fort Worth-Dallas; Phil Bowman, radio director, Young & Rubicam, Chicago; D. W. Elliott, executive vice president, Taystee Bakeries; Bill Ring, star of the show; J. W. Evans, Free & Peters Forth Worth mgr.; Horace W. Burr, Texas district supervisor for Taystee in Dallas.

Feature of the Week

(Continued from page 20)

Beeman, Y&R account executive, decided to use sure-fire programming—the *Bill Ring Time* quarter-hour strip. Mr. Ring, former program director of KWTO Springfield, Mo., had been selling successfully Taystee's "hot-wrap" bread for two years while singing and adlibbing with a piano-organ-bass background at KWTO.

To get penetration, the agency asked cooperation of Free & Peters, Chicago, and its account executive, Art Bagge, in lining up time on three stations without revealing the client. Taystee's own "network"—on which full rates are paid—includes feeds from KXYZ Houston to WBAP Fort Worth-Dallas and KFDM Beaumont, F&P stations, and KFDX Wichita Falls, represented by Taylor-Borroff.

One week of intensive promotion preceded the debut Oct. 17. Mr. Ring, called "the friendliest man in Texas," appeared at sales meetings in all of Purity's five plants in that area, autographed hundreds of pictures and gave off-the-record performances. A barrage of printed promotion included 24-sheet posters which were placed in most markets, space in principal daily newspapers, and store tie-ins and displays. Taystee drivers distributed bread rack cards, counter and post cards, window streamers and hand-outs.

26 Weeks at Least

The show, running five-a-week from 11:45 to 12 p.m., will be aired 26 weeks and may go on indefinitely. Purity is supplementing its radio advertising with the *Art Finger* disc show on KXYZ Houston for Grennan Cakes. It also is a quarter-hour strip.

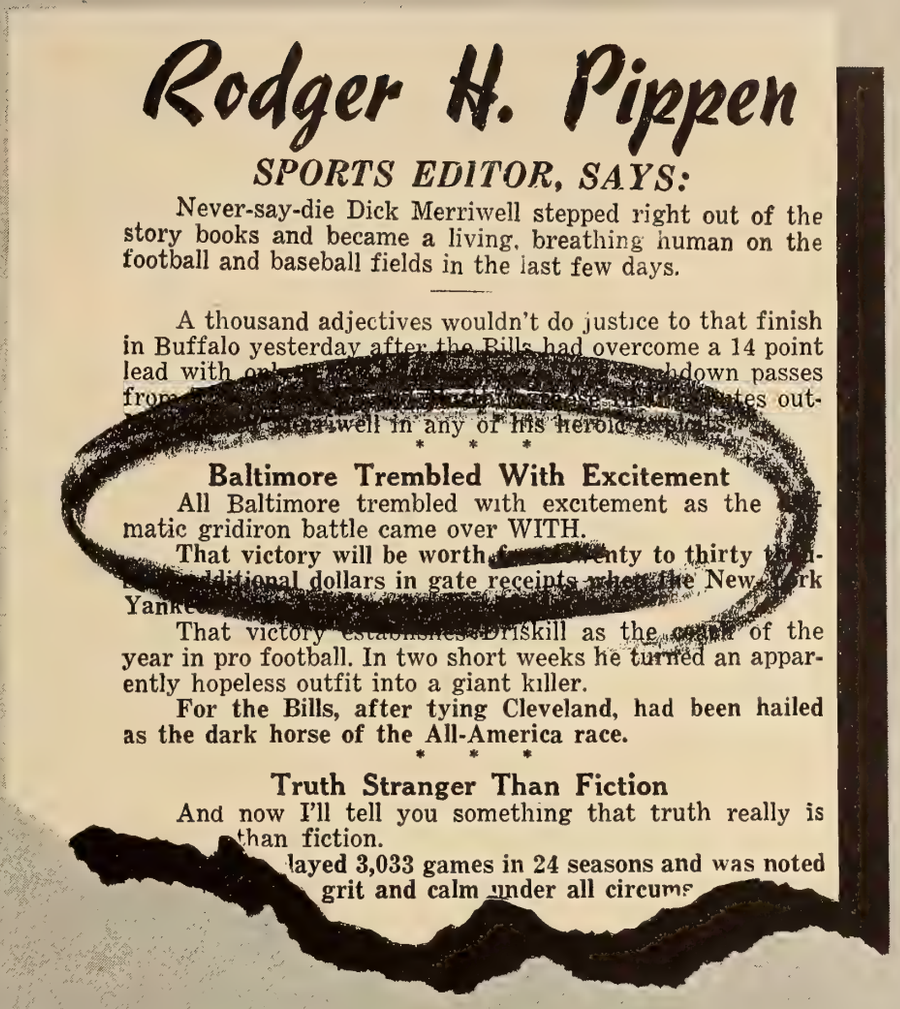
Purity executives working with Y&R and F&P were Don W. Elliott, executive vice president, and Larry H. Nieman, promotion director. Joseph W. Evans, Free & Peters Fort Worth manager, also helped in promotional planning.



CRIBB ELECTED
Heads Missouri Broadcasters

WAYNE W. CRIBB, KHMO Hannibal, was elected president of the Missouri Broadcasting Assn. at its annual business meeting, held at the Hotel President in Kansas City, Mo.

Other officer selections were Mahlon R. Aldridge Jr., KFRU Columbia, vice president, and Harry Renfro, KXOK St. Louis, secretary-treasurer. Six directors also were elected, including E. K. Hartenbower, KCMO Kansas City; G. Pearson Ward, KTTS Springfield, and Glenn R. Griswold, KFEQ St. Joseph. Messrs. Cribb, Aldridge and Renfro also were named directors at the meeting, held Oct. 31.



In Baltimore, the sports station is WITH

"All Baltimore trembled with excitement as the dramatic gridiron battle came over W-I-T-H," wrote Roger H. Pippen, Sports Editor of the Baltimore News-Post. He was writing about a recent professional *football* game between the Baltimore Colts and the Buffalo Bills.

W-I-T-H broadcasts all Colts games. W-I-T-H broadcasts the professional *basketball* games of the Baltimore Bullets. W-I-T-H broadcasts the *baseball* games of the Baltimore Orioles.

W-I-T-H runs a show called "Sports Special" for two hours every afternoon. And this is followed up every night at 11 by "Sports Final," with all the late results.

W-I-T-H is indeed *the* sports station in Baltimore. W-I-T-H gives advertisers this big PLUS audience of sport fans every day in the week. For low-cost results in Baltimore get the W-I-T-H story from your Headley-Reed man.

WITH

BALTIMORE
MARYLAND

TOM TINSLEY, *President*
HEADLEY-REED, *Representatives*

IT IS INEVITABLE!

It is inevitable that Lang-Worth will continue to lead with a program service pledged to increased profits for broadcasters!

Lang-Worth was FIRST with a transcribed library of all Non-ASCAP music—which spearheaded the copyright victory and saved the industry millions of dollars. FIRST to separate, on individual discs, ASCAP from Non-ASCAP for "per program" operation. FIRST to stop waste and confusion in the program department by ditching the elusive index card for "Talendex". FIRST to furnish voice tracks of name artists...authentic program themes, mood music and production aids in abundance.

...and Lang-Worth was FIRST to build "Network Calibre Programs at Local Station Cost". FIRST to publicize these programs with Agencies and Advertisers. In the past ten months over 2000 individual advertisers sponsored 141,856 quarter-hours of these "Network Calibre Programs". Lang-Worth is the most widely sponsored library service in the world!

THE CAVALCADE OF MUSIC

Now on 486 stations! Features the glamorous Cavalcade Orchestra and Chorus (56 pieces)—directed by D'Artega, with top-name guests. Says Ted Cott, V.P. and Director of Programs, WNEW, New York, "...best rating bait we know. Tied for first place among all New York Stations when Hooperated on WNEW."

30 minutes, 1 weekly

MIKE MYSTERIES

On 392 stations. Musical show incorporating 2-minute mystery gimmick, written for Lang-Worth by Hollywood's John Evans ("Halo for Satan", "Halo in Blood", etc.) From Bill Laurie, KEBE, Jacksonville, Texas, "...My Sales Manager says . . . easiest-to-sell-show ever offered. Twelve minutes with first prospect and order signed for entire 52-week series!"

15 minutes, 5 weekly

THE CONCERT HOUR

An imperishable Lang Worth regular! Continuous use by more than 300 stations. Universal appeal of immortal classics, enhanced by the dignified interpretations of the celebrated Lang Worth Symphony and Concert orchestras, direction by such outstanding conductors as Howard Barlow, Erno Rapee and D'Artega. Eminent guest soloists — interesting and informative program notes.

30 minutes, 1 weekly



Always FIRST in the past, Lang-Worth is . . .

FIRST IN THE FUTURE . . . with

"The *NEW* Lang-Worth Transcription"

***offering these* 15 ADDITIONAL POINTS OF SUPERIORITY!**

1. GREATER TONAL FIDELITY: A newly developed cutter, important refinements in processing, and a revolutionary patented process of manufacturing combine to produce a plastic reproduction with the highest degree of tonal fidelity ever achieved!

2. LATERAL CUT: Reproduces perfectly with the same sound system you are presently using for phonograph records and commercial transcriptions.

3. ANY STANDARD STYLUS: Not microgroove! Tapered like the letter "V", the groove accommodates standard coarse-line styli of 2½ or 2 mil radius, down to 1 mil.

4. UNIFORM LEVEL: Reproduction of every disc is uniform in overall level.

5. MINIMUM SURFACE: Superior processing and a special plastic result in surface noise that is nil!

6. SUPERIOR DURABILITY: Laboratory tests prove no wear or loss of high frequency response until after the 200th playing.

7. SIZE AND WEIGHT: 8 inches against 16 . . . 2 ounces against 12½ . . . ½ the diameter, ¼ the area, less than ⅛ the weight!

8. SHIPMENTS PREPAID: ALL shipments and releases (including basic library and cabinet) sent PREPAID to subscribers.

9. FREE REPLACEMENTS: Increased 50%. Additional above quota furnished at 60¢ each, transportation PREPAID.

10. CUEING AND LABELING: Optical cueing device—simple, accurate. Cue it in the dark! New label gives title, timing, tempo, source, copyright and vocal entrance.

11. CABINETS AND FILING: One Globe-Wernicke steel cabinet (22x25x-32) with roller-bearing suspension, houses the entire basic library (5000 tunes) and 3 years of subsequent releases.

12. ASCAP and Non-ASCAP: ASCAP music never on same disc with Non-ASCAP. Separate discs—distinctively colored labels—vital to "per program" operation.

13. SPECIAL THEMATIC MUSIC: All "special" and program themes, mood music, production aids on separate discs.

14. INSTRUMENTALS AND VOCALS: On separate discs, so labeled. Indispensable in building "all instrumental" or "all vocal" programs.

15. EASIER HANDLING: Minimum weight, size, tougher surface, guarantee easier handling. 1 hour of recorded music weighs 8 ounces!

Samples of the NEW Lang-Worth Transcription—covering every category of good radio programming—are available to you. Use coupon below or your letterhead.

It is INEVITABLE! *Why delay?*

LANG-WORTH

FEATURE PROGRAMS, Inc.

113 WEST 57th STREET, NEW YORK 19, N. Y.

Network Calibre Programs at Local Station Cost

LANG-WORTH FEATURE PROGRAMS, INC.
113 WEST 57TH STREET, NEW YORK 19, N. Y.

Gentlemen:

Send full information on Lang-Worth Program Service, with FREE audition samples of "The NEW Lang-Worth Transcription".

STATION: _____

CITY: _____ STATE: _____

TO: _____ TITLE: _____

Editorial

Video Vicissitudes

TELEVISION is frozen stiff and will remain so for the foreseeable future. TV's upbringing is so confused that even the FCC, as the freezor, probably couldn't recount all the reasons.

This much is evident: The issue no longer is technical, economic or social. It is mostly political. No one wants to be the fall guy.

The FCC cannot be blamed if it seeks to ferret out all available data. The pressures from the Hill have been on it. If it's color that Congress wants to know about, then the FCC is determined to produce all of the information there is on all shades of color.

But the FCC, in our judgment, should not attempt to spoon-feed and plan the whole future economy of TV. It wasn't done in AM and the result was the best aural broadcast service extant—and the healthiest. It was attempted in FM, and while the FCC probably can't be held entirely culpable for what some view as FM's stunted growth, the Commission did attempt to interfere with normal economic and competitive processes.

Another analogy. The automobile industry didn't wait for Kettering to perfect the self-starter. Highways were built to accommodate vehicles of given size and displacement. Designers made vehicles to conform.

The same, it seems to us, should govern the orderly development of TV—whether it be monochrome or color or both. Let the FCC establish the standards—the width and minimum fidelity of the TV channels—based on present scientific knowledge. Then let science and industry conform. That has always been the American way.

Radiopolitics

THE ETHER waves did a little sagging last week (and the week before) under the weight of off-year political oratory—the first since President Truman transfixed the pollsters a year ago.

Some of it was paid political time; some on the cuff. Qualified candidates for public office, and their spokesmen, paid for time as is now the practice in radio (and as is mandatory under Section 315 of the Communications Act.

There was one exception, and that involved the President himself. It happened Nov. 3 over the CBS network and from the Twin Cities. Mr. Truman had jocularly stated that his speech would be purely bi-partisan and non-political. It was about as non-political as a keynote speech at a party convention.

Even before the President spoke, the GOP had asked CBS for equal time. Elmer Davis, former New Deal wartime information director, commented that if ever a political party had the right to demand time for reply, it was the Republican party in this instance.

The President, of course, is entitled to time when he speaks as the head of state. When he speaks as a candidate, or in behalf of a candidate, however, it is quite a different horse.

It is our hope and belief that the Twin Cities event was inadvertent. For, to think otherwise would make a mockery of our established procedures whereby each political party is afforded equal time, either on a pay or no pay basis. In fact, there might be in this a case that would have to be determined by the FCC in its role of enforcer of the Communications Act, and more particularly Section 315 thereof.

Watch the UN Go By!

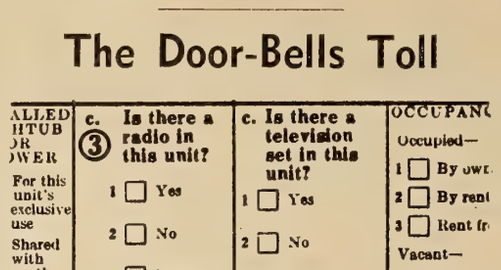
ACTION of the Ford Motor Co. in underwriting the regular CBS telecasts of United Nations proceedings is one that not even the most exacerbated critics of commercial broadcasting can greet with less than acclaim.

Since it was formed, the UN has been accorded prolific coverage by radio and press. But only television really shows the UN in action to large numbers of Americans. To see and hear the nations grappling with the trying problems of our times is to clarify the purposes of the organization.

Ford's willingness to sponsor the telecasts and to forego all product advertising in them is commendable. It enables CBS to transmit UN proceedings, something that would be financially impossible without a sponsor.

We hope that Ford's UN audiences are large and grateful.

The Door-Bells Toll



STUDY this reproduction. It doesn't look like much. It was plucked from the Census Bureau's 1950 decennial census questionnaire now coming off the presses. But its value to those who toil in radio will be incalculable.

The tabulated answers to these simple questions will show the hold of radio upon the American commonweal. They will depict the progress of television in the few short years since it came of age. They will provide the new statistical bases of the mass radio media which have become an indispensable part of the American living standard.

This Census of Radio and TV (for that's what it is) didn't just happen. It is the result of 18 months of planning and campaigning. It overcame obstacles that seemed insurmountable. The story:

A year-and-a-half ago, the editors of BROADCASTING concluded it would be in the best interests of radio (and TV), and the entire business world, if the decennial census included a count of set ownership. The Census Bureau, plagued by Government economy moves, at first brushed aside our overtures. Moreover, a top-level industry advisory committee informed the bureau (1) that there was "saturation" in set ownership; (2) that there was lack of interest; (3) that the need for economy in this great statistical project augured against any radio questions which, incidentally, would induce demands from other industries.

The campaign started. Endorsements came from state broadcasters' associations, from distribution and research groups, from Government agencies, from the NAB district meetings in formal resolutions, from Broadcast Measurement Bureau. The Census Bureau slowly was being convinced.

Thus, next spring an army of enumerators will begin ringing the door-bells of the nation. The radio and TV questions will be asked. The Census Bureau soon will invite stations and networks to help condition the people for the census-taker's call.

It's now a mutual enterprise. The better the census, the better its statistics.

Our Respects To —



THOMAS CHURCH DILLON

IT ISN'T exactly necessary to fall on your face before an agency convention to become a vice president. But it didn't seem to hurt the chances of Thomas Church Dillon who did just that following his first speech before a BBDO agency session, shortly after he had joined the firm.

The jovial Mr. Dillon has continued to prove himself effective in the agency, and today, three years later, he beams out from behind an executive desk at BBDO, Los Angeles, as vice president and account executive on the Rexall Drug Co. account.

This impressive agency career was preceded by three other careers—in radio, photography and newspapers. Mr. Dillon started in radio in 1923 at the age of eight as sound effects man and general fill-in at WLAG Minneapolis (now WCCO) when the Dillon family lived in the hotel where the station had its studio. There he will be remembered as the man who once "brought broadcasting in Minneapolis to a standstill single-handed" by transmitting chicken pox to the station's two engineers. The station was closed for two days before temporary relief could be mustered.

Photography became his meat when he was still in high school. He and a fellow student filmed experiments done by U. of Minnesota doctors and sold them to hospitals. Unfortunately, their thriving business never made any money, says Mr. Dillon, because they were always tossing the profits back into new equipment.

His newspaper career occurred during summers between high school and college sessions when he worked as police reporter on the old *Minneapolis Tribune* where his father, Thomas J. Dillon was managing editor. According to young Dillon his father was anxious to have him work on the paper so that it would discourage his wanting to be a newspaper man. And it would appear to have been successful.

In 1937 the diplomatic corps lost a recruit when Tom Dillon, fresh from a three year education in government at Harvard, joined BBDO in Minneapolis as a copywriter. Waxing poetic over Spam and Cream of Wheat seems to have had a strange effect on him, for later that year he turned in his pencil and left to see the world. For the next year and a half he wandered over the face of the globe spending six months of that time at Tahiti.

BBDO took him back at the end of his spree and he once again settled down to extoll the merits of Minneapolis Brewing (Grain Belt Beers) in addition to Spam and Cream of Wheat. During this time his previous photography experience was put to good use when

(Continued on page 40)



3 Beauties of the Deep South

1. ORMOND PLANTATION, up-river 17 miles from New Orleans. Built before 1800 by Pierre Trepagnier, and recently restored, Ormond House stands as a magnificent monument to the colorful days of the old South.



2. THE WORLD'S LARGEST STRAWBERRY AND SHRIMP FREEZING PLANT, located on seven square blocks at Ponchatoula, La. The main building can accommodate more than 15 million pounds of frozen food at one time. The expanding food industries in this area are another reason why WWL-land exceeds national average in increased income, buying power, and general prosperity.



The greatest selling power in the South's greatest city

50,000 WATTS CLEAR CHANNEL CBS AFFILIATE

3. WWL'S COVERAGE OF THE DEEP SOUTH 50,000 watts—high-power, affording advertisers low-cost dominance of this new-rich market.

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

BMB Maps of WWL-coverage and other data available from the Katz Agency, Inc., our National Representatives.

Management

ROBERT E. CARROLL, formerly sales manager of WNDR Syracuse, appointed manager WHAY New Britain, Conn.

EDMOND T. McKENZIE appointed assistant general manager of WJBK and WJBK-TV Detroit. He will assist in overall supervision and general development of stations. Nationally known for his disc jockey role of "Jack the Bellboy," Mr. McKenzie has 20 years experience in radio field.



Mr. McKenzie

MEL MURRAY, Ohio State U. radio-speech graduate, appointed station manager of WFOB Fostoria, Ohio.

HAROLD E. MILLER succeeds WALTER O. MILLER as station manager of WGAL Lancaster, Pa.

LLOYD MOFFAT, former operator of CKBI Prince Albert, named managing director CKY Winnipeg, Man. New station on 1080 kc with 5 kw is scheduled to go on air Dec. 5.

WILLARD C. SCHRIVER, former manager of municipally-owned WCAM Camden, N. J., sworn in as assistant director of Public Safety of Camden.

Respects

(Continued from page 38)

he was sent into West Virginia coal field to do a movie series on mining for the Berwind Fuel Co. account.

In 1942 he was transferred to the agency's San Francisco office as copy chief. There, while running the copy desk by day, he also helped run San Francisco by night, when he learned how to operate that city's little wonder vehicle, the cable car. His position was that of gripman (the man who guides the car up and down the hills). He fondly recalls many hair-breadth moments when faith was all that kept the car on the rails.

Four years later Mr. Dillon was transferred to the Los Angeles office where he continued as copy chief. In 1948 when the agency acquired the Rexall account, he was made account executive on it. Since then he has been directing the $2 million a year radio account. Besides the NBC *Faye-Harris Show* for which the drug company pays half and the "10,000 independent druggists" the other half, the firm expends a large percent of its budget in regional spot buying. This fall the firm will delve further into television with spot campaigns in larger markets. Last year it was initiated into the new medium with participations on two Los Angeles television stations.

Mr. Dillon reached his present state of grace (vice presidency) this year on the birthday, says he, of another great man, George Washington. One of his first accomplishments following this promotion was to take the wife of one of the Rexall executives to lunch, complete a hearty meal and then find his billfold missing, leaving the lady to pay the check.

Born March 27, 1915, in Seattle, Thomas C. Dillon spent most of his life in Minneapolis.

In 1939 he cemented relations with the opposition when he married Georgiana Adams, daughter of managing editor of the rival *Minneapolis Journal*. Theirs was no hasty affair; they had known each other since they were seven. The Dillons make their home in Brentwood with Thomas A., six, and Victoria, one.

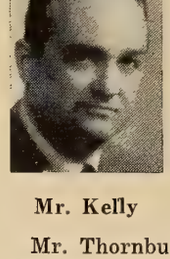
His club affiliations include the Copy Club and the Harvard Club.

Hobbywise, Mr. Dillon is currently attempting to master a new card game rage Canasta which he feels was designed for him because of its lack of complexity. On the side he studies U.S. railroad systems.

WCAU CHANGES

Kelly, Pryor Are Named

JOHN J. (Chick) KELLY, WCAU and WCAU-TV Philadelphia publicity director for the past two years, has been appointed commercial representative for the TV station, it was announced by Donald W. Thornburgh, president of the stations. Mr. Kelly will report directly to Alex Rosenman, WCAU vice president in charge of sales.



Mr. Kelly

Mr. Thornburgh also announced that Robert N. Pryor, WCAU promotion director, will take on the additional duties of directing publicity and will work under the title of director of promotion and publicity. He will coordinate all sales and audience promotion and trade and newspaper publicity. Robert L. Klaus has joined the WCAU promotion and publicity department. He will specialize in publicity. Robert Ives will handle promotion work.

NAMES PHILLIPS

Head of New Booth Outlet

ROBERT W. PHILLIPS has been named general manager of WSGW Saginaw, Mich., new Booth station scheduled to begin regular operations next spring, John L. Booth, president of Booth Radio Stations Inc., has announced.

Mr. Phillips has been affiliated with WSAM Saginaw since 1940. A well known Saginaw station executive, he also is a member of the Exchange Club, Saginaw Elks and various civic organizations. He has been associated with radio in northeastern Michigan since 1939.

Commercial

MILTON CHAPMAN, former senior account executive at WPOR Portland, Me., joins sales staff at WABI Bangor.

WALKER Co., station representative, moved Nov. 10 to new and larger quarters at 347 Madison Ave. Telephone: Murray Hill 3-5830.

KEN JOHNSON, pitcher for St. Louis Cardinals, joins sales staff of KXOK-FM St. Louis, Transit Radio outlet.

FORJOE & CO., Los Angeles (radio representative), moves to new offices at 1127 Wilshire Blvd. Telephone: Madison 6-8329.

JOSEPH E. HALE, for 29 years local display advertising solicitor for *Camden Courier Post*, joins sales staff of WCAM Camden, N. J., municipally operated station.

ROBERT D. WOOD, KNX Hollywood sales service manager, and Nan Harwell have announced their marriage.

FRANK KING, sales manager at KTTV (TV) Los Angeles, is the father of a girl.

WILLIAM D. SHAW, assistant sales manager, KNX Hollywood and Columbia Pacific Network, is on two weeks business trip East to visit New York and Chicago.

WBZ STUDIO

New Auditorium Dedicated

CULMINATING a two year expansion program, Westinghouse's WBZ Boston last Monday unveiled its new auditorium studio, equipped for radio and television.

Three Hub radio veterans, each of them with more than 25 years in the industry, joined in dedication of the studios during the *Marjorie Mills Show*. The three, Miss Mills, James Murley of Broadcast Advertising, and WBZ Program Manager W. Gordon Swan, discussed the early beginnings of radio amidst the surroundings of the ultra-modern studio.

The dedication followed by nearly a year and a half inauguration of commercial television in New England by WBZ-TV. During the period, Westinghouse also constructed Boston's "Radio City" in the WBZ Radio and Television Center.

The two-story auditorium studio measures 68′ x 35′ x 18′ and is equipped with a 28′ x 30′ x 18′ stage, has a banked seating arrangement for 164 persons, clients observation booth and a 16mm projection booth.

Acoustical treatment includes floating polycylindrical and serrated wall surfaces for sound dispersal. Fluorescent lighting is used as a base, with incandescent floods and spots providing the necessary fill-in, modelling and highlighting.

• LEADERSHIP IS EARNED • LEADERSHIP IS EARI



This is WSYRACUSE AM • FM • TV

NBC Affiliate in Central New York

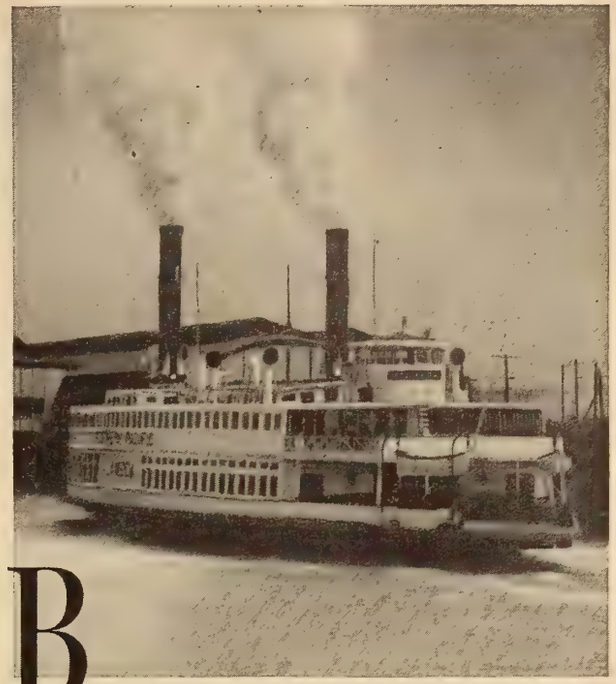
21 rich Central New York Counties
205,000 BMB Station Audience Families

Headley-Reed, National Representatives

ED • LEADERSHIP IS EARNED • LEADERSHIP IS E



AND YOU CAN LAY TO THIS, mates: sale-ing is mighty smooth when you keep a weather eye on BMB. It proves that ABC delivers the big city markets AS WELL AS the towns outside. Long Beach is one good example; 73% of its radio families are ABC listeners, says BMB.



BOATING ABOUT THE BAY AREA you find practically every cove is an ABC anchorage. In Oakland, for instance, BMB shows that 87% of the radio families are regular ABC listeners—and it's just one of 42 Coast cities where ABC has 50% or better BMB penetration.



CRUISING UP THE COAST to Vancouver, Washington, we find that 70% of the radio families in this busy port tune-in ABC regularly according to BMB. Proof again that ABC's big-time programs build big audiences in smaller centers—and deliver the big cities, too.

On the coast you can't get away from ABC

FOR COVERAGE... ABC's booming Pacific network delivers 228,000 watts of power—44,500 more than the second-place network. This power spells coverage—ABC primary service area (BMB 50% or better) covers 96.7% of *all* Pacific Coast radio homes. And ABC's Coast Hooper for 1948 was up 9% or better both day and night.

FOR COST... a half hour on ABC's full 22-station Pacific network costs only $1,228.50. Yet you can buy as few as 5 stations for testing or concentration. And ABC is famous for the kind of audience-building promotion that helps slice the cost-per-listener.

Whether you're on a coast network or intend to be—talk to ABC

ABC PACIFIC NETWORK

NEW YORK: 30 Rockefeller Plaza • CIrcle 7-5700—DETROIT: 1700 Stroh Building • CHerry 8321—CHICAGO: 20 N. Wacker Drive DElaware 1900—LOS ANGELES: ABC Television Center • NOrmandy 3-3311—SAN FRANCISCO: 155 Montgomery St. • EXbrook 2-6544

How's Business?

(Continued from page 23)

the FM picture hasn't brightened in the past year in the Atlantic area aside from a few special cases.

The following comments were obtained from station executives selected purely on a geographical basis without regard to size or type of stations. Most of the interviews took place at the NAB District 3 and 4 meetings at Skytop, Pa., and Pinehurst, N. C.

Gordon Gray, WIP Philadelphia, said an exceptionally hot summer had hit retail business in Eastern Pennsylvania. Since the strikes started, he added, some unemployment has appeared in railroads and factories affected by material shortages. Mr. Gray said WIP is ahead of last year, especially in local and national classes.

Prior to the strike period, Philadelphia and other eastern areas were having a good year, according to Dolly Banks, WHAT Philadelphia. Retail business has been better than 1948. The station's gross is up, especially in national and local classes. Labor costs, too, have risen. Miss Banks said business at the Banks' WINX Washington, acquired June 16, has increased "enormously" and the station is now in the black.

The news from Northeastern Pennsylvania is mostly good news, with anthracite working hard after a brief shutdown. George D. Coleman, WGBI Scranton, NAB District 2 director, said radio business is exceptionally good in that corner of the state. In Scranton the lace and textile plants are running at last year's high levels. Overall retailing is off just a fraction, he said. WGBI is having a good year.



GUESTS as Dallas Advertising League's Nov. 4 luncheon marking National Radio Week are (l to r): Seated—James Foster, KLIF Oak Cliff, Tex.; Mort Dank, KBTV (TV); Alex Keese, WFAA; Dale Drake, WRR; Tom Massey, KIXL, and W. A. (Bill) Roberts, KRLD, all of Dallas; standing—Tom McHale, *Dallas Magazine* advertising manager and Ad League vice president and program chairman; O. L. (Ted) Taylor, president, Taylor Radio & Television Corp.; Richard Kanatzer, KSKY Dallas, and Clyde Melville, Dallas office of Taylor-Borroff & Co.

Roy E. Morgan, WILK Wilkes-Barre, said a slight falling off in local business at the station had been offset by better national sales. The temporary anthracite shutdown in early autumn had affected general business in the area.

Also in the anthracite belt, Shamokin is riding along with boom production in coal, textiles, clothing and other small industries, according to Charles R. Petril, of WISL. The station is up 20% from 1948, mainly due to local business.

Lancaster is having a good year, with the well-balanced industrial and agricultural groups at peak levels, according to Clair R. McCollough, WGAL, an NAB director-at-large for small stations. WGAL business is at the 1948 level, with costs rising. The station's TV gross is rising steadily, Mr. McCollough said. WGAL-TV took the air last June 1.

At Harrisburg, general business is better than a year ago, according to Herbert Kendrick, WHGB. The station's gross is up 10% over last year, he said, but noted that merchants were getting worried about the strikes.

The north central part of Pennsylvania has had a good business year, according to William K. Ulerich, WCPA Clearfield and WMAS State College. Clearfield was worried about the steel strike because of its big firebrick industry. Both stations are having record sales this year.

Heavy Industry Off

In the south central area of the state, farming and light industry are moving nicely but heavy industry is off slightly, according to John S. Booth, WCHA Chambersburg. Station business is ahead of last year, he said, though costs are rising.

Western Pennsylvania, with an economy centered around steel and coal, has been doing surprisingly well the last two months despite the strikes. With payrolls hit brutally, retailers have been suffering. Cancellations, fortunately, have been few and already signs of a pickup have appeared.

Leonard Kapner, WCAE Pittsburgh, said 1949 has been a good radio year in the area. WCAE is a little ahead of last year despite the strike although automotive business has been down. In the southwestern corner of the state the strikes caused temporary dislocation, according to A. Boyd Siegel, WJPA Washington, Pa., but small steel mills have continued operating and the glass industry is active. Station business is about the same as last year.

Off the northwestern fringe of the Pittsburgh area, WBVP Beaver Falls is having a good year, according to Frank R. Smith. In its 1½ years on the air WBVP has been in the black, he said, with the steady upward climb having leveled off somewhat. The station has not been hurt much by strikes.

Northwestern Pennsylvania has had some plants down, according to David Potter, WNAE Warren, but fabricators have generally remained in operation. Retail business has not been badly hurt. WNAE has enjoyed a "normal increase," he said, though costs are higher.

With diversified industry and agriculture, Maryland didn't feel the strikes to any crippling extent, Shipping was off at Baltimore, and Bethlehem Steel was down quite a while, but the stations as a whole are doing well. WITH Baltimore sales were described as "excellent," but with increasing costs.

L. Waters Milbourne, WCAO Baltimore, said all industries but steel have been busy this autumn after an unusually hot summer. The station had no cancellations during the strikes, he said, and indicated department stores are showing more interest in radio.

Delaware Has Good Year

It's a good year in Delaware, with all business and industry humming, according to J. Gorman Walsh, WDEL Wilmington. WDEL-TV has been on the air four months and sales are steadily increasing, he said, with AM holding 1948 levels. duPont, Hercules and Atlas are active and construction is at a peak.

Washington, D. C., is riding along with government pay increases. Business is up at network stations after the first normal postwar summer. Late summer and autumn have more than offset effects of record July heat. WNBW, NBC's TV outlet, has just had a record month and all four TV stations are increasing their take.

Government spending has offset the slack retail summer, with overall radio business good, according to Ben Strouse, WWDC Washington. AM is holding its level and WWDC spot sales are up. Transit radio is progressing. WWDC feeds local transit with daytime FM programming, shifting to AM-FM duplication at night.

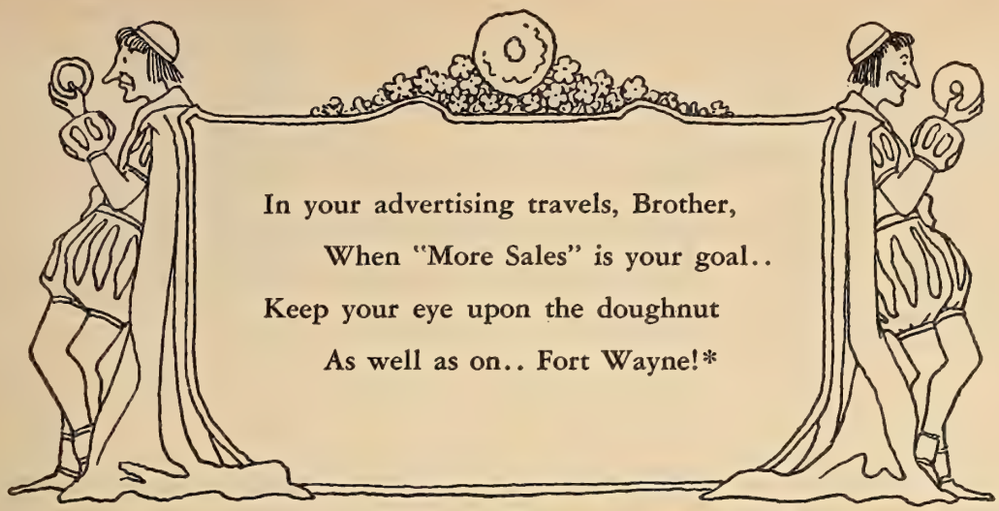
In the Tidewater area of Virginia, station officials report general business at a higher level. Barron Howard, WRVA and WTVR (TV) Richmond, said station business and costs are both rising, along with the general economic trend in the area.

Business in the Norfolk metropolitan area is about the same as 1948, according to John W. New, WTAR Norfolk. Resort business was excellent last summer. National and network sales at WTAR are better.

In the southwestern end of the

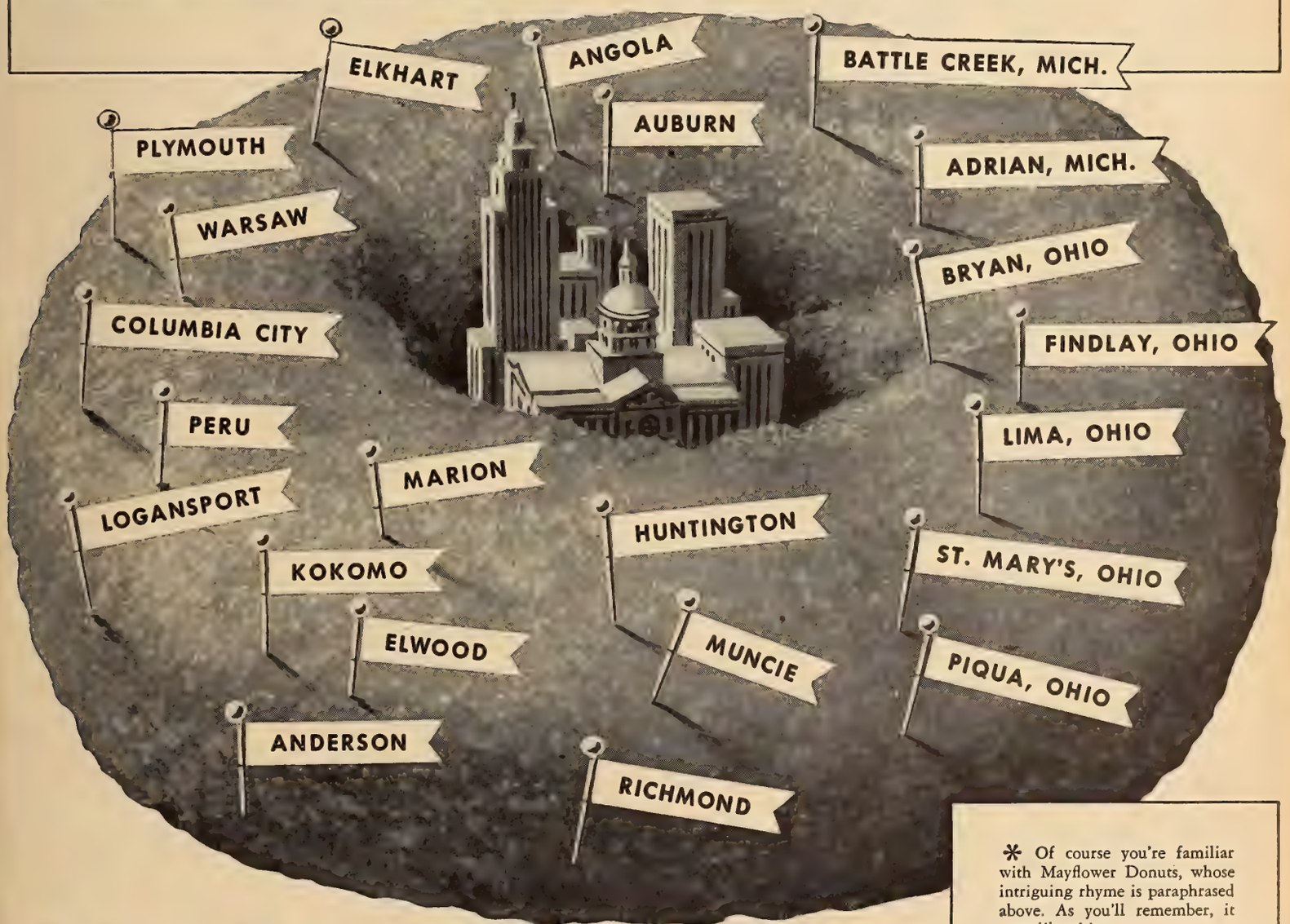
(Continued on page 44)





In your advertising travels, Brother,
When "More Sales" is your goal..
Keep your eye upon the doughnut
As well as on.. Fort Wayne!*

Yes, there's a *whole* lot more to WOWO-land than prosperous Fort Wayne! Here in the heart of the rich Midwest market, WOWO gives you dominant coverage in a *59-county BMB area.* Net effective income is $1½ billion.. *four times* the income of Fort Wayne itself. And WOWO's consistent leadership in Hooper ratings means a tremendous audience at any hour, from the breakfast doughnut to the midnight snack! For availabilities, check WOWO or Free & Peters.



WOWO

FORT WAYNE

ABC NETWORK AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • KEX • WBZ • WBZA • WOWO • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

* Of course you're familiar with Mayflower Donuts, whose intriguing rhyme is paraphrased above. As you'll remember, it goes like this:

As you ramble on thru Life, Brother,
Whatever be your Goal,
Keep your Eye upon the Doughnut
And not upon the Hole!

How's Business?

(Continued from page 42)

state business has been very good, according to James H. Moore, WSLS Roanoke, though coal and steel strikes are leaving their impact. Local and national spot are up at the station, with some Roanoke firms turning to the medium for the first time. Roanoke is a railroad town and therefore sensitive to the coal and steel situation.

Nearby in Martinsville, John W. Schultz, WMVA, reports nylon and furniture industries buzzing after temporary setback. Station business is better than last year, he said.

West Virginia is a coal-oil-gas and steel state. As such it was hit by the strikes, an effect that was felt even before the work stoppages.

In the northern half, WHAR Clarksburg, a postwar station, is running 18% ahead of last year, according to Glacus Merrill. Up to the strikes, a boom year was underway and prosperity is expected as soon as the strikes are ended.

Wheeling Rides Strike

The Wheeling radio picture is healthy, according to William E. Rine, WWVA. Though most business has been hurt, it is riding the strike storm quite well, he said. Retail sales were good prior to the strikes, with the exception of department stores where a slight drop was noted. WWVA, a Fort Industry outlet, is ahead of last year.

The coal strike left its imprint in the southwestern end of West Virginia but stations are ready for a post-strike boom. Railroad employment has suffered with the coal shutdown. In Huntington, Marshall Rosene of WSAZ, says AM sales were running along at the 1948 level prior to September. Flem J. Evans, of WPLH Huntington, has had a similar experience, with operating expenses higher. WPLH offers sponsors a three-way package deal—AM, FM and transit.

Alice Shein, WBTH Williamson, in the coal section of West Virginia, said station sales are about the same as a year ago. Costs are higher but leveling off, she said. Business locally is better and an upsurge in retail sales is expected.

Raleigh, N. C., businessmen are doing well and look forward confidently to 1950, according to Richard H. Mason, WPTF. The station's business was off early in the year but autumn is running ahead of 1948 and the annual totals will be about the same. George T. Case, WNAO Raleigh, noted a steady upward trend since March 1948.

Jack Younts, WEEB Southern Pines, secretary-treasurer of the state broadcasters association, visited all North Carolina stations and found business generally good, with many managers able to cut costs. Department store sales in Southern Pines are up and the station's revenue will be better than a year ago.

Business is looking up in Winston-Salem, according to Harold Essex, WSJS. E. J. Gluck and R. S. Morris, WSOC-AM-FM Charlotte, report the city is growing rapidly as a distribution center, with the area expecting a good winter. At Burlington, E. Z. Jones, WBBB, reports many new local accounts for AM and FM, though operating costs are rising. Businessmen look for an active winter. At Greensboro, Gaines Kelly, WFMY (FM) and WFMY-TV, said the FM outlet's income is up 35% with special emphasis on sports. The TV outlet took the air Sept. 22. G. M. Hutchison, WBIG Greensboro, expects a good fourth quarter this year, with spot running 10% ahead of 1948. No sign of recession in the area, he said.

First upturn in three years was noted in New Bern, Eastern North Carolina, by Louis N. Howard, WHIT. In nearby Clinton, George S. Walston, WRRZ, said the agricultural area's diversification was keeping general business at a high level. Lester L. Gould, WJNC Jacksonville, said local business is better. J. Frank Jarman, WDNC Durham, said national spot is coming back, with local and network business rising. Merchants look for a better winter than a year ago.

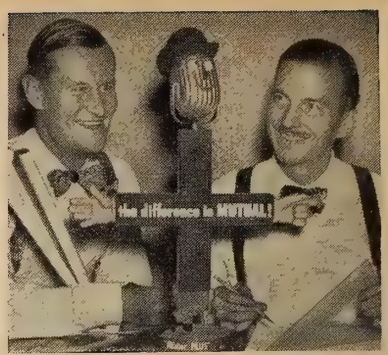
Tourist Business Better

Asheville is having a good year, according to Don S. Elias, WWNC, and Harold H. Thoms, WISE. Tourist business has been better and textiles are improved, though some western North Carolina industries are off 5% to 10%. No depression fears are apparent in the city and 1949 looks like a good year. Mr. Elias said WWNC is in a better position profitwise than a year ago, with spot and network gains more than overcoming a local dip. Mr. Thoms said improved staff efficiency is keeping costs down at his group of stations, with grosses better for the year. He reminded that North Carolina is now the leading furniture state. Pickup in government spending has helped his WEAM Arlington, Va., in the Washington metropolitan area.

There's optimism in South Carolina this fall, and Walter J. Brown, WORD Spartanburg, calls attention to the way business has bounced back after a summer that had its slack moments. Department store timebuying is on the upgrade at WORD, along with insurance and groceries. National business is holding its own, he said.

At Greenville, S. C., Paul H. Chapman, of the WFBC sales staff, reported area business better than last year, with a pickup in auto sales. Retail business dipped for a while but the textile industry is strong again in this textile center.

Charleston, S. C., is one of the Southeast's brighter spots, according to John M. Rivers, WCSC president, with the city leading the Richmond federal reserve district in retail sales and several new industries entering the picture. Businessmen see no immediate danger of a depression, he said. WCSC is running slightly ahead of last year, with costs down just a shade as AM and FM operations cost less than AM only a few years ago.



Talking over plans for MBS' drive are (l to r) Mr. Schmid; "Mister Plus," campaign character, and James Tyler, MBS director of advertising.

* * *

MBS CAMPAIGN

Advertising Drive Set

NEW trade character, "Mister Plus," will dramatize the major MBS advertising campaign to be launched next week.

The drive, with full-scale plans announced by Robert A. Schmid, Mutual vice president, will open with a continuing series of two-page spreads throughout the business press, designed to promote the entire medium of network radio, and certain "plus differences" of Mutual.

One basis for the campaign stems from new homes-per-dollar findings by A. C. Nielsen Co., Chicago. These findings, Mr. Schmid says, represent "first, a big step toward the goal of complete precise cost data for the entire medium, and second, a realistic reason-why for buying Mutual time."

"Mister Plus," representing an animated plus-mark with microphone head, will appear, in appropriate costume and action in each of the ads, with the campaign theme lettered across it: "The Difference Is Mutual!"

Among the differences to be highlighted in the campaign, according to the network, are: Lower time costs; more homes delivered per dollar; 500 stations, 300 of which are "the only network voice in town"; maximum hook-up flexibility; free "where-to-buy-it" cut-in announcements.

Ever need "sudden service" on SPOTS?

Sometimes you've just *got* to get your spots recorded and pressed in a hurry. Yet you must have *quality* too. That's where RCA skill and RCA equipment make all the difference.

As they do in every recording and pressing requirement! At RCA Victor you get the benefit of:

- The most modern equipment and facilities in the trade, plus 50 years' accumulated "know-how."
- High-fidelity phonograph records of all kinds. All types of Vinylite transcriptions.
- Complete facilities for turning out slide film and home phonograph type records.
- Fast handling and delivery.

First in the field!

When you can get RCA "know-how"—why take anything less?

Send your masters to your nearest RCA Victor Custom Record Sales Studio:

114 East 23rd Street
New York 10, New York
MUrray Hill 9-0500

445 North Lake Shore Drive
Chicago 11, Illinois
Whitehall 4-2900

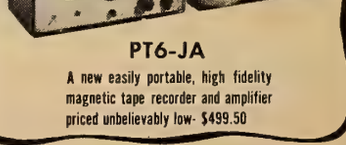
1016 North Sycamore Avenue
Hollywood 38, California
Hillside 5171

You'll find useful facts in our Custom Record Brochure. Send for it today!

RCA VICTOR DIVISION
CUSTOM RECORD SALES

WNBC
New York, N. Y.
USES
Magnecorder

Engineered by the World's Oldest and Largest Manufacturers of Professional Magnetic Recorders.
Write Magnecord, Inc., 360 N. Michigan, Chicago, Ill.



PT6-JA

A new easily portable, high fidelity magnetic tape recorder and amplifier priced unbelievably low- $499.50

NBC Reorganizes

(Continued from page 25)

duction services, headed by Fred Shawn, former manager of television operations; stations relations, headed by Sheldon B. Hickox Jr., former manager of the NBC stations relations department; and technical operations, headed by Robert E. Shelby, former director of TV engineering operations.

Under Mr. Wile will be new program development, headed by Fred Coe, no change; talent, headed by Carl Stanton, former manager of talent and program procurement; program production with producers Richard Berger, William Garden, George McGarrett, Victor McLeod, Roger Muir and Ernest Walling; and continuity acceptance, to which no one has been assigned.

Under Mr. Frey will be Edward Hitz, former assistant director of network sales, as eastern sales manager; Eugene Hoge, formerly on the network's Chicago sales staff, as midwestern sales manager; and Robert W. Sarnoff, former national manager of program production, as head of program sales.

To Develop Shows

Mr. Blackburn's reassignment to the Hollywood office was reportedly a move to develop some present shows now on NBC radio into television properties. Among them are said to be the Bob Hope, Phil Harris and Alice Faye, Fibber McGee & Molly and Eddie Cantor shows.

Messrs. Smith, Wile and Frey will be the operating executive echelon directly under the television chief, Mr. Weaver, the announcement said.

Still other subdivisions will be created within the television organization, it was learned. All will be assigned in relation to the total separation of the network into the three operating units.

At week's end, it was reported, the following NBC departments had been advised they would be split with part of their staffs going to television and part to radio: News, advertising and promotion, and sports.

No final reassignments of personnel in those departments had been made late last week, but it was authoritatively speculated that William F. Brooks, vice president in charge of news and special events, would become chief of radio news and that Francis C. McCall, now director of news and special events, would become chief of television news and special events with Adolph J. Schneider, now director of television news and special events, as his lieutenant; that Charles P. Hammond, now vice president and assistant to Mr. Trammell with principal responsibilities for advertising and promotion, would become chief of radio advertising and promotion. Other reassignments within the three departments whose distribution among the three new operating units was immediately scheduled could not be learned.

Another department, research, will also be affected, it was learned. It was understood that each of the three operating units would include its own research group. How the reassignments would be accomplished was also unknown.

Aside from the temporary assignment of Mr. Denny to head the new radio and owned and operated stations units, the only high-level appointment to be positively made in that area was that of Harry C. Kopf, as vice president in charge of sales of the radio unit, it was learned [CLOSED CIRCUIT, Nov. 7]. Mr. Kopf is now the network's administrative vice president in charge of sales and stations.

Press Department Intact

One department will remain intact under present plans, with its television and radio activities integrated. That is the press department under Vice President Sydney H. Eiges.

As the reorganization began to take shape, it became known that Mr. McConnell was not following exactly the plan proposed by Booz, Allen & Hamilton, the management consultant firm hired to survey the present company structure and suggest its redesign.

Mr. McConnell's reconstruction of the network, however sweeping, will by no means be as rigorous as that proposed by the consultants, it was ascertained.

For example, it was learned, the Booz, Allen & Hamilton report suggested a considerable reduction in the number of vice presidents. Mr. McConnell, however, has determined that no incumbent vice president will lose his officership in the company, because of reassignment, it was reported.

One principal purpose of the reorganization as seen by Mr. McConnell, it was understood, is to remove as many people as possible from the top staff level and place them in operational jobs.

One staff level executive, Henry Ladner, who since March 1948 had been assistant to Administrative Vice President MacDonald, resigned last week to enter the private practice of law.

Mr. Ladner will open his own offices in the Bar Bldg., 36 West 44 St., New York. He had served in NBC since 1935, first as assistant general counsel, later as acting general counsel, and finally as assistant to Mr. MacDonald.

No large reduction in personnel is contemplated in the reorganization, it was said, although several staffers last week were reportedly advised their jobs would be eliminated.

The three executives who were appointed last week by Mr. Weaver as his chief operating lieutenants are radio and television veterans.

Mr. Smith, who has been in radio more than 20 years, was general manager of NBC's Washington station, WRC, before he became the network's director of television operations in February 1948.

Mr. Frey entered radio in 1924 on the staff of WEAF New York, now NBC's key outlet, WNBC. He became sales service manager of the network in 1940 and manager of eastern sales in July 1946.

Mr. Wile was operations supervisor of the radio-television department of Young & Rubicam, where he served with Mr. Weaver, who was vice president of radio and television, until joining NBC with Mr. Weaver last July. Mr. Wile had been with Y&R since 1934.

That Mr. McConnell had virtually made up his mind on the redisposition of his staff was evident in the fact that he had summoned managers of NBC owned and operated stations to New York for conferences today (Nov. 14).

It was understood he intended to outline to them the shape the new owned and operated stations unit of the company would take, and advise them of procedural changes involved in the reorganization.

BROTHERHOOD WEEK

Radio Plans 1950 Program

RADIO's plans for the 1950 observance of Brotherhood Week were discussed at the National Conference of Christians & Jews Armistice Day luncheon meeting held Friday at the Mayflower Hotel, Washington.

President Truman was present at the luncheon along with other dignitaries from government, industry and the church. Meeting followed the general session Thursday at the Willard Hotel. Preceding the luncheon, Brotherhood Week leaders heard radio, newspaper and advertising executives speak. Featured on this panel was John Hayes, general manager of WTOP-CBS Washington.

Frank Stanton, CBS president, chairmaned the Committee for Radio, and participated in a discussion with leaders planning Brotherhood Week, including Lee Bristol, of Bristol & Myers and the Advertising Council, chairman of the Committee for Advertising, and Erwin D. Canham, of Christian Science Monitor and past president of the American Society of Newspaper Editors, head of the Committee for Newspapers.

Business is *good* in Norwich, Conn.

TWENTY-ONE new local and national accounts signed in October. All of these on long term contracts. We will be pleased to send you the names of these new advertisers on . . .

WICH

FULL TIME 250 W 1400 KC

Norwich, Conn.

JOHN DEME, GEN. MGR.

"VIC" DIEHM says:

IT TAKES ALL KINDS of IDEAS to run a RADIO STATION!



for further Enlightenment write to Vic Diehm c/o

WAZL

HAZLETON, PENNA.

REPRESENTATIVES:

Robert Meeker Associates

521 Fifth Avenue, New York City 17, N. Y.

N. Y. RETURNS

Radio-TV Blanket Elections

SOME $40,000 worth of time and facilities was devoted by radio and television stations to coverage of New York's elections last Tuesday. While some New York stations sold spot time throughout the evening, only three—WCBS, WCBS-TV, WNBT (TV)—were known to have sold the coverage as a package.

Although city and state results were fairly definite early in the evening, most of the stations continued coverage until at least midnight, with 24-hour stations adding bulletins throughout the night.

Concession of defeat at 10:22 p.m. was made by Republican-Liberal-Fusion candidate for New York City mayor, Newbold Morris, in a pooled broadcast from his headquarters, followed shortly after by victory statements from Herbert H. Lehman, Democratic candidate for N. Y. State Senator, and William O'Dwyer, New York's incumbent mayor. Vito Marcantonio, defeated American Labor Party candidate for mayor, waited until after 12:30 a.m. for his statement.

WCBS was the only dual New York operation which sold both its radio and video coverage of the election. Through BBDO, New York, F. & M. Schaefer Brewing Co., Brooklyn, for its ale and beer, sponsored returns on WCBS. Results were aired from the CBS network's main newsroom, and from headquarters of the four leading contestants in the city and state races.

United Fruit Co., through Wendell P. Colton Agency, both New York, picked up the tab for the WCBS-TV operation.

While WNBC carried its coverage sustaining, using only the 11:30 p.m. to 12 midnight spot for steady returns and breaking into regular programs with bulletins, WNBT (TV) sold its tallying operation also to Schaefer through BBDO. Television program ran from 11 p.m. to 12:15 a.m.

WOR New York did not obtain a sponsor for its coverage, packagewise, but it did sell 15 one-minute spots to MGM for the movie, "Battleground." The spots were spread over a three-hour period.

The station had remotes from six major campaign headquarters, and in the Times Square area.

Botany Mills, Passaic, N. J., for its fabrics, bought 11 one-minute spots on WJZ during election night coverage which started at 7 p.m. on radio and on video at 8 p.m.

While the WJZ AM operation was much like other stations, with remotes from campaign headquarters, WJZ-TV utilized a novel technique by superimposing election vote totals on the screen during its 9:30-10 p.m. telecast of *On Trial.*

Overall operation of radio and TV was supervised by Thomas Velotta, ABC vice president of news and special events, and directed by John T. Madigan, ABC news director.

WFDR (FM) aired returns of all New York state elections from 7:15 p.m. until midnight, with the aid of the telephone. Newsmen at the station telephoned to such upstate New York stations as WGR Buffalo, WSYR Syracuse, WHCU Ithaca and WPTR Albany for latest returns, and broadcast the voices of those stations' newsmen as they reported. In the same manner, WFDR handled its reports from local campaign headquarters.

Quentin Reynolds, reporter and author, headed the team of experts employed by WNEW in its coverage which started at 8:15 p.m., and continued through the night. It also carried portions of the election broadcasts of WNYC, the municipal station, when WNYC had to sign off at 10 p.m.

WOMEN'S SHOWS

Income Producers, AWB Is Told

By BETTY STONE

WOMEN'S programs are the most important type of participation shows in radio, Lloyd George Venard of Edward Petry & Co., New York, told members of District 2, Assn. of Women Broadcasters, at the group's annual conference, held Nov. 5 and 6 at New York's Hotel Astor.

It was recently revealed, Mr. Venard said, that a leading network station in New York City got 40% of its non-network income from participation shows—and women's shows rank second in that classification.

Alleviating the women's fears about video's effect on their importance as AM broadcasters, Mr. Venard reminded them that more newspapers are being sold today at more money than ever before, and that more phonograph records are being sold at higher prices than ever before, in spite of pessimistic predictions 25 years ago that radio would spell their demise. He assured them that just as a newspaper is no better than its woman's page, so the best radio stations are those with the best women's shows.

Stressing the importance of women's show listeners, Mr. Venard stated that as a buying group they spend 95% of food and department store money, and are responsible for four out of five of other dollars spent.

Earlier in the day, Linnea Nelson, timebuyer for J. Walter Thompson Co., New York, told the women their shows pulled more at a lower cost than anything else she had bought in radio. One reason for this, she explained, is that listeners to women's broadcasts are not necessarily seeking entertainment—primarily they listen to learn.

Maurice B. Mitchell, BAB director, speaking also at the morning session, urged women broadcasters to concentrate some of their efforts on learning about their sponsors' problems, sales peaks and depressions, and on helping move merchandise. He pointed out that the woman broadcaster is in reality a commercial announcer who can deliver personal recommendations as one person would deliver it to another.

Following luncheon, the AWB members attended a panel discussion on "Tomorrow's Pot of Gold—TV." Participating were Frances Buss and Dorothy Doan, both of CBS-TV, and both associated with the network's daytime show, *Vanity Fair;* J. R. Poppele, vice president in charge of engineering, WOR-AM-TV New York; Elizabeth Neebe, editor of the Campbell-Ewald Co. publication, "Television Topics"; George Wallace, NBC sales promotion manager.

Miss Buss and Miss Doan discussed the programming problems on daytime TV. Miss Buss cautioned those entering the medium in the future to lay less emphasis on format than on material.

Mr. Poppele compared the intricacies of AM and TV operations, pointing out that the most simple video program might need as many as 14 persons in attendance, as compared with perhaps two or three for the same type of radio show.

Already TV has taught the motion picture industry how to survive, Mr. Poppele said, by providing an economical product to compete with other media of entertainment.

Speaking on video commercials, Miss Neebe stressed the importance of tying them to familiar, believable experiences to heighten their selling power. "The best video commercial," she said, "is one that follows a simple, interesting format and carries it out with precision.

Emphasizing the relationship of likeable commercials to actual sales results, Mr. Wallace revealed the first of several findings from a soon-to-be-released survey made for NBC-TV by Hoffstra College, Hempstead, L. I. Based on a program sponsored by a manufacturer of a "low-price, rapid turn-over, mass-produced item," the survey asked whether people were viewers of the program; whether non-viewers; whether they saw the commercial; whether they liked it.

Results showed, Mr. Wallace said, that more viewers of the program used the product than non-viewers, more of those who had seen the commercial used the product, and even more of those who liked the commercial used the product. Users of the product were classified into two groups—those who use it regularly, and those who bought it within the month being studied.

Sunday morning's session was devoted to a breakfast party and a short business meeting.

It's a Great Combination

ABC **WEAV** 1000 W 960 kc

PLATTSBURG, NEW YORK

Joseph Hershey McGillvra, Nat. Rep.

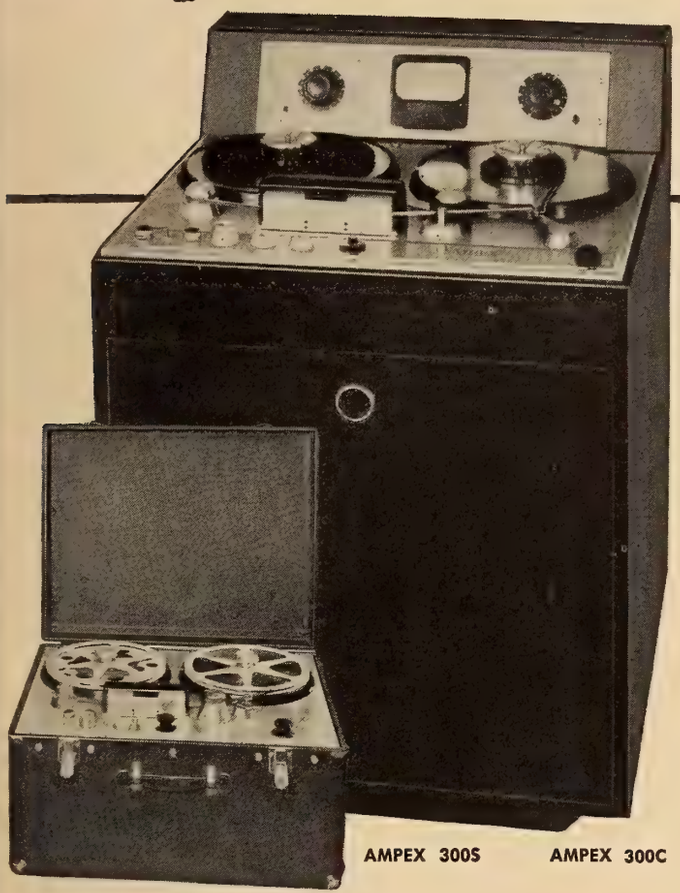
Monday through Sunday, morning, afternoon and evening, WEAV-WENT SELLS more for less in these two rich markets.

CBS **WENT** 250 W 1340 kc

GLOVERSVILLE—JOHNSTOWN

Joseph Hershey McGillvra, Nat. Rep

GraybaR recommends AMPEX Tape Recorders



AMPEX 300S AMPEX 300C

For reproduction that gives true-to-life fidelity, for ease of operation, for simplicity and accuracy in editing, Graybar recommends Ampex magnetic tape recording equipment.

Broadcasters, recording studios, and advertising agencies know the name Ampex means the finest in tape recorders. Both the Ampex Series 200 and 300 are used extensively for big-name recorded broadcasts because of its quality, design, and performance. The new Series 300 models are compact, attractive and especially flexible in application—interchangeable for rack, console, or portable use. AND . . . they are priced within the range of other types of recording equipment—at a level which represents a practical investment for even a small studio.

Graybar has everything you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements—to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y. 490R

TECHNICAL HIGHLIGHTS OF THE AMPEX 300

FREQUENCY RESPONSE:

At 15 inches + 2db. 50–15,000 cycles.
At 7.5 inches + 2db. 50–7,500 cycles.

SIGNAL-TO-NOISE RATIO:

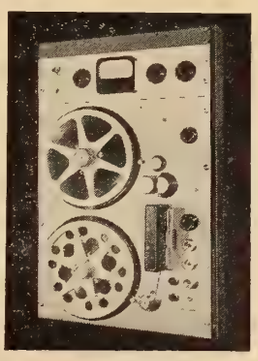
The overall unweighted system noise is 70 db. below tape saturation, and over 60 db. below 3% total harmonic distortion at 400 cycles.

FLUTTER AND WOW:

At 15 inches per second, well under 0.1% r.m.s., measuring all flutter components from 0 to 300 cycles, using a tone of 3000 cycles. At 7.5 inches, under .2%.

STARTING TIME:

Instantaneous. (When starting in the Normal Play mode of operation, the tape is up to full speed in less than .1 second.)



AMPEX 300R

GRAYBAR BRINGS YOU BROADCASTING'S BEST:

Amplifiers (1,20) (See key to numbers at right)
Antenna Equipment (1)
Cabinets (5)
Consoles (1)
Loudspeakers and Accessories (1,20)
Microphones, Stands, and Accessories (1,3,6,7,8,20)
Monitors (1,4)
Recorders and Accessories (9,19)
Speech Input Equipment (1)
Test Equipment (4,10)
Towers (Vertical Radiators) (11)
Tower Lighting Equipment (2,12)
Transmission Line and Accessories (13)
Transmitters, AM and FM (1)
Tubes (1,2,18)
Turntables, Reproducers, and Accessories (1)
Wiring Supplies and Devices (3,8,14,15,16,17)

MANUFACTURED BY:

(1) Western Electric;
(2) General Electric; (3) Whitney Blake;
(4) General Radio; (5) Karp Metal;
(6) Hugh Lyons; (7) Meletron;
(8) Hubbell; (9) Presto; (10) Weston;
(11) Blaw-Knox; (12) Crouse-Hinds;
(13) Communication Products;
(14) General Cable;
(15) National Electric Products;
(16) Triangle; (17) Bryant; (18) Machlett;
(19) Ampex; (20) Altec Lansing

via GraybaR

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

There are Graybar offices in over 100 principal cities.
These are the Graybar Broadcast Equipment Representatives in key cities:

ATLANTA	**CINCINNATI**	**DETROIT**	**LOS ANGELES**	**PHILADELPHIA**	**SAN FRANCISCO**
E. W. Stone, Cypress 1751	W. H. Hansher, Main 0600	P. L. Gundy, Temple 1-5500	R. B. Thompson, Angelus 3-7283	G. I. Jones, Walnut 2-5405	K. G. Morrison, Market 1-5131
BOSTON	**CLEVELAND**	**JACKSONVILLE**	**MINNEAPOLIS**	**PITTSBURGH**	**SEATTLE**
J. P. Lynch, Kenmore 6-4567	W. S. Rockwell, Cherry 1360	W. C. Winfree, Jacksonville 5-7180	W. G. Pree, Geneva 1621	R. F. Grosset, Allegheny 1-4100	D. I. Craig, Main 4635
CHICAGO	**DALLAS**	**KANSAS CITY, MO.**	**NEW YORK**	**RICHMOND**	**ST. LOUIS**
E. H. Taylor, Canal 6-4100	C. C. Ross, Central 6454	R. B. Uhrig, Baltimore 1644	F. C. Sweeney, Watkins 4-3000	E. C. Toms, Richmond 7-3491	J. P. Lenkerd, Newstead 4700

NARBA Action

(Continued from page 25)

value to be determined by bilateral agreement between the countries concerned. The present value is 25 uv/m with no station nearer than 650 miles, with minor exceptions. The plenary session eliminated IIIA and IIIB stations, with all now are classified as III.

Delegates to the conference perused two collateral documents—a letter from Carlos Maristany, Cuban undersecretary of communications, to Eduardo Hector Alonso, president of the Cuban Federation of Broadcasters, and the translated version of a radio speech by Goar Mestre, CMQ Havana director, as reported in the Nov. 1 issue of *Diario de la Marina*, Havana.

Senor Maristany, upon returning to Havana from Montreal, viciously attacked BROADCASTING for "attacks against my humble self" and charged the magazine forgets his "defense of a complete order in high frequency broadcasting throughout the world" during the Mexico City conference last winter.

"Whether the magazine BROADCASTING likes it or not," he wrote, Cuba's delegates "are guided by the same spirit, the straightforward determination, of not returning to Cuba unless it be with the gallant posture with which they have always returned from all of their missions."

He said the Cuba of 1949 is a lot different from the Cuba of 1937, when the first NARBA was drawn up and when it had an infant broadcasting industry "with very limited investments and without any fighting spirit." He added that "as long as the American industry lords do not awake from their 1937 dream and consider Cuba as she should be considered according to her rank and as a result of her indefatigable efforts, the solution to these problems will not appear on any horizon."

Senor Mestre directed pointed criticism at NAB District 4 (D.C., Va., W. Va., N. C., S. C.) broadcasters for their Oct. 18 resolution calling on the government to impose economic and financial sanctions against Cuba and Mexico to stop interference [BROADCASTING, Oct. 24]. He suggested the district broadcasters "should have waited to present their demands reasonably before the Montreal conference" so they could be discussed "serenely, in the light of purely technical considerations and in a spirit of international cooperation and mutual respect."

He conceded Cuba could not deny that "certain irregularities have occurred" but blamed them on "an initial agreement which was abusive." Senor Mestre quoted out of context comments in the Oct. 24 BROADCASTING in which results of a poll of the Montreal delegation were announced.

FIRST 15 PACIFIC HOOPERS—October 1949

Program	No. of Stations	Evening Sponsor & Agency	Hooper	YEAR AGO Hooper	+or—	Pos.
Jack Benny* (CBS)	6	American Tobacco (BBDO)	31.6	25.8	+5.8	2
Walter Winchel (ABC) (Indicative only)	6	Kaiser-Frazer (Weintraub)	21.6	21.5	+0.1	4
Charlie McCarthy (CBS) (Indicative only)	6	Coca-Cola (D'Arcy)	21.3	14.4	+6.9	16
Fibber McGee & Molly (NBC)	6	S. C. Johnson & Son (NL&B)	21.3	24.7	—3.4	3
Red Skelton (CBS) (Indicative only)	6	Procter & Gamble (B&B and Seeds)	18.1	15.3	+2.8	12
People Are Funny (NBC)	6	B. & W. Tobacco (Seeds)	18.1	19.1	—1.0	5
Radio Theatre (CBS)	6	Lever Bros. (JWT)	17.8	17.0	+0.8	8
My Friend Irma (CBS)	6	Pepsodent Div.-Lever Bros. (FC&B)	17.4	13.7	+3.7	22
Bob Hope (NBC)	6	Lever Bros. (BBDO)	16.1	25.9	—9.8	1
Horace Heidt Show (CBS)	6	Philip Morris (Biow)	15.9	17.1	—1.2	7
The Whistler (CBS)	6	Signal Oil Co. (Stebbins)	15.3	13.6	+1.7	23
Judy Canova (NBC) (Indicative only)	6	Colgate-Palm.-Peet (Bates)	15.2	13.9	+1.3	21
Bob Hawk (CBS)	6	R. J. Reynolds Tobacco (Esty)	15.0	14.9	+0.1	14
Burns & Allen (CBS)	6	Block Drug (C&P)	13.9	10.2	+3.7	41
Our Miss Brooks (CBS)	6	Colgate-Palm.-Peet (Bates)	13.8	5.9	+7.9	81

* Second broadcast on same day provides more than one opportunity to hear program.



Open Mike

(Continued from page 10)

duce action by the rest of the industry on the scale necessary to solve the problem in the time available?

Edwin H. Armstrong
Professor, Dept. of Elec. Engineering
Columbia U., New York

* * *

KSD-TV Corrects

EDITOR, BROADCASTING:

Referring to the Telestatus Report No. 82, on page 46 of the Oct. 24 issue of BROADCASTING, there was a serious error in your tabulations referring to KSD-TV.

You gave KSD-TV a total of only 49 September advertisers, whereas the correct figure is 69, which is arrived at by adding the figures you quoted . . .

. . . Correct figure shows that KSD-TV had a gain of 12 accounts over the 57 accounts the stations had for the month of August . . .

George M. Burbach
General Manager
KSD St. Louis

[EDITOR'S NOTE: Statistics used in the Telestatus report were furnished by N. C. Rorabaugh Co. The typographical error referred to is regretted by that company and by BROADCASTING.]

FM'S STATUS

Reviewed at Philadelphia

BRIEF for FM broadcasting was put forward at a meeting of FM station executives, radio distributors and manufacturers in the Philadelphia area Nov. 9 at the Officers' Club of Philadelphia in the John Bartram Hotel. Host was WFLN (FM), Philadelphia's only completely FM station, owned by the Franklin Broadcasting Corp., of which Lawrence M. C. Smith is president.

After a message of welcome by Mr. Smith, WFLN's General Manager Raymond S. Green, toastmaster, introduced the following speakers: Dr. Millard C. Faught, president of the Faught Co., New York, management consultant; Edward L. Sellers, executive director of the FM Assn., Washington, D. C.; Hugh Boyer, district manager for Zenith Radio Corp.; Walter L. Lawrence, associated with RCA Victor Div. promotion department, and Raymond F. George, national sales promotion manager of Philco Corp.

A committee consisting of Mr. Green, chairman; Paul Alger, vice president of WSNJ-FM Bridgeton, N. J.; Frank A. Wellman, WLAB-FM Lebanon, Pa., and William Maron, general manager of WPOE Elizabeth, N. J., will investigate the possibilities of forming an FM group to explore problems confronting FM stations.

Others attending the meeting included:

Benedict Gimbel and Gordon Gray, WIP Philadelphia; Robert E. White, Harvey McCall, James P. Begley, and L. R. Rawlins, KYW Philadelphia; William B. Caskey, WPEN Philadelphia; Joseph Connolly, Jack G. Leitch and George Lewis, WCAU Philadelphia; John Morgan Davis, Joseph Lang and Rupe Werling, WIBG Philadelphia; James A. Flynn, WXNJ(FM) Plainfield, N. J.; E. D. Lucas Jr., Philco; G. B. Fadden and W. J. Horn, Philco Distributors; A. Fischer, C. M. Lewis and David Bain, RCA Victor sales; George Lewis, WLYC Williamsport, Pa.; J. P. McCarthy, WTOA Trenton, N. J.; Richard J. Elias, Everybody's Supply Co.; Charles Bunce, Elliott Lewis Corp.; C. F. Gill, Stromberg-Carlson, Rochester, N. Y.; Harry A. Doull, Zenith; H. A. Friedel, Philadelphia Wholesale Distributors; W. Vogdes, Motor Parts Co.; Ben Ventra and Irving Witz, Emerson; L. D. Danenbaum, Motor Parts Co.; O. R. Davies, WKAP-FM Allentown; Mrs. M. E. Magargee and Madge Magargee, WGBI Scranton.

45.0
"HOOPER"*
***(average 5 periods, Winter, 1948)**
proves the best buy in
DANVILLE, VA.
is
WBTM
5kw (d) ABC 1kw (n)
Rep: HOLLINGBERY

AGENCY MERGER

Mitchell-Faust Joins Schwimmer & Scott

MITCHELL-FAUST Advertising Co., 45-year-old Chicago agency, has merged into Schwimmer & Scott, with the exception of two accounts. Most of the executive personnel also was shifted.

Paul E. Faust, who helped found the American Assn. of Advertising Agencies and who was M-F president since 1914, and Treasurer Lyman L. Weld will devote their time to handling the Feature Foods Radio Shows. They were operated previously as a Mitchell-Faust affiliate. The package was considered the firm's biggest moneymaker.

Mr. Faust joined the firm of Mallory & Mitchell, in 1914, when the firm name was changed to Mallory, Mitchell & Faust. In 1921, when Mallory withdrew, the company became Mitchell-Faust. It held membership in AAAA, the Audit Bureau of Circulation and the National Outdoor Bureau.

Holman Faust, vice president and radio director; R. A. L. Herweg, secretary, and Earl E. Sproul, account executive, will do account work at Schwimmer and Scott. Among transfer clients are Nu-Enamel Corp. (paints); W. F. Straub and Co. (honey and prune juice); Nicolay-Dancey Co. (New Era Potato Chips), Chicago advertising only; Hixson Products (package puddings); Worcester Salt Co. (Ivory Salt); Sanford Ink (inks, mucilage, paste); and Rap-In-Wax Co. (paper).

Two accounts went to Aubrey, Moore and Wallace — Moorman Manufacturing Co. (livestock feeds) and Horton Manufacturing Co. (washing and ironing machines). These will be handled by D. R. Collins and Russ Cunningham, who transferred from M-F.

Mary Poloson, timebuyer at M-F for four years, is now at Henri, Hurst & McDonald.

Upcoming

NAB DISTRICT MEETINGS

Nov. 21-22: Dist. 8, Book Cadillac, Detroit.
Nov. 28-29: Dist. 16, Paradise Inn, Phoenix.
Dec. 1-2: Dist. 15, Mark Hopkins, San Francisco.
Dec. 5-6: Dist. 14, Utah, Salt Lake City.
Dec. 14-15: Dist. 17, Benson, Portland, Ore.

* * *

Nov. 13-14: NAB Finance Committee, NAB Hdqrs., Washington.
Nov. 14: NAB Structure Committee and BAB Committee, NAB Hdqrs., Washington.
Dec. 9-10: Southwestern Institute of Radio Engineers second meeting, Baker Hotel, Dallas.
Jan. 9-13: NRDGA 39th annual convention, Hotel Statler, New York.

FLORIDA MEET

Hits FCC Delays

SHARP criticism of FCC for "its policy of delay and procrastination" in considering applications for improved facilities, with "unreasonable and paralyzing hardship on Florida stations," was voiced by the Florida Assn. of Broadcasters, meeting Nov. 4-5 at Sarasota. Growing interference from Cuban and Mexican stations led to request for action on long-delayed clear channel case.

William G. McBride, WDBO Orlando, past FAB president, was given a plaque for his services. W. Wright Esch, WMFJ Daytona Beach, presided. U. S. Senators Claude Pepper and Spessard Holland addressed group. Other speakers included: Kenneth Ballinger, FAB legislative representative; Dorsey Owinge, BMI; W. Walter Tison, WALT Tampa.

PILLSBURY SHOW

'House Party' Moving to CBS

PILLSBURY MILLS Inc. Jan. 3 will move its *House Party* from ABC to CBS, William C. Gittinger, CBS vice president in charge of sales, announced last week.

The Gary Moore Show, now heard on CBS Mon.-Fri., 3:30-4:30 p.m., will be heard 4-5 p.m. across the board, to make room for the Pillsbury show, scheduled for 3:30-3:45 p.m., Mon.-Fri. Agency for Pillsbury is Leo Burnett Co., Chicago.

Timebuyers

(Continued from page 31)

lightening dashing off in all directions, etc.

If they are included, any radio home or population figures often do not specify the source. Hardly anything ever bears a printed date but, fortunately, our people always stamp the date on any promotion received.

What would you do?

Here is what we do—to the best of our ability we piece together what appears to be an adequate number of stations and markets to do an effective job. We cannot—and will not—recommend the addition of stations without evidence that such an addition is necessary. Often common sense and experience elsewhere indicate the inside, local station has the audience but too many times the station being considered has supplied us with no information to back up our thinking.

At times, the timebuyers have been forced to fall back upon such vital and significant facts as: Is the station affiliated with a network and, if so, with what network?; how far is the city from other cities?; at what level did the 1946 BMB Area Report show outside stations getting into the home county of a local station?, and right down to whether the station has a representative and who is it; how good are the other stations he represents?

Selling Too Late

But after a recommendation has been approved, a final budget figure determined and buying commenced, then how alert and solicitous to our needs some stations can become. In come the telegrams, the long distance calls, the got-to-come-over-and-see-you-immediatelies. But by then it is ordinarily too late to review any meagre material they can hastily pull together. The buyer needs worth while information before buying commences. And, incidentally, most of the johnny-come-latelies don't have any data we can really use; it is too often just a strong, personal sell.

Granted BMB is not a perfect tool (but what medium has that?). It is at least uniform and we need it badly. If we buy wisely and effectively for a client it will mean more business for all of us. Timebuyers least of all think our 1946 BMB method should remain unchanged; more than anyone else we want to see it include more information. I am told agencies wanted more information in the first study. But only by sticking with BMB and working it out together can we arrive at such a goal.

ANNUAL Chicago Federated Advertising Club Chrsitmas party benefitting Off-the-Street Club will take place Dec. 8 at Stevens Hotel. Irv Kupcinet, *Sun-Times* columnist who has a weekly gossip show on WMAQ Chicago, is chairman of entertainment committee.

FOR SOME INTERESTING INFORMATION ON RADIO IN IOWA, PLEASE SEE PAGE 33 OF THIS ISSUE

THE LONG ISLAND STORY

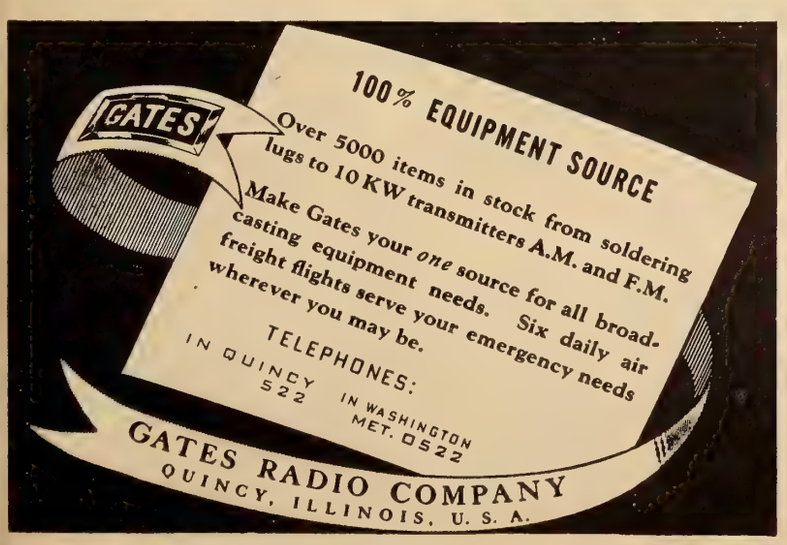
BUSINESS IS GOOD IN HEMPSTEAD!

Retail sales in Hempstead are 7% HIGHER NOW than they were a year ago!

Hempstead **continues** to be the **leading** New York State preferred City-of-the-Month.

Data Source:
Sales Management's Retail Sales Forecast for November 1949

AM WHLI FM
HEMPSTEAD, LONG ISLAND, N.Y.
ELIAS L GODOFSKY President



Standard Oil

(Continued from page 27)

Lowell Thomas and continued it through the fall of 1945.

In that same year, 1943, it began its first radio schedule in Alaska with *Standard Newstime* broadcasts in Fairbanks and Juneau. The schedule was expanded to include Ketchikan in 1946 and Anchorage in 1948. These broadcasts are on the air today.

In 1935 the company put a series of Western dramas, *All Star Western Theatre*, on stations throughout Arizona for one season.

On Aug. 20, 1945, *Farmer's Digest*, a daily 45-minute program, went on the air over KNBC and the following year, on May 20, it's Southern California companion program, *Standard Farm Highlights*, went on over KFI. These programs still are on.

The current mystery series, *Let George Do It*, went on the Don Lee Network Sept. 20, 1946.

Behind the successful Standard programming are the people, both agency and company representatives, who cooperatively handle the accounts and produce the shows. BBDO has been Standard Oil's agency since 1941. J. G. Motheral is account supervisor and has four account executives working with him.

Both *Standard Hour* and *Standard School Broadcast* are placed by BBDO but the shows' production is handled by Standard's public relations department headed by G. Stuart Brown, assisted by Jay C. Smith. Adrian Michaelis, Standard Oil employe, produces both shows.

Let George Do It, highest cooperated show on the Don Lee Network, is produced by BBDO in close cooperation with M. A. (Tony) Mattes, advertising manager of Standard, who also directs other company radio participation such as the Alaskan newscasts. BBDO places these as well.

* * *

ALL of these shows are commercial, using varied types of commercial messages to sell Standard's wide line of products. In addition to the program sponsorships, the company has utilized a heavy schedule of spot announcements to supplement and strengthen its advertising campaigns in various areas of the West as needed.

A close check on the commercial effect of these programs is maintained by the company's advertising department. But to assure factual and honest reports from listeners surveyed on the various programs the company does not identify itself in these surveys. It fears that the great goodwill it enjoys as a result of *The Standard Hour* and *Standard School Broadcast* would influence listeners to a more favorable evaluation of its other programs than they would otherwise receive.

So a special department, entitled merely "Radio Research Department" and with a San Francisco box number not connected with the company's other mailing addresses, is maintained to conduct the surveys.

Further, the surveys never ask specifically about Standard Oil programs. They ask, instead, about farm programs generally, or news programs or comedy and mystery shows. And from the answers to these general categories they draw conclusions regarding their own shows.

Company directors and advertising heads are thoroughly satisfied with the job radio has done for the company during the 23 years, even though they can't and won't attempt to tell nor even estimate returns on dollars spent. As a matter of fact the company has never tried to make an accounting of all the money it has spent in radio since that first donation to the San Francisco Symphony Assn. The money comes from both the advertising and public relations budgets and the heads of these departments cannot say where the cost of their radio programs leave off and other expenses begin—for instance, *The Standard Hour* and *The Standard School Broadcast* are supported by the public relations department; but the advertising department foots the bill for newspaper advertising plugging these programs.

Officials of the company say they have no doubt the radio schedule will continue to increase as it has in recent years. Nor, they say, is there any doubt the company will soon place a schedule on television. Just when the move into TV will take place, however, they don't know. There's no pressing need to utilize the new medium now, they say, and the company is in no hurry about rushing into TV.



NILES TRAMMELL (l), chairman of the board of NBC, is presented with a scroll by Paul Comly French, executive director of CARE, in appreciation of the network's service to the CARE Swan campaign which provided soap for needy children overseas.

Mr. William Paley
Columbia Broadcasting System
New York City

Dear Billy:

That idy o' yourn 'ter git all th' best talent on CBS must be ketchin'. Th' boys here at WCHS is adoin' th' same thin' on th' local front. Th' big Falls City Dancin' Party come over a few weeks ago, an' this mornin' another big local show made its debew on Charleston's Number One Station. Hit's th' Don Evans show, th' bestest disc jockey show y'ever heerd! Y'know, Billy, Don's been in Charleston radio fer five years, an' now thet he's on WCHS he'll be lissened to by many times more peepul than ever heerd him before! Yessir, there jest must be somethin' 'bout CBS and its stations thet draws th' big boys in! On WCHS this fall you shore does hear 'em all!



Yrs.
Algy

WCHS

Charleston, W. Va.

ABC OCT. STOCK

Kintner Reduces Holdings

ROBERT E. KINTNER, executive vice president of ABC, disposed of 2,100 shares of his directly-held ABC stock during October, records of the New York Stock Exchange disclosed last week.

The sales reduced Mr. Kintner's total ABC stock holdings to 10,600 shares. A month ago it was reported Mr. Kintner had sold 1,400 other shares in September. He held 16,000 shares at the beginning of this year.

General Mills Buys

GENERAL MILLS Inc., Minneapolis, on behalf of its Gold Medal Kitchen Tested Flour, will sponsor the first quarter-hour of ABC's five-times-weekly *Modern Romances* on 126 of the networks stations. Signed through Dancer-Fitzgerald-Sample Inc., New York, the 52 week contract covers the 11-11:15 a.m. portion of the program, which is aired 11-11:30 Mon.-Fri.

Telecasting Insert

Pull Out for Filing

Radio Tax Threat

(Continued from page 24)

is a privilege and every person, etc., engaged therein shall pay to the city collector an annual license fee of $50 beginning on or before April 30, 1948.

3—The intent is specifically stated as not to levy the tax on interstate radio broadcasting and/or advertising solicitation.

4—A penalty of from $15 to $100 per day for each day's failure to pay the tax is provided.

KGHI and KARK immediately started an action against Roy Beard, city collector, seeking to enjoin him from collecting the fees on the ground that the ordinance was unconstitutional as a burden on interstate commerce in violation of the Commerce Clause; that it abridged free speech rights. The Pulaski Chancery Court issued a temporary injunction restraining collection of the tax and this injunction was made permanent after a hearing, the court holding the ordinance unconstitutional as a burden on interstate commerce.

Little Rock city authorities took an appeal to the Supreme Court of Arkansas, which handed down an opinion May 23, reversing the chancery court. Associate Justice George Rose Smith wrote the decision. In a powerful dissent, Associate Justice J. S. Holt cited a line of Supreme Court and state decisions in holding "there could be no doubt but that the taxes imposed here are unconstitutional."

Mrs. Helen Kaplan

MRS. HELEN KAPLAN, 69, Philadelphia, died on Nov. 8. Mrs. Kaplan was the widow of Charles M. Kaplan, who was an executive of WIP Philadelphia. Mrs. Kaplan is survived by two daughters, Mrs. Rita Levy, wife of Isaac D. Levy, former chairman of the board of WCAU Philadelphia, and Mrs. Julia Reich, wife of Dan Reich, of New York.

IF YOU HAVE A SPOT RADIO PROBLEM

CONTACT OUR NEAREST OFFICE

Joseph Hershey McGillvra, Inc.

RADIO AM-FM-TV REPRESENTATIVES

Executive Offices—366 Madison Avenue, New York 17, Murray Hill 2-8755

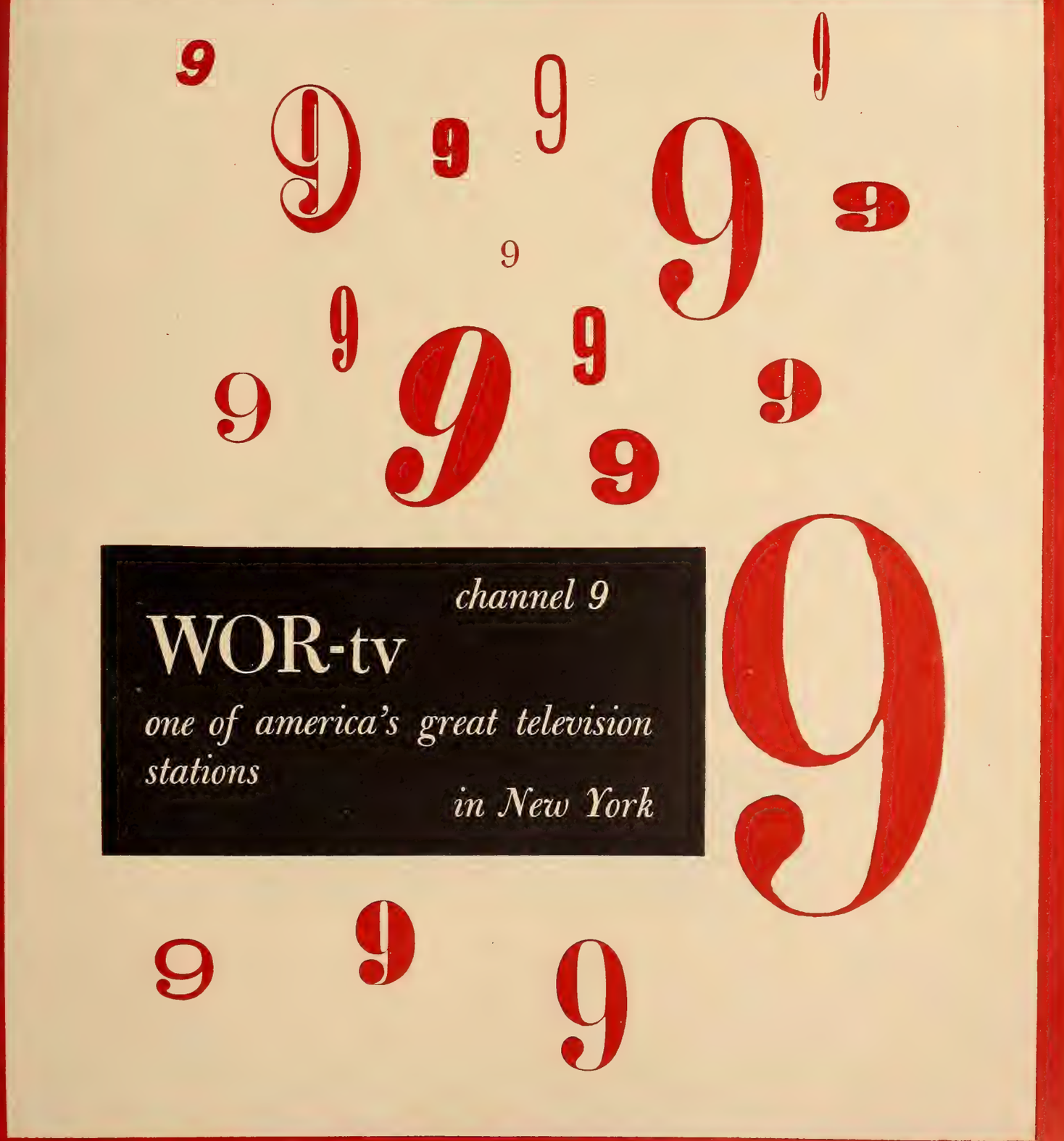
NEW YORK • CHICAGO • LOS ANGELES

SAN FRANCISCO • ATLANTA

NOVEMBER 14, 1949

TELECASTING

A Service of BROADCASTING Newsweekly



A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg.
Washington 4, D. C.

NOVEMBER 14, 1949

BROADCASTING, Telecasting
$7 annually, 25c weekly

COLOR HEARINGS PROGRESS

First Phase Testimony Ends

DIRECT TESTIMONY in the first phase of FCC's color television hearings was completed last Thursday after a week — the seventh in a proceeding originally expected to last three—which produced these developments, inside and outside the hearing rooms:

● Sen. Ed C. Johnson (D-Col.), who has persistently prodded the Commission on color, suggested in an interview that FCC set up color standards that will permit the public to decide which system it prefers (story on TELECASTING 15).

● Along similar lines Ulysses A. Sanabria, president of American Television Inc., Chicago, recommended "limited commercialization" of color to try out the various systems; additionally he suggested that higher fidelity be achieved by channel widths up to 24 mc and said he thought that, with channel sharing, four channels could serve the nation and improve programming.

● Dr. Lee De Forest, vacuum tube inventor who now is research director for American Television, said his own 6 mc color system is probably a year away from the demonstration stage; that both the RCA and CBS systems need "wide development," and that present-day TV is sacrificing quality of picture for quantity of channels.

● Field tests and thorough consideration of the use of FM instead of AM for picture transmissions in the UHF, and of Polycasting (clusters of low-power transmitters) to achieve wide-area coverage were recommended by Raymond M. Wilmotte, Washington radio consulting engineer; meanwhile, a report on the FCC staff's own work on FM video was put into the record.

● Dr. Allen B. DuMont of DuMont Labs., winding up his presentation from the week before, reiterated his view that color should not be standardized at this stage of the art, while Dr. T. T. Goldsmith, his research director, presented for an RMA committee a list of 30 field tests which the committee deemed essential.

● On the "let the public decide" theme, Arco Electronics of New York, electronics components distributors, asked FCC to require sponsors of the various systems to broadcast in color for at least a year so that "fans," with home-built sets, could aid in "trial and error" testing of the various techniques.

FCC meanwhile officially announced postponement of its first comparative demonstration of the rival color systems from this week to next Monday and Tuesday [BROADCASTING, Nov. 7].

Upon completion of these tests —in which RCA and CBS will show their color systems and DuMont will provide black-and-white transmissions—the hearing will be recessed until Feb. 6. At that time Color Televisions Inc. will officially demonstrate its system. A second comparative showing, with CTI participating, is slated for Feb. 8, with cross-examination due to start about Feb. 13.

Dr. DeForest Appears

Final witness in last week's sessions, Dr. De Forest, appeared voluntarily after FCC hinted it might use its subpoena powers. He had sent word through his attorney that he had not seen the CBS system and therefore would like to reserve comment. But Assistant General Counsel Harry M. Plotkin noted that Dr. De Forest had published material about a color system of his own, and insisted he therefore should appear for Commission questioning.

On the stand, Dr. De Forest said considerable progress had been made in his system, which employes a mosaic filter, but that it probably would not be ready for demonstration for at least 12 months. Its disadvantages, he said, are lack of compatibility with the present black-and-white system, and its use of what he termed a "subtractive" color process.

'System Compatable'

He reiterated his view that the color system ultimately chosen should be compatible. His own, he said, is mechanically better than Columbia's because it could be applied to receivers of any size, but at present is inferior to RCA's because of the "subtractive" process.

Neither the CBS nor RCA system would be suitable for commercial use as they now stand, Dr. De Forest said, though he conceded they have "certain features of merit." Under questioning by Comr. Robert F. Jones, he said he would not criticize the CBS system if it used "additive" color.

Dr. De Forest agreed with his president, Mr. Sanabria, that the various systems should be tested via "semi-commercial" operation for a year or more and that wider channels should be employed in the interests of higher fidelity. But he did not agree with Mr. Sanabria's feeling that the channel should be 24 mc as compared with the present 6 mc—a bandwidth of 12 mc, he thought, would be sufficient.

Mr. Sanabria, explaining his "limited commercial" plan, said he would authorize the sponsor of each color system to operate semi-commercially "in a good market" but would require each to have the basic patent rights and manufacture color sets for use in that area. Thus, he said, a color audience could be built up and the developers of each system could retrieve some of the money they have spent on color.

Contending that the number of black-and-white channels should be limited in any event, he suggested that the 24-mc channel for higher-fidelity color—approximately 1,100 lines as against the present standard of 525—be obtained by deleting Channels 10 through 13 from monochrome service.

Channel Recommendation

He raised a lot of eyebrows with his assertion that four channels —enough for two in each community—would be sufficient for a nation-wide TV service. FCC has consistently contended the present 12 channels are far from enough.

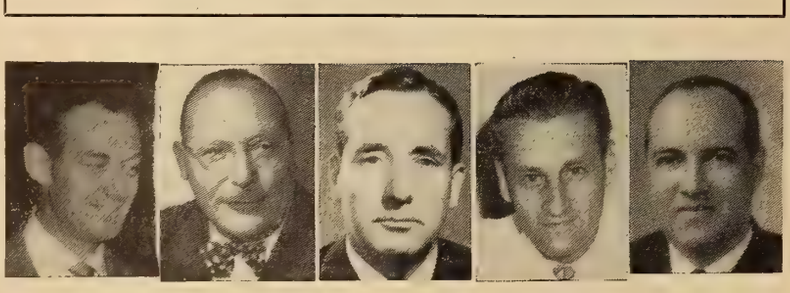
Mr. Sanabria maintained that several "stations" could share time on the same channel and, since each would program only a portion of the broadcast day, improvement in programming and reduction in each "station's" operating expenses would result.

When he belittled some of present-day TV's programming, he was told by Chairman Wayne Coy that "you must look at the wrong time" because some "very fine" programs are being aired.

Mr. Wilmotte, in support of his appeal for consideration of possible use of FM for video picture transmissions in the UHF, con-

(Continued on Telecasting 14)

Top TV Echelon at NBC Named



Mr. Weaver Mr. Blackburn Mr. Smith Mr. Frey Mr. Wile

TOP assignments for television at NBC, under Sylvester L. (Pat) Weaver, was announced last week as the first step in the eventual reorganization at the network [see story, this issue BROADCASTING, page 25]. Heading video are Mr. Weaver, vice president in charge of television; Carleton Smith, who continues as director of operations; Frederic W. Wile Jr., assistant to Mr. Weaver since joining the network several months ago and who now becomes director of production; George H. Frey, former manager of eastern sales for both radio and television who becomes director of sales for television; Norman Blackburn, former national program director of NBC television who is assigned to Hollywood as chief of television operations there.

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KSTP-TV'S camera catches (standing, l to r): Harry Olson, Land O'Nod Co.; Charles Schrantz, advertising manager of Weyands Furniture Co.; Bob Raymer, Raymer Hardware Store; Toby Annenberg, David Agency; Ray Steiner, Chicago & Northwestern Railroad; Quan David, David Agency; Dick Slade, David Agency; (seated l to r) Dick Einck, David Agency; Carl Schuneman, Schuneman's Dept. Store; and Al Toepel, General Electric Supply Corp. KSTP-TV Engineer Sam Roth is behind camera.

* * *

MEET THE AD MEN

Weekly on KSTP-TV

IT TAKES creative thinking and sound business sense to be a good industry cook. And when the ingredients of advertiser, agency and the public are mixed with the right recipe the result is a video show—*Advertising and Television* over KSTP-TV St. Paul-Minneapolis.

The station has set out to explain to the public the magnetism of TV as a new advertising medium and to show the public how it can benefit. With these ideas in mind, KSTP-TV aired its first show Oct. 12 when men from leading advertising agencies explained graphically how TV has affected their businesses—for example, the addition of personnel and/or changes in thinking.

Joe Cook, KSTP-TV promotion-publicity director, summarizes what the program does: "It proves to the consumer that television is the closest thing to shopping in the store yet devised. They can do everything except sample the merchandise."

With the aid of their own commercials, the advertisers explain television production in advertising. They tell the consumer TV is the best medium because of its ability to demonstrate.

When the first show was telecast, a wire from Miller C. Robertson, KSTP-TV commercial manager, was sent to all advertising agencies in the area. It announced the program and asked for comments "and thought of your early participation in this feature."

The Oct. 12 program introduced to the public some of the biggest local advertisers, those already setting aside a budget for TV.

Some selected comments taken from the first night's script:

"We at the agency feel that TV is so important that we have added three new men to form a TV department under the direction of Melba Sands. . . ."—Quan David of David Inc. Later—"Now we would like the TV audience to meet some of the David agency clients who have purchased TV to sell their merchandise. . . ."

In this manner, agency men and their advertiser accounts, were shown to the audience. Some of the comments from the advertisers were:

"I think television opens up a new era in selling merchandise . . . an opportunity to demonstrate our merchandise right in the homes. . . ."—Carl Schuneman, of Schunemans, St. Paul, spot advertiser.

". . . television is the greatest step forward in advertising and selling since the invention of printer's type . . . (it) has everything—sight, sound and action. . . ."—Al Toepel, of General Electric Supply Corp., sponsor of a video program on the station.

". . . television opens a new, fascinating door to new business. . . ."—Ray Steiner, of Chicago & Northwestern Railroad, spot purchaser.

Similar expressions were voiced by representatives of The Land-O-Nod Co., spot buyer; Weyand's Furniture Store, sponsor of weather forecast spots, and Raymer Hardware Store, spot advertiser.

And so the program went, with each participant injecting his faith in TV and in turn showing the sponsors' wares. The station is presenting this unique quarter-hour series weekly each Wednesday at 9:30 p.m. For future telecasts, KSTP-TV already has lined up such agencies as Melamed-Hobbs, Bozell & Jacobs and Campbell-Mithun.

* * *



DAVID Agency television men make a thorough inspection of a camera. They are (l to r) Dick Slade, Toby Annenberg and Dick Einck.

ABC CUTBACK

WJZ-TV Hours Curtailed

COMPLETING the TV cutbacks begun a fortnight ago [BROADCASTING, Oct. 31, Nov. 7], ABC last week curtailed the broadcast week of WJZ-TV New York from seven to five days by eliminating all Monday and Tuesday programs from its schedule.

Major evening programs from those nights are being shifted to other evenings. The only commercial programs cancelled are the Tuesday afternoon broadcasts of the participation shows *Market Melodies* (2-4 p.m.) and *TV Telephone Game* (4-4:30 p.m.) Both of these programs are now telecast Wednesday, Thursday and Friday at those times and Saturday from 10 a.m. to 12:30 p.m.

ABC's TV network program service is not seriously affected, as the network's Chicago video staff will continue to originate two Monday evening shows: *Mr. Black* (9-9:30 p.m.) and *ABC Barn Dance* (9:30-10 p.m.) and the Tuesday evening fights (10 p.m. to conclusion). These will go out to the ABC-TV affiliates as before but will not, of course, be carried by WJZ-TV.

There is no plan to duplicate the WJZ-TV curtailment in other cities where ABC owns video stations, it is understood. Those stations—WXYZ-TV Detroit, WENR-TV Chicago, KECA-TV Los Angeles, KGO-TV San Francisco—are considered to be securing a satisfactory number of spot and local video advertisers and will continue or expand their present operating hours.

New York Costs

In New York, where costs of labor and other operating expenses are appreciably higher than elsewhere, the savings to be derived from eliminating telecasts on Monday and Tuesday exceed the revenue produced by that operation, a situation which led to the decision to put through the curtailment. The relatively poor antenna location of WJZ-TV (on the Pierre Hotel) is blamed with much of the station's troubles and ABC is planning to move to the city's highest point at the top of the Empire State Bldg., where WJZ-TV would share this choice transmitting site with WNBT (TV), key station of NBC's TV network.

It is believed that the dropping of two days from the WJZ-TV schedule completes the network's video curtailment plan, which is designed to reduce ABC's TV operating costs by some 20% and restore the overall ABC operation to a black-ink balance. ABC reported a net loss of more than $40,000 for the first half of 1949.

KMTV (TV) ACTIVITY

Expands in Omaha Market

A SEVEN-DAY week schedule now is in force at KMTV (TV) Omaha, station reports. After two months on the air, operating on Channel 3, the outlet says set sales in the viewing area are increasing an estimated 1,100 or more a month. KMTV now averages three hours of programming per day.

Station's staff has grown with two additional engineers, one announcer and two persons for traffic and film editing. KMTV now carries Omaha hockey games direct from Ak-Sar-Ben Coliseum, has produced local studio shows and has received new programs from its three network affiliations, CBS, ABC and DuMont. Among other shows are *Fred Waring, This Is Show Business, Lone Ranger* and *Paul Whiteman's Musical Revue.*

Telefile:

WBKB (TV) — INDUSTRY'S TRAINING LAB — BECOMES SUCCESSFUL VIDEO BUSINESS

WBKB(TV) CHICAGO, Balaban and Katz pioneer Midwest station, has progressed successfully from a laboratory to a business after years of TV experimentation. The long experiment—since the first audio signal was transmitted in October 1940—has been expensive. Four million dollars is the latest estimate.

Renowned as a training ground for TV personnel all over the country, WBKB operated alone in Chicago from 1940 until the spring of 1948, when WGN-TV (*Chicago Tribune*) took the air. When two other TV antennas dotted the horizon in the next year (WENR-TV-ABC, WNBQ(TV)-NBC), policies of the Balaban and Katz station altered radically.

During WBKB's six-year incubation period, its destiny was patterned and predicted almost solely by Capt. William C. Eddy. His successor in the fall of 1948 was John H. Mitchell, experienced movie theatre manager who had worked for B&K or its affiliates since 1932. The experimental laboratory gave way to a practical business enterprise as Mr. Mitchell inaugurated a changeover policy involving a four-year program of objectives.

Working for development of a "sound, basic operating structure with better morale, more stability and intra-organization security," Mr. Mitchell in one year has chalked up these successes: (1) Chicago debut of theatre television; (2) development and introduction of the Multiscope; (3) use of video transcriptions; (4) installation of a $250,000 transmitter; (5) remodeling of studios and offices; (6) scheduling and sale of "the most ambitious football series ever telecast" (Notre Dame, Big 9 football); (7) telecasting of the station's eighth anniversary celebration last June, including a remote from the stage of the B&K Chicago Theatre.

A major move was affiliation with CBS last month, after WBKB's continuous operation as an independent. Network feeds began officially Oct. 12. CBS was previously associated with WGN-TV.

The primary coup, however, was undoubtedly that of nearing the break-even point financially. Only a year ago the station was losing between $10-$18,000 weekly, Mr. Mitchell reports.

John Balaban, president of B&K and its 100 theatres, conceived of TV and movies supplementing each other as entertainment media in 1939. His firm is a subsidiary of Paramount Pictures, of which his older brother, Barney, is president.

Mr. Balaban authorized the first video signal of WBKB in January 1941, four months after the audio signal. The first programming effort—13 minutes of interviews—took place that March. As the experimental W9XBK, the station telecast its first remote in June 1941 from Grant Park at the lakefront. First major remote was telecast the same year when Shriners paraded in front of the Sherman Hotel.

* * *

CAPT. Bill Eddy, holder of 100 TV, radio and elctronics patents and now president of Television Assoc., was chosen by Paramount to direct WBKB in 1939. He and his chief engineer, A. H. Brolly, built a transmitter with parts from two dismantled police radio stations. Materials were short even then because of war production.

After the war started in 1941, Capt. Eddy offered his services and station facilities to the Navy, and headed its radar training school in station quarters at 190 N. State St. in the loop. (The building is owned by a B&K subsidiary, and additional space is rented in the adjacent Butler Bldg.) More than 86,000 radio and radar technicians were trained there before war's end, although the station continued programming. In October 1942 it took the air with its present call letters.

Going commercial in 1945, WBKB was reorganized physically and facilities were increased. That year, and in 1944 also, staffers were all women, donned efficiently in a TV overall-uniform. Most of these have moved on, but two camera operators—Rae Stewart and Esther Rojewski—remain.

To bring Chicagoans Notre Dame football games from South Bend, Ind., Capt. Eddy designed and built a relay system. This earned for him, in December 1947, the annual award of the Television Broadcasters Assn. The relay is now inactive.

For several years WBKB accepted two television trainees weekly who were sponsored by TV stations with construction permits, schools or advertising agencies. This program was cancelled late in 1948 when the demand dwindled.

As an "old-time" TV operation, WBKB naturally boasts many "firsts." Those claimed include first:

- Baseball telecast from Wrigley Field, home of the Chicago Cubs.
- Interstate telecast of boxing matches direct from Michigan City, Ind.
- Official remote of "any consequence" (Shriners' parade).
- Inter-city relay golf tournament telecast from a roof top at Tam O'Shanter Country Club.
- Football game relayed from Northwestern U.'s Dyche Stadium, Evanston.
- Inter-city relay from South Bend, Ind. (Notre Dame game).
- Full-length drama ever telecast in "its entirety, with costume and setting."
- Television account of midnight Mass from Holy Name Cathedral.
- Easter Sunrise service telecast from Cook County Hospital.
- Concert to be telecast direct from the Grant Park bandshell.
- Station to introduce theatre television.
- Midwest station to use ticker tape in presenting TV news.

The last "first" followed invention of the Multiscope by Station

* * *



JOHN BALABAN, director of WBKB and secretary-treasurer of Balaban & Katz, which operates more than 100 motion picture theatres and owns the video station, is the Midwest's ranking television pioneer. Younger brother of Barney Balaban, president of Paramount Pictures, he conceived the idea of an independent commercial video operation in 1939.



JOHN MITCHELL has been general manager of WBKB since January of this year, and worked as business manager of the station for five months before then. He was transferred by Balaban & Katz from its affiliate, Publix Great States Theatres Inc., where he was manager of the Central Illinois district.



STAG SESSION in WBKB's announcer room before show-time is filled with gags of *Curbstone Cutup* Erne Simon, whose audience includes (l to r): Announcer Joe Wilson, News Editor Ulmer Turner and Announcer Russ Davis

PROMOTION and format of new shows is the job of Sterling Quinlan, promotion manager, and Jonny Graff, program director. They coordinate their efforts so that local advertisers can merchandise their products inexpensively



Manager Mitchell and Promotion Manager Sterling Quinlan. Manufactured by Sterling Television Productions, a B&K subsidiary, the device shows moving ticker-tape news, time, weather and a standing advertising message. It was devised mainly as a fill-in for test pattern time, and has been leased to 21 stations.

WBKB pioneered also in programming, although live originations have been cut drastically in the past year. Always heavy on sports remotes, it developed Russ Davis and Joe Wilson as popular personalities on sports commentaries. Although original and elaborate shows were telecast continuously during the first six years, few are aired now because of expense and the lack of sales-appeal to local advertisers. Station's policy now is to eliminate all sustainers and emphasize remotes.

* * *

PROGRAMMING has been simplified since affiliation with CBS. After years of struggle as an independent, WBKB now has a network source for program material. It carries 30 CBS shows (19½ hours) weekly.

Local daytime programming will be hiked only as "their commercial value increases," according to Program Director Jonny Graff. Mr. Graff, former writer-producer at Donahue & Coe Agency, New York, worked in TV programming at CBS and has packaged film and live video shows. He and other WBKB executives are keenly interested in the "gimmick" program locally. Although most of the CBS schedule is piped in, the station reserves Tuesday and Thursday evenings for local programs. Mr. Graff's plan is to build personalities in inexpensive formats to be sold at a profit immediately.

Station talent under contract includes Russ Davis, Joe Wilson, Ernie Simon, John Dunham, 12-year-old Singer Tommy Sands and News Editor Ulmer Turner. Mr. Turner, former radio editor of the *Chicago Sun* and other papers, and radio commentator for many years, works closely with the *Chicago Sun-Times* in his news and feature-gathering. The paper has an inclusive cooperative working agreement with the station.

Undoubtedly the most famous show in WBKB's history is *Kukla, Fran & Ollie*, "fathered" by Capt. Eddy in 1947. Burr Tillstrom, young Chicago puppeteer, was asked to develop a commercial show in four days. He met the deadline, has worked a half-hour stint on TV almost daily since that time, and still has never used a script. With Singer-Actress Fran Allison as straightwoman to puppets Kukla and Ollie, Mr. Tillstrom starred on WBKB's *Junior Jamboree* for 40 weeks under sponsorship of RCA Victor. *Kukla, Fran & Ollie* started on the station with that name in the fall of '48. The show, an NBC-TV feature since last winter, switched to WNBQ (TV) Chicago in June.

Rates have gone up since Card No. 3 was issued in September 1948. With four stations operating in the area, WBKB charges $625 for a one-hour, live-studio show in Class A time; film-studio, $500; one-minute, livestudio, $110, and film-studio, $85, all less frequency discounts. Class A time is from 4:59 p.m. until midnight, Monday through Friday, and 12 noon to midnight, Saturday and Sunday. Class B time is from 3 to 4:58 p.m., Monday through Friday. The rest is Class C. Remote charges are figured on film studio rates.

* * *

CLOSE to the black-ink column, WBKB still has to make up a backlog of staggering expenses be-

(Continued on Telecasting 6)

* * *

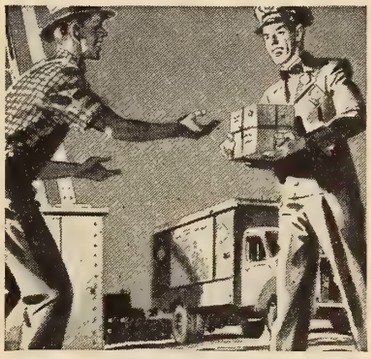


PUPPET show created by Burr Tillstrom—*Kukla, Fran and Ollie*—originated at WBKB in October, 1947, as a portion of *Junior Jamboree*, and was sponsored for 40 weeks by RCA Victor. Last fall it was separated from the show, starting under its current name with (l to r) Kukla, Fran Allison, Mr. Tillstrom and Ollie. It moved to NBC-TV in June.

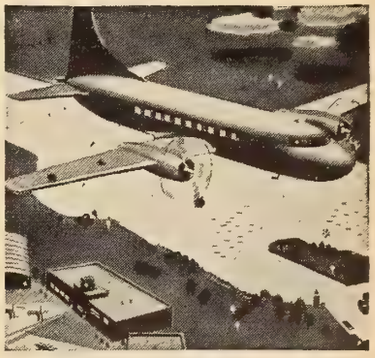
$3.19 Air Express cost helped this wildcatter strike it rich!



When a pump valve goes while drilling for oil, it's costly. Idle men and equipment make profits evaporate. It happened to a wildcatter at 4 P.M. Phoned 800 miles away for parts—delivered 11 P.M. that night by Air Express. 12 lbs. cost only $3.19. (*Regular* use of Air Express keeps *any* business moving at a profitable clip.)



$3.19 was *complete* cost. Air Express charges include speedy pick-up and delivery service. Receipt for shipment, too. Makes the *world's fastest* shipping service exceptionally convenient.



Air Express goes on all Scheduled Airline flights. Frequent schedules —coast-to-coast overnight deliveries. Direct by air to 1300 cities, fastest air-rail to 22,000 off-airline offices. Use it regularly!

Facts on low Air Express rates

Special dies (28 lbs.) go 500 miles for $4.30.
6-lb. carton of vacuum tubes goes 900 miles for $2.10.
(*Same day* delivery if you ship early.)

Only Air Express gives you all these advantages: Special pick-up and delivery at no extra cost. You get a receipt for every shipment and delivery is proved by signature of consignee. One-carrier responsibility. Assured protection, too—valuation coverage up to $50 without extra charge. Practically no limitation on size or weight. For fast shipping action, phone Air Express Division, Railway Express Agency. And specify "Air Express delivery" on orders.

SPECIFY AIR EXPRESS
GETS THERE FIRST



Rates include pick-up and delivery door to door in all principal towns and cities

AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND THE
SCHEDULED AIRLINES OF THE U. S.

Telefile

(Continued from Telecasting 5)

fore it shows an overall profit. Included in the $4 million estimated investment is some $406,000 spent so far this year. This was spent thusly: $56,000, video transcription unit; $50,000, remodeling on offices and dressing rooms; $250,000, new transmitter, and $50,000, master control unit.

Personnel costs have been trimmed by elimination of overtime. With local live shows scheduled only Tuesday and Thursday evenings, technicians are not needed for more than 40 hours weekly. Rehearsal time also has been shortened or eliminated. Distribution of the 94 employes shows: 17 in administration; 5, sales; 22, production; 2, publicity; 10, studio crew; 34, engineering and technical, and 5, camera crew.

Investment in equipment is expected to remain at the present level. The new RCA transmitter went into operation June 16 atop the American National Bank Bldg., 700 feet above the city's loop. It includes a 68-foot, five-section antenna with a five-bay super turnstile mounted on a Blaw-Knox tower. With a power of 11 kw, the transmitter gets a 65-mile coverage radius. This area comprises 3,300 square miles and a population of about four and one-half million. WBKB has applied to the FCC for full power of 25.2 kw.

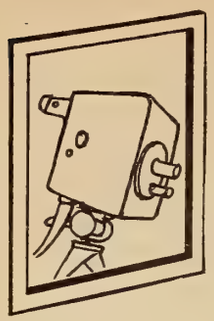
Other facilities include 6 RCA field cameras, 4 studio cameras, 2 DuMont field cameras and 2 film cameras, totalling 14; RCA remote equipment, RCA 35 and 16 mm. film projectors, Altec audio equipment and amplifiers, Western Electric and Raytheon audio consoles, Presto turntables and disc recorders, Magnecord tape recorders and Western Electric microphones and record pickup heads. Station also has a custom-built mobile unit.

* * *

ALL WBKB offices and studios are located on the 12th floor of the 190 N. State Bldg. Unique among Chicago TV stations is its public viewing room, which seats 40 persons, open both day and evening. Station has two studios, one 50-by-35-feet and the other much smaller. Both have overhead incandescent lights, with 12 bulbs ranged in each of several banks.

The recent appointment of Weed & Co. as national representative is expected to hypo WBKB sales even more. However, station expects only "to hold the line" for the next three years, Mr. Mitchell said. In that time—"the industry's incubator stage"—technical standards, including color and VHF problems, will be set. The general pattern of television will be determined, with construction underway in hundreds of cities, coast-to-coast networking via cable, and distribution reaching "undreamed of heights," Mr. Mitchell believes.

"Competing media will know where TV fits into the picture, and their fears will be allayed." When the smoke clears, however, he sees a good future. WBKB's revenue during those three years will be "pleasing, but not sensational until standards are set."



Reel Takes

JACK CHERTOK

THE way he got on the stage was to apply for an audition and be hired. The way he got into the motion picture industry was similar. And when television loomed, he applied for a cooperation license and entered the TV film business.

That's a terse outline of the career of Jack Chertok, head of Apex Films, Hollywood producer of the *Lone Ranger* series, currently sponsored by General Mills over ABC TV stations in the north and by American Bakeries in the south.



Mr. CHERTOK

In addition Jack has made a number of commercials for American Bakeries, Kleenex, Gillette and General Mills. This is in addition to industrial films for such clients as duPont, Union Oil, National Assn. of Manufacturers, Carnation Co., Toni and the Protestant Film Commission.

A native of Atlanta where he was born July 13, 1906, Jack saw quite a bit of the country, while keeping up with his father who was active in the import-export field. At eight he came west with his family, dividing two years between San Francisco, Los Angeles and San Diego. Next they returned to Atlanta for two more years before turning north to New York where young Jack graduated from Rhodes Preparatory School at 16.

Intent upon trying the stage, he sought an audition with Max Reinhardt, who was then readying "The Miracle." Gaining a role in the extravaganza, Jack was thus busied for the next two years.

Thankful for his experience on the stage, he next turned to the movies and went to Los Angeles at 18.

He applied for a job at MGM and was hired as a laboratory technician, developing film. He soon progressed to become, successively, assistant camera man, script clerk, assistant director, unit manager. In 1930 he was named head of the music department after having handled musicals as a unit manager.

After five years in the music department he attained the status of producer when named to head the short subject department in 1935. As such, he won nine Academy Awards for his short subjects in addition to producing such feature pictures as "Joe Smith, American"; "Eyes In the Night."

With 17 diversified years of picture-making behind him at MGM, Jack turned to Warners in 1942 where he served as a feature picture producer on "Northern Pursuit," "The Corn Is Green" and "Conspirators." After two years with Warner he became an independent producer, turning out "The Strange Woman" and "Dishonored Lady."

Realizing that TV would shortly offer a film field of its own, he formed his company in 1945 concentrating on industrial films but ready and willing for television films. At that time, MGM was breaking up its short subject department so he hired the nucleus of the talents he was already familiar with and was ready to roll.

In 1933 he married Florence Murray and today the five Chertoks—Vivian, 13, William, 12, Barbara, 11—live in suburban Westwood.

Jack has little time for hobbies other than his family because he takes his business too seriously. When not concerned with a problem of his own, he's busy studying the work of others.

* * *

BOOTH TV BUDGET

Set at $535,000

THE Booth stations in Michigan have drawn up a half-million-dollar budget for TV spending, according to John L. Booth, president of Booth Radio & TV Stations Inc.

Following a meeting of the board of directors early this month, Mr. Booth announced that a budget of $535,000 to be spent for TV at the company's three stations — WJLB Detroit, WBBC Flint and WSGW Saginaw—during the next three year period, has been set.

PETRILLO OFFERS

Industry Group Studies Plan

FIRST meeting of the nine-man Industry Committee set up to consider the Petrillo proposals covering services of musicians for television was held Wednesday in New York.

So exploratory was the initial session, a spokesman said, that committee members never even took the Petrillo proposals from their brief cases. Instead, they discussed the economic position of television as an industry and explored the interrelationship of stations, networks, film producers and show packagers, all of whom are represented on the committee.

The meeting, it was said, laid the ground work for consideration of the proposals put forth by the American Federation of Musicians through its president, James C. Petrillo [BROADCASTING, Oct. 31]. At second meeting, scheduled for tomorrow, it is expected the meat of the AFM proposals will be dissected.

Payments Under Proposal

The proposals call for payments of $27 per musician for each 15 minutes or less of TV film program, the rehearsal, recording or photographing of which does not exceed one hour. That and other clauses have been labeled restrictive by several industry spokesmen.

All the committee members were present. They are: Hal Roach Jr., of Hal Roach studios and president, Television Film Producers Assn.; Melvin L. Gold, president of the National Television Film Council; John B. Wheeler, representing Eastern Film Producers; Ralph M. Cohn, Columbia Pictures; A. Walter Socolow, representing Ziv; Ernest De La Ossa, NBC; Howard L. Hausman, CBS; Joseph A. McDonald, ABC, and Arthur R. Connell, WOR New York.

TV WRITERS

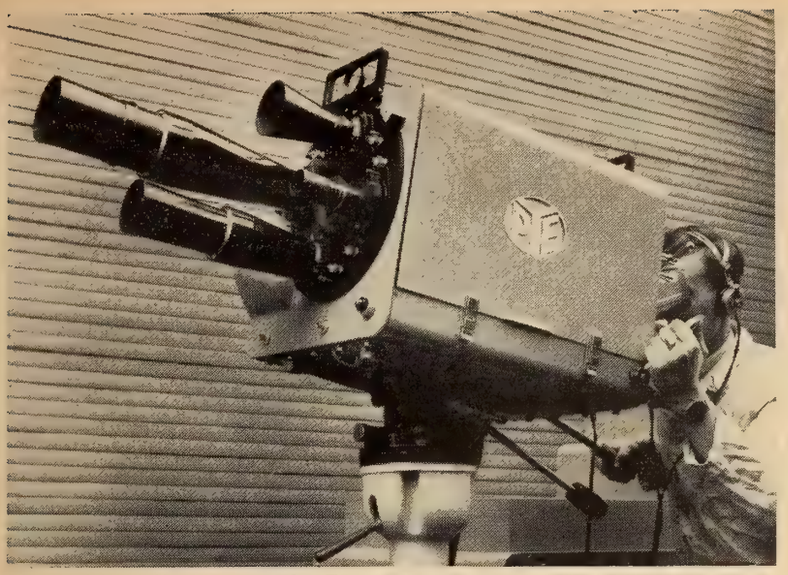
To Discuss Work Terms

EASTERN HALF of the National Television Committee of the Authors League will meet Wednesday in New York to discuss for the first time proposals to be included in negotiations for television writers.

Fees, rights and working conditions for both staff and free lance scripters are expected to be considered at the initial meeting.

When the West Coast branch of the committee has conducted similar meetings, it is expected that the two branches, each numbering 13 members, will coordinate their efforts and then approach the industry for negotiating meetings.

Eastern half of the committee is made up of four members of the Dramatists Guild, four from Radio Writers Guild, two from Authors Guild and three from Television Writers Guild.



The Photicon camera.

* * *

TV EQUIPMENT

England's Pye Ltd. Enters Market

PYE Ltd., of Cambridge, England, which claims to have made one-third of all English television receivers in 1948, is entering the American TV transmitter market, it was announced last week.

An advance guard of four of the company's top representatives, headed by B. J. Edwards, technical director, arrived in this country by plane Monday. Four other company representatives were scheduled to arrive on the liner *America* last Saturday, with equipment for demonstrations.

First demonstration will be held in Washington, D. C., Nov. 21 to 26 at the Hotel Carlyle. There, equipment to outfit a small video studio will be installed. Included in the gear will be the firm's Photicon camera and film projection equipment.

Other demonstrations are to be held in Chicago on Nov. 29 and in New York on Dec. 6 at the Park Sheraton Hotel.

At the demonstrations, orders will be taken, with three months delivery on most equipment possible, Mr. Edwards said. Primarily, however, the company is shooting for business which will be available when the FCC channel freeze thaws. Eventually, the firm hopes to do $5 million annual business in this country.

Prices of Pye equipment range from $50,000 for a small station to $600,000 for large ones, according to Mr. Edwards. Those prices, he said, are from 10 to 15% below comparable American equipment. He said devaluation of the pound and lower labor costs permitted his firm to undersell American manufactures.

Built in America

He emphasized that all the firm's equipment is built to American standards and uses standard American type tubes. He claimed, however, better gradation of tones and superior picture quality for his firm's cameras.

Depending on the character of the response at the demonstrations, Mr. Edwards said, the company expects to set up offices in New York, Chicago and Los Angeles. It intends to appoint American distributors and use American firms to do installation work.

Supplementing the manufacturing facilities of five Pye plants in Cambridge, the company expects soon to have another in operation near Toronto. The Toronto plant, in addition to manufacturing station equipment, also will make receivers for the Canadian and South American markets, Mr. Edwards said.

Pye Ltd. in existence for more than 50 years as a scientific instrument making firm, has 14 plants throughout the world, according to Mr. Edwards. The firm has had numerous "firsts" to its credit, he said, including the first color TV demonstration in Britain last year, at which time it offered its color equipment for sale as a package to hospitals and stores.

Accompanying Mr. Edwards were: John E. Lakin, demonstration manager; Quentin Lawrence, studio manager, and Donald Jackson, chief mechanical engineer. Scheduled to arrive last Saturday were William Jones, engineer in charge of the demonstration, and the following engineers: Donald Fisher, Cyrus Babbs and John Hurst.

'ACES' TO TV

DuMont Signs Phillips

PHILLIPS PACKING Co., Cambridge, Md., on behalf of its soups, will sponsor the Ziv Television Productions Inc. package, *Easy Aces*, on 15 DuMont TV Network stations.

Program will be telecast Wednesday, 7:45-8 p.m., starting Dec. 14 and was signed through the Aitkin-Kynett Co., Philadelphia.

BBC COLOR PLANS

Britain Tests Along CBS Lines—Goldmark

BBC PLANS immediate experimentation in color television, with equipment built by the English firm of Pye Ltd., based on the CBS system, according to an announcement Thursday by Dr. Peter C. Goldmark, CBS director of engineering research and development.

Dr. Goldmark, recently returned from London, also disclosed that CBS research labs have begun work on designs for what it claims will be the first universal pickup equipment for use in commercial color television.

The CBS engineer said he was advised that BBC's color plans include building of a complete studio as well as receiving equipment, all based on the CBS system. H. L. Kirke, chief of BBC's research department (technical division), will head BBC color television activities, under general supervision of Sir Noel Ashbridge, director of technical services.

Dr. Goldmark said the British engineers have built color equipment in England in only four months, with no CBS experts on hand during construction. The equipment worked "right off the bat," he said.

Pye Board Chairman C. O. Stanley and its technical director, B. J. Edwards, decided to base their equipment on the CBS equipment after seeing it in action at demonstrations last June at the American Medical Assn. convention in Atlantic City, Dr. Goldmark said.

The new universal pickup equipment CBS is designing, he explained, would be able to pick up entertainment programs, medical subjects and industrial subjects, each of which now require different types of equipment. It will be all-purpose, be simpler to build and operate and be very compact, he said.

THEATRE VIDEO

Football Casts in Boston

BOSTON's Pilgrim Theatre patrons may see DuMont TV telecasts of the last three games of the Notre Dame football schedule, the network announced last week. Arrangements for the showings were completed last week by Nathan L. Halperin, television consultant for the Fabian Theatres, acting for Sam Pimanski, Pilgrim's owner, and Les Arries, DuMont's sports director.

Remote crews from WABD (TV) New York, picked up the Notre Dame-North Carolina game in New York's Yankee Stadium last Saturday, while crews from WBKB (TV) and WGN-TV Chicago will cover the games with Iowa and Southern California at South Bend on Nov. 19 and 26, respectively.

WOC

FIRST IN THE QUAD Cities

DAVENPORT, ROCK ISLAND, MOLINE, EAST MOLINE

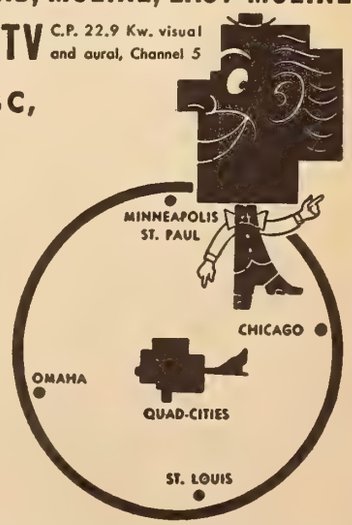
AM 5,000 W 1420 Kc. FM 47 Kw. 103.7 Mc. TV C.P. 22.9 Kw. visual and aural, Channel 5

Basic Affiliate of NBC, the No. 1 Network

Monday through Sunday . . . morning, afternoon, evening . . . WOC Hooper Ratings average as much as 5.9 points higher than the national averages for the same programs. That's the story told by the last Fall-Winter Quad-City and Comprehensive Hooper Reports. Thus WOC gives NBC Network and spot advertisers bonus audiences in this wealthy industrial area . . . proof of the listener-loyalty that makes WOC the Quad-Cities' FIRST station.

Col. B. J. Palmer, President
Ernest Sanders, Manager

DAVENPORT, IOWA



FREE & PETERS, INC., National Representatives

Advertisers Increase 23% In October

TOTAL number of advertisers using television in October was 1,891, according to the *Rorabaugh Report on Television Advertising*. Figure represents an increase of 23% over the September total of 1,537 video clients and a gain of 282% above the 405 TV advertisers in October 1948.

The Rorabaugh Report shows the following comparison:

Advertisers	Oct. '48	Sept. '49	Oct. '49	Oct. '49 vs. Oct. '48 Gain	Oct. '49 vs. Sept. '49 Gain
Network	33	59	76	130%	28%
National Regional Spot	181	337	399	120%	18%
Local Retail	281	1,141	1,416	404%	24%
Total Advertisers	495	1,537	1,891	282%	23%

* * *

Drama Gaining In Viewers' Preference

TELEVISION drama is coming into its own, with approximately three-fourths of set owners preferring the TV plays to movies, a survey conducted by Advertest Research Inc. has revealed.

Picture of the drama in current television programming — its percentage of viewers, their likes and dislikes, and how it stacks up against radio, theatre and movie fare—is documented in detail by Advertest as part of its monthly study of "The Television Audience of Today."

Compared with similar fare in other media, television drama was favored by 76% of the set owners as against 18.5% for movies; 92.5% compared to 4.5% for radio. Theatre drama surpassed it, however, with 54.5% preferring the latter to TV drama.

The report is based on 534 interviews completed between Oct. 5 and Oct. 15. Respondents were asked to name their favorite dramatic show; total hours spent viewing television as compared to total hours spent viewing drama; preference of drama compared to other type TV programs; TV drama as compared to that of other media; opinions on use of film in TV dramas.

Advertest took the 22 top dramatic programs and ascertained percentages on how many televiewers viewed a particular program regularly, and on factors involved in their percent of likes and dislikes. Factors were: camera work, performers, story, time presented, length of program, scenery, advertising.

The Goldbergs, viewed regularly by 57.3% of 534 people, topped the list, chiefly on the strength of a 96.1% like for its performers. On the other side of the ledger, however, dislike percentages were 23.2% for the advertising, 15.4% for length of show, and 12.7% for camera work.

Next nine shows in the top 22: *Suspense* (53.2%); *Kraft Theatre* (44.6%); *Black Robe* (37.8%); *Philco Playhouse* (36.1%); *Studio One* (32.8%); *The Clock* (28.8%); *Colgate Theatre* (27.2%); *Lights Out* (26.8%); *Fireside Theatre* (21.3%).

Another category was set aside for favorite dramatic shows liked best by each of the 534 set owners contacted. *The Goldbergs* also topped that list, with a 23.1%. The report gives 10 programs with percentages and comments of televiewers.

Advertest found that the average time period for comfortable televiewing was 3.4 hours per night, and for drama 1.6 hours, or 47.1%.

It also tabulated 34.4% for sports as the No. 1 favorite as rated by TV set owners, with variety second at 30.7% and drama third at 19.9%.

With respect to use of film in TV dramas, televiewers felt that a program completely filmed "takes away" from the effectiveness—41.6% against, 25.1% for. Partially-filmed programs, however, found most set-owners favoring film.

Study, conducted in the New York and New Jersey areas, also included statistics on length of time of ownership, economic groups, type of TV models, as well as manufacturer brand preferences.

* * *

Weekly Television Summary

Markets, Stations and Sets Per Market

Based on Nov. 14, 1949, BROADCASTING Survey

City	Outlets On Air	Number Sets	Source of Estimate
Albuquerque	KOB-TV	700	Station
Atlanta	WAGA-TV, WSB-TV	17,000	Station
Baltimore	WAAM, WBAL-TV, WMAR-TV	87,676	TV Circ. Comm.
Binghamton	.....	400	Wholesalers
Birmingham	WAFM-TV, WBRC-TV	5,100	Dealers
Boston	WBZ-TV, WNAC-TV	146,392	TV Comm.
Buffalo	WBEN-TV	35,942	Buff. Elec. Co.
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	223,610	Elec. Assn.
Charlotte	WBTV	7,800	Distributors
Cincinnati	WCPO-TV, WKRC-TV, WLWT	36,000	Distributors
Cleveland	WEWS, WNBK	101,358	West. Res. U.
Columbus	WBNS-TV, WLWC, WTVN	14,000	Distributors
Dallas, Ft. Worth	See Ft. Worth-Dallas listing.		
Davenport* Quad Cities	WOC-TV	1,750	Distributors
Dayton	WHIO-TV, WLWD	18,000	Distributors
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	128,522	Distributors
Erie	WICU	14,700	Station
Ft. Worth-Dallas	WBAP-TV, KBTV	17,500	Dist. & Deal.
Grand Rapids	WLAV-TV	6,200	Distributors
Greensboro	WFMY-TV	6,531	Distributors
Houston	KLEE-TV	8,500	Distributors
Huntington	.....	1,000	Distributors
Indianapolis	WFBM-TV	9,200	Dealers
Jacksonville	WMBR-TV	1,500	Wholesalers
Johnstown	WJAC-TV	5,000	Distributors
Kansas City	WDAF-TV	15,755	Station
Lancaster	WGAL-TV	15,974	Dealers
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV KTTV, KECA-TV	213,273	Rad. & Appl. Assn.
Louisville	WAVE-TV	10,557	Accountants
Memphis	WMCT	9,910	Station
Miami	WTVJ	9,700	Station
Milwaukee	WTMJ-TV	50,115	Distributors
Minn.-St. Paul	KSTP-TV, WTCN-TV	35,200	Stations
New Haven	WNHC-TV	44,100	Station
New Orleans	WDSU-TV	7,500	N. O. Pub. Serv.
New York	WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX	835,000	Stations
Newark	WATV	Incl. in N. Y. estimate	
Oklahoma City	WKY-TV	9,694	Distributors
Omaha	WOW-TV, KMTV	8,139	Distributors
Phoenix	.....	1,044	Distributors
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	227,500	Elec. Assn.
Pittsburgh	WDTV	35,000	Dist. & Deal.
Portland	.....	606	Eng. Est.
Providence	WJAR-TV	16,392	TV Comm.
Richmond	WTVR	16,845	Distributors
Rochester	WHAM-TV	11,287	Distributors
San Diego	KFMB-TV	11,600	Dealers
San Francisco	KGO-TV, KPIX, KRON-TV	15,000	N. Cal. Elec. Assn.
Schenectady	WRGB	38,000	Distributors
St. Louis	KSD-TV	57,600	Union Elec. Co.
Salt Lake City	KDYL-TV, KSL-TV	6,000	Station
Seattle	KING-TV	10,100	Distributors
Syracuse**	WHEN	15,104	Distributors
Toledo	WSPD-TV	22,000	Distrib. Assn.
Tulsa	KOTV	1,000	Station
Utica-Rome	.....	2,250	Dealers
Washington	WMAL-TV, WNBW, WOIC, WTTG	69,550	TV Circ. Comm.
Wilmington	WDEL-TV	19,305	Dealers

Total Markets on Air 52; Stations on Air 90; Sets in Use 2,734,481

* Quad Cities include Davenport, Moline, Rock Island, East Moline.

** Also claims coverage in Utica-Rome area.

Editor's Note: Sources of set estimates are listed for each city as available and since most are compiled monthly some may remain unchanged in successive summaries. Total sets in all cities surveyed is necessarily approximate since two areas may overlap. To offset this there are many scattered sets in areas not included in the survey.

WABD, WNBT Lead in Spots In N. Y. for Sept.-Oct.

IMPACT of spot commercials on television stations in the New York metropolitan area was greatest on WABD (TV) in September and on WNBT (TV) in October, according to a survey by Advertest Research.

Analysis was based on a comparison of data drawn from the September and October issues of the *Advertest TV Spot Report*. Computed was the number of respondents who could identify stations on which they viewed recalled spots.

Behind WABD (TV) in September were the following stations in order of rank: WATV (TV), WCBS-TV, WNBT (TV), WPIX (TV) and WJZ-TV. In October, WCBS-TV jumped from third in the Advertest analysis to first while WABD (TV) dropped to second place. The other stations lined up after WABD (TV) in this manner: WATV (TV), WPIX (TV), WJZ-TV and WOR-TV.

Further breakdown shows daily ranking for each month. In September—WCBS-TV led Monday; WNBT (TV) on Tuesday; WABD (TV) on Wednesday; WATV (TV) on Thursday; WABD (TV) on Friday; WABD (TV) and WATV (TV) tied on Saturday; WNBT (TV) on Sunday. In October—WCBS-TV repeated as Monday leader and also led on Saturday while WNBT (TV) took top honors on the other five days. Total number of respondents interviewed daily is 200.

* * *

Football Tops Local Choices In Miami Poll

FOOTBALL is the top local drawing card on Miami television with network programs topped by *We, the People* (NBC), according to a video program popularity poll by the U. of Miami's radio department. Questionnaires were mailed to 3,000 WTVJ (Miami's only TV station) viewers and the report based on a 30% return.

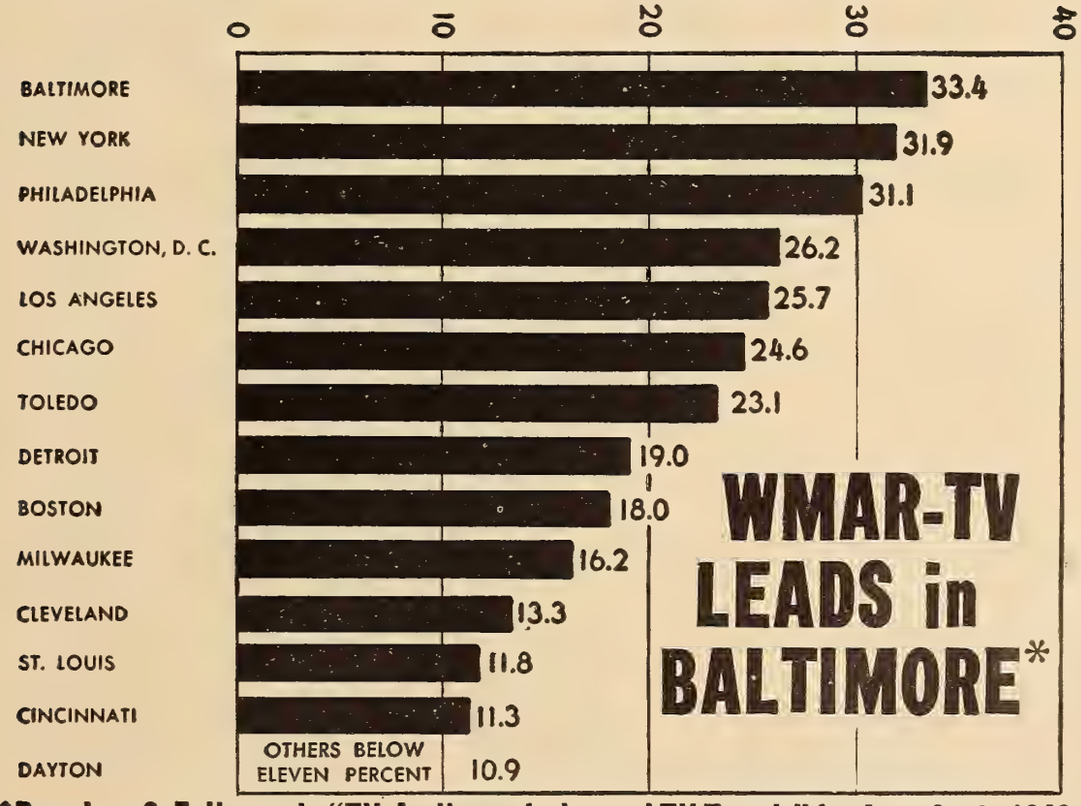
WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

BALTIMORE Leads the Nation*

TV SHARE OF TOTAL BROADCAST AUDIENCE
AUGUST - SEPTEMBER, 1949
SUN. THRU SAT. EVE • 6:00 - 10:00 P.M. LOCAL TIME



*Based on C. E. Hooper's "TV Audience Index and TV Trends" for Aug.-Sept., 1949

IN MARYLAND MOST PEOPLE WATCH

CHANNEL-2 WMAR-TV BALTIMORE



Represented by

THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

WFIL-TV RATES

Increase Slated Nov. 15

REVISED rate schedule announced by WFIL-TV Philadelphia, effective Nov. 15, reflects the growth of TV as an advertising medium. Station's evening hour rate will be raised from $550 to $700 and the cost of a spot announcement increased from $70 to $100. Boost in the hourly rate shows an increase of nearly 200% over the initial rate of $250 set Sept. 13, 1947, when WFIL-TV put its first program on the air.

The forthcoming ABC network rate for an evening hour on the station, effective Dec. 1, will be $1,000, or twice the present radio rate of $500. When WFIL-TV joined the network two years ago, the established rate was $300 for an evening hour program. Roger W. Clipp, general manager of *The Philadelphia Inquirer* stations, noting the change in rates, predicts that in two or three years, the basic hour rate on WFIL-TV will reach $2,000. He looks to national advertisers, with their larger budgets, to provide most of the TV advertising revenue and local sponsors to spend more on radio advertising.

RCA Cuts 'KF&O'

RCA VICTOR, New York, which underwrites *Kukla, Fran & Ollie* three times weekly on NBC-TV, will reduce its sponsorship to twice weekly, making available Wednesday show [BROADCASTING, Nov. 7]. Other two nights (Tues. and Thurs.) are sponsored by Sealtest (ice cream). The latter advertiser may pick up the available night after the winter hiatus that the show will take during January to March. RCA Victor is handled by J. Walter Thompson Co., New York; Sealtest is serviced by N. W. Ayer & Son, New York.



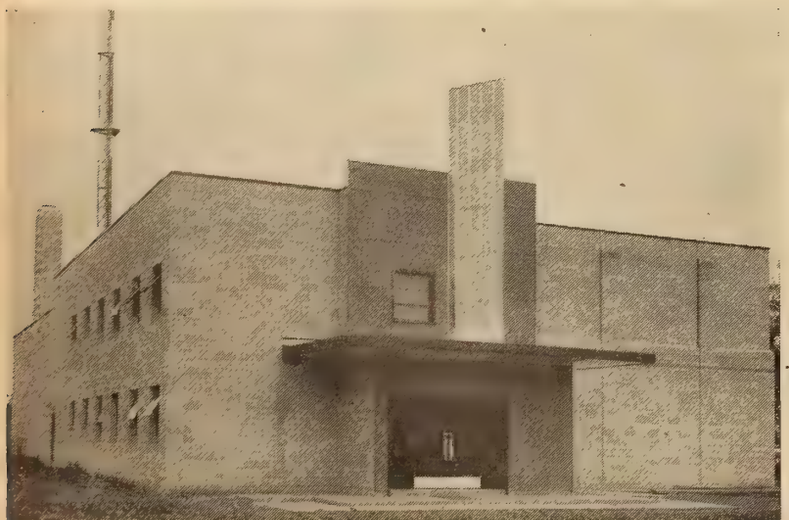
ONSTAGE personnel and unseen associates—with the latter outnumbering the cast three-to-one — all take a hand in telecast of *Midwestern Hayride*, aired each Saturday, 7:30-8:30 p.m., on a Crosley three-station Ohio TV network. Shown in studios of WLWT (TV) Cincinnati, originating outlet, are the m.c. and the 10 members of the cast (center and right foreground) and 32 others who perform tasks on behalf of the show. Program also is heard on WLWD (TV) Dayton and WLWC (TV) Columbus under sponsorship of Bavarian Brewing Co., through Ralph H. Jones Co., Cincinnati agency.

NBC-TV RATES

Card 2 Covers 49 Outlets

NBC's Television Network now includes 49 video outlets, with a combined network base rate of $17,425 an evening hour, according to the network's rate card No. 2, effective Nov. 1.

This represents an increase of 15 stations since the network's first rate card, dated June 1, when NBC had 34 TV affiliates, with a total base evening hour rate of $10,900. Of those 34 stations, 26 have increased rates since that date. New card shows 16 interconnected stations, 22 available on NBC only as a group and four which can be added individually, and 23 stations served by film or kinescopic recording.



NEWLY completed studio building from which WLWC (TV) Columbus operates, houses administrative offices and three studios. Largest studio is 40 x 60 ft., others 33 x 24 ft. and 29 x 18 ft. Central control room, glassed in on three sides, overlooks all studios. Producers are stationed on a raised platform in the center of the control room from which all three studios, as well as control equipment and panels are visible. Building is at transmitter site, 3165 Olentangy River Rd.

KRON-TV OPENS

Third S. F. TV Outlet Starts Tomorrow

THIRD television station for the San Francisco Bay Area, KRON-TV, will begin operations tomorrow (Nov. 15).

Station will debut at 7 p.m. with an hour-long talent show telling through action and music the story of San Francisco. First regular program will follow at 8 p.m.—★—*Texaco Star Theatre*, on which Milton Berle will feature a special salute to KRON-TV.

Owned by the *San Francisco Chronicle* and affiliated with NBC-TV, the station will telecast on an initial schedule of six days a week, Sunday through Friday, 7 to 10 p.m., on Channel 4.

Main studios are located on the ground floor of the Chronicle Bldg. Permanent and movable sets for local production have been built around the walls of the studio with section for studio audience at one end. Cameras will be operated from the center of the studio where they can swing from set to set.

Auxiliary studios, rehearsal studios and executive offices are located on the second floor of the building.

Transmission facilities are located on the highest point in the San Bruno Mountains, along the southern boundary of San Francisco. The area has been designated Television Peak and is the highest point in the hilly San Francisco district.

Transmitter Height

Transmitter rises 1,480 feet above sea level. The station will operate with a directional type antenna, latest RCA model especially constructed for KRON. Equipped with 12 radiating units assembled equally around the transmitter tower, the antenna will have an effective video radiating power of 15 kw, audio power of 7700 w. Studio productions will be carried to the transmitter site by microwave.

News room facilities, living quarters for a 24-hour a day staff, film and slide projection equipment room, film cutting room and transmission equipment are housed in a modern ranch style building constructed atop Television Peak in cooperation with KNBC-FM, which will maintain FM transmitter and facilities on the mountain top.

KRON's FM transmitter, now located on the Chronicle Bldg., also will be moved to Television Peak in the near future.

Heading the new television operation is Charles Thieriot, general manager of all *Chronicle* radio and television operations and assistant business manager of the newspaper.

Director of television for the station and in immediate charge of station operation is Harold See, former director of WBAL Baltimore.

Others on the staff include Patrick Crafton, program director, formerly with WEWS (TV) Cleveland in the same capacity; Norman Louvau, commercial representative, who held the same position with KRON-FM and formerly operated independent advertising agency, and Al Isberg, chief engineer.

VIEWFINDER

GE Has Electronic Unit

GENERAL ELECTRIC Co. has announced a new electronic viewfinder for the firm's television studio cameras. Paul L. Chamberlain, GE transmitter sales division manager in Syracuse, said the viewfinder gives the operator a brighter image, an exact reproduction of the scene being telecast, and improved performance in eliminating distortion.

Mr. Chamberlain also pointed out that the new viewfinder is capable of giving 500 lines definition, video response is uniform to 7.0 mc within ± 0.5db and, as normally used with mixed blanking, there is no observable tilt in a 60 cycle square wave.

Telenews Adds Four

TELENEWS-INS newsreel service has added four new TV markets to its roster, International News Service has announced. Starting this month are WSAZ-TV Huntington, W. Va., with the daily reel, and KOTV (TV) Tulsa, with the daily and weekly service. WKTV (TV) Utica, N. Y., with the daily reel, and WOAI-TV San Antonio, with daily and weekly service, will start in December.

Film Report

WARREN PRODUCTIONS, Albany, N. Y., new video film firm, has hit upon an idea to reduce production costs of animated films and thus make television advertising practical for smaller advertisers. Company is offering package service to networks and to local stations throughout the country. In package deal station can buy full twenty-second or one-minute animated ready-to-shoot commercial for $25 and there is no time limit on frequency of use. Packages are made of six timely units each. WP plans to handle special jobs for larger advertiser. In most cases price will be well below that for present animation processes, company claims. A. Vincent Warren, in advertising for nearly 40 years, developed new animation technique.

Jerry Fairbanks Productions, Hollywood, producing series of one-minute TV commercials for **Helene of Hollywood** (manufacturer of bras). Agency: **John Freiburg.** . . . **American Releasing Corp.,** Hollywood, appointed distributor by **Five Star Productions,** same city, for its TV film, *Artists in Crime,* 13 quarter-hour series. . . . **Jeanne Gray,** KMPC Hollywood commentator, has opened television film production offices at 2203 N. Highland Ave., Hollywood, telephone Granite 2764. Miss Gray is currently doing series of half-hour films in color of interesting Southern California scenes.

* * *

Irving Mack, president of **Filmack Trailer Corp.,** Chicago, producer of television films, has purchased building which houses its production offices and plans extensive remodelling. . . . Brian Donlevy and Victor McLaglen, motion picture stars, are featured in series of eight 20-second and one-minute spots just released by **Sarra Inc.,** Hollywood, for **Blatz Brewing Co.,** Milwaukee. Commercials used as station breaks show stars giving testimonials. Agency: **Kastor, Farrell, Chesley & Clifford,** Chicago.

Howard Radio and Television Productions, Chicago, has completed series of one-minute spots for **Community Motors,** Pontiac dealers, same city. Spots will be telecast on WENR-TV Chicago for 13 weeks. **Leo P. Bott** agency. . . . **World Artists Inc.,** Hollywood, planning production of two 25-minute films for its World Artists Television Films series. New films will feature Jascha Heifitz. Recently completed films featured Artur Rubenstein.

Sixteen Screen Service, Los Angeles, has completed four live action films for **Adolph's Food Products** (seasoned meat tenderizer). Agency: **Mayers Co.,** Los Angeles, . . . **John Sutherland Productions,** Los Angeles, doing 13 one-minute combination live-action-animated films for **Crosley Division of Avco Corp.,** Cincinnati. Placed direct. Firm recently finished series of ten one-minute spots for **Ronson Art Metal Works Inc.,** Newark, through **Grey Adv.,** New York. Through **Foote, Cone & Belding,** same firm did three filmed commercials for **Pepsodent.** . . . Aimed at teen-age audience **Gillis-Edwards Productions,** Hollywood, to do series of 13 quarter-hour films featuring actor Ronnie Gans.

Telefilm Inc., Hollywood, has invited representatives of 97 agencies in San Francisco area to one-day "TV Spot Commercial Clinic," Nov. 17, to be held at Sir Francis Drake Hotel. Representing company will be **Don McNamara,** television director, and **Jim Pinkham,** public relations director. . . . **Telamir Productions Inc.,** 468 Calle Principal, Monterey, Calif., has taken over former KDON Monterey offices and studios in KDON building for production of television films. Firm plans to produce musical comedy, dramatic and documentary films in color, for national distribution. Principals in new firm are **Larry Moore,** president; **Bert F. Randolph,** vice president-treasurer. Firm plans remodelling of offices to make "modern television center."

MOTOROLA Inc., Chicago, has introduced TV console and AM-TV-phonograph combination with "simplified TV tuning, requiring two controls, and built in antennas." Models have 16 and 12½-inch tube, respectively.

WOR-TV CEREMONY

Dedicate New Facilities

FORMAL dedication ceremonies for the WOR-TV New York transmitter tower and building in North Bergen, N. J., were scheduled for yesterday (Sunday) at 1 p.m.

Officials of WOR-AM-TV and of the Lehigh Structural Steel Co., gathered for ceremonies with representatives of the clergy, North Bergen civic leaders and residents. Guests were taken on a tour of the installation.

A bronze plaque, presented by Lehigh Steel, was unveiled and presented to J. R. Poppele, WOR-AM-TV vice president in charge of engineering, by T. R. Mullen, Lehigh president. The plaque is inscribed:

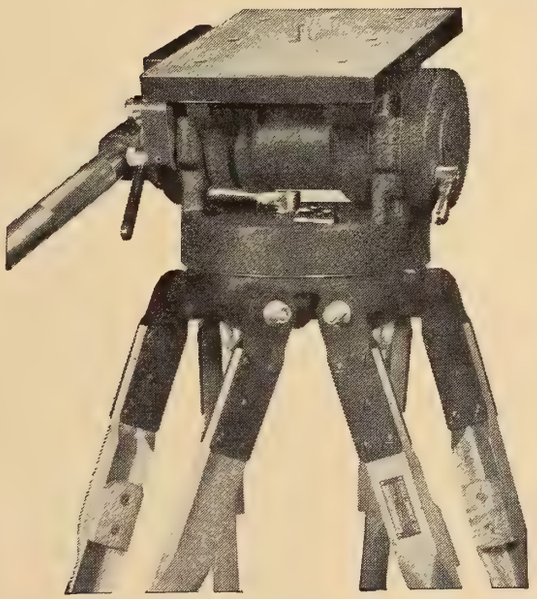
WOR-TV
THEODORE C. STREIBERT
president
J. R. POPPELE
chief engineer

tower designed and fabricated by
LEHIGH STRUCTURAL STEEL CO.
Allentown, Pa.
T. R. MULLEN
president
Oct. 11, 1949

Floating Action! **for all TV Cameras**

"BALANCED" TV TRIPOD

(Pat. Pending)

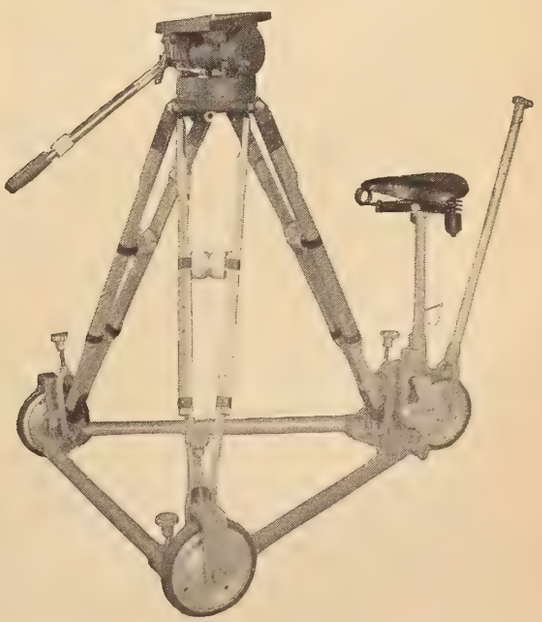


This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.



Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rustproof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

THEATRE GROUP

Asks Channel Allocation

FORMAL PROCEEDINGS looking toward the allocation of frequencies for theatre television were requested last week in a petition filed with FCC by the Motion Picture Theatre Owners of West Virginia.

The petition was in support of a similar request filed last summer by the Theatre Owners of America, of which the West Virginia group, representing 17 independent theatres, is a member [BROADCASTING, Sept. 5].

The West Virgina organization told FCC that most of the communities represented by its membership "will not receive a local or even a regional television broadcast service in the foreseeable future" and that theatre TV therefore may be the "only satisfactory" video service they have.

Further, the petition noted, many types of programming—concerts, for example, or a repertory theatre—may be too costly for television broadcast stations but "particularly adaptable" for theatre television.

"Theatre television," the petition also asserted, "offers a unique and unparalleled opportunity for local community service"—for child and adult education, in particular, and for other community purposes.

The petition was filed by the Washington law firm of Cohn & Marks. Theatres represented in the West Virginia group are located at Huntington, Charleston, Ronceverte, Clendennin, Summersville, Parkersburg, and Union.

On another front, meanwhile, theatre TV was hailed as "a shot-in-the-arm for the motion picture industry" by Nathan L. Halpern, television consultant to the Theatre Owners of America and the Fabian Theatres.

Addressing a St. Louis meeting of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois on Wednesday, Mr. Halpern asserted: "To the motion picture producers and distributors, theatre television represents an added attraction which may prove a life-saver in stimulating larger audiences to come to the theatres where their pictures are played."

Mr. Halpern noted that a theatre can install TV equipment for about $25,000 as against an average investment of around $500,000 for a TV broadcasting station.

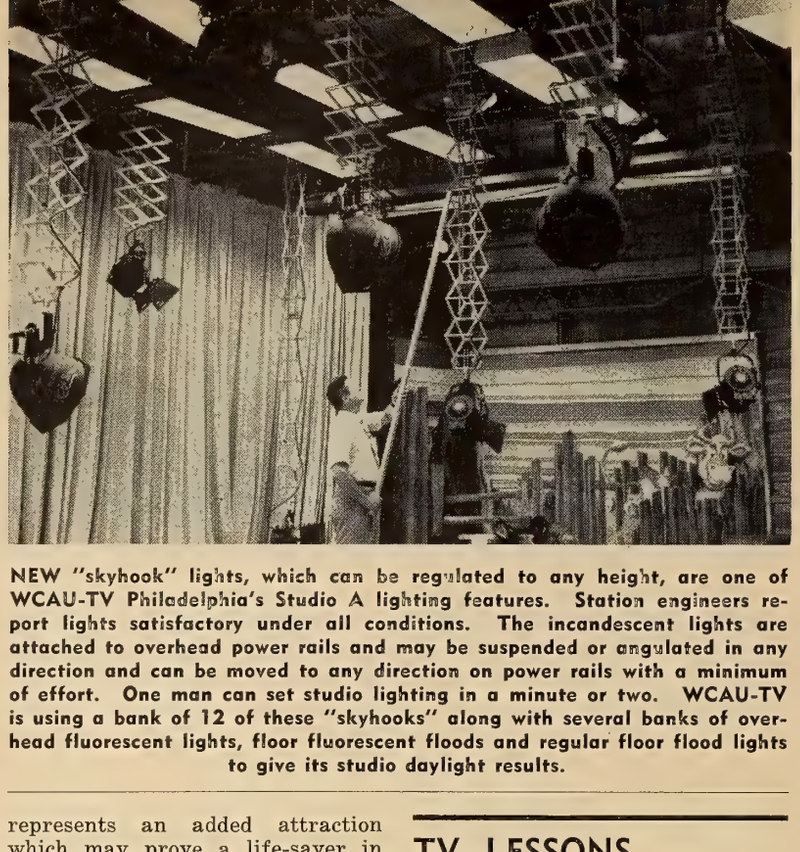
"With the equipment and interconnection of about 50 good-sized theatres," he said, "it will become possible to program exclusive television entertainment regularly in the theatres."

He told his listeners that "it is of profound significance for the future of the theatre television industry that it may take only about 25 theatres out of the 17,000 theatres in the U. S. to buy exclusive nation-wide television rights to major events."

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Surprisingly inexpensive
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Employers Reinsurance Corporation
Insurance Exchange Bldg.,
Kansas City, Missouri



NEW "skyhook" lights, which can be regulated to any height, are one of WCAU-TV Philadelphia's Studio A lighting features. Station engineers report lights satisfactory under all conditions. The incandescent lights are attached to overhead power rails and may be suspended or angulated in any direction and can be moved to any direction on power rails with a minimum of effort. One man can set studio lighting in a minute or two. WCAU-TV is using a bank of 12 of these "skyhooks" along with several banks of overhead fluorescent lights, floor fluorescent floods and regular floor flood lights to give its studio daylight results.

PHILCO SALES

Reports Production Rise

WILLIAM BALDERSTON, Philco Corp. president, has reported that TV production of the company's new 1950 line increased rapidly in September and earnings for the month were $802,000 or 46 cents a share after preferred dividends.

Philco's sales totaled $150,043,000 and net earnings were $2,506,000 or $1.32 a share after preferred dividends for the first nine months of the year, compared with $6,632,000 or $3.95 a share for the similar period of 1948. Income for the September quarter amounted to $508,000 or 24 cents a share as compared with $2,416,000 or $1.44 a share in the third quarter of 1948. Sales for the quarter were $46,776,000 compared with $69,539,000 a year ago, when there was peak production of refrigerators.

TV LESSONS

WBAL-TV Beams to Students

THE trend of television in the field of education, freely predicted by industry leaders and educators, has become a reality—at least in Baltimore. WBAL-TV Baltimore reports the city's public schools now use TV lessons as part of their regular curricula.

Originating in WBAL-TV's studio's, lessons are arranged by Dr. David E. Weglein, station's public service counselor, in cooperation with the School Dept.'s audio-visual education committee, and telecast into third and fourth grade classrooms. Thirty-six sets loaned to the schools by a Philco distributing firm pick up the telecast lectures. An additional 12 sets are to be made available.

The lecture telecasts, WBAL says, will continue once a week through the school year. First series of five lessons is entitled "Melody Instruments" under the direction of Richard C. Berg, superintendent of Instrument Music in Baltimore's schools. The lesson is followed with a lecture by the classroom teacher. Other series to be telecast include lessons on safety and library work, with other subjects in the planning stage. The idea for using TV as part of the public schools' regular courses of study has been nursed by Dr. Weglein for the past year. Experimentation with the use of one set proved successful and gained enthusiastic teacher response.

TV AWARD of Art Directors Club of Philadelphia went to WFIL-TV that city for superior production of *Paul Whiteman TV-Teen Club* and WFIL-TV *Newsreel.*

ANIMATION

Hooper Notes Sales Value

TELEVISION's ability to present not mere advertising, but actual sales demonstrations is going to pay its own bill in the future, according to C. E. Hooper, president of C. E. Hooper Inc., New York.

Mr. Hooper last Wednesday evening addressed the advertising and selling alumni of the Advertising Club of New York. He declared that these are times of dynamic change in broadcasting, in terms of facilities, of audience behavior, of visual media and of advertising budgets.

He particularly stressed the sales value of animated pictorial TV advertising. "Note if you will," he said, "what Schaefer beer is doing. Every time a team trots in to bat at Ebbetts Field they actually pour a foaming glass of Schaefer beer down the throat of every man, woman and child in the TV audience without the disastrous effects which the lookers would experience were they to keep up the pace recommended by the commercial announcer, but with unquestioned stimulation to the consumption of brewed beverages, including Schaefer's."

He advised advertising graduates to avail themselves of the opportunity video affords of actually moving merchandise into the homes, telling them "the budgets are available in the form of other selling costs currently incurred, for which TV expenditures can substitute."

KECA-TV TESTS

Kinescope Ready for Use

FIRST tests on its two kinescope units were conducted last week by KECA-TV Hollywood. At least one of the units was expected to be in operation this week, according to Cameron Pierce, station engineering operations supervisor. Costing total of $60,000, each piece of equipment uses single system 16mm variable density sound and consists of RCA kinescope, John Maurer sound recorder, and John Wall film camera.

Television station also has announced completion of construction of a 10 kw portable power plant, to be used to supply power to mobile units when other power is unavailable.

WCAU-TV Gift

WCAU-TV Philadelphia, *Bulletin* station, turned over to the U. of Pennsylvania School of Journalism on Nov. 4 a facsimile press equipment to be used for training students. Material, installed by WCAU engineers at 3433 Woodland ave., consists of two scanners, a transmitting control panel, a monitor and recording and amplifying units. Dr. Reese D. James, director of journalism courses at the university, said the equipment will give students a chance to study techniques of facsimile.

DEFENSE VIDEO

'Armed Forces Hour' On NBC-TV

WHAT unification of the armed services means in practice is being presented to the public visually by the Dept. of Defense which began its first television series Oct. 30 on NBC-TV. Comparable to the *Army Hour* which was carried on NBC's AM network during the war, the video series, *Armed Forces Hour*, tells the story of unification "from the level of the Secretary of Defense down to the lowest-ranking service man."

A half-hour program, the series is telecast Sunday at 5 p.m. EST. Opening program of the 39-week series was entitled "Your Defense Dollar" and dealt with the military budget.

Each program will deal with some phase of unification with special tie-ins planned for national holidays. On the New Year's Day show, Secretary of Defense Louis Johnson will appear, reviewing the military highlights of 1949.

Mostly on Film

Utilizing the vast film files of all the service branches, the *Armed Forces Hour* will be produced approximately 90% with film in the initial stages, but it is hoped as the series progresses more live telecasts can be used, according to Charles Dillon, chief of the Radio-TV Branch, Office of Public Information, Dept. of Defense. Arrangement for the series began early in the summer through the cooperation of Mr. Dillon and Carlton Smith, NBC's director of television operations.

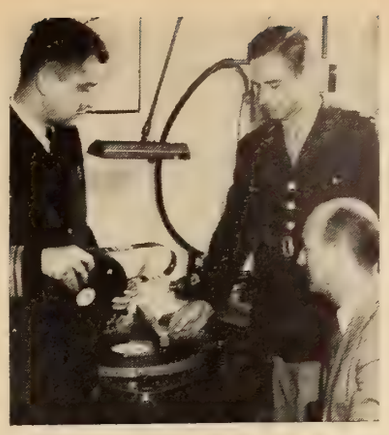
Programs originate in NBC's Washington studios at the Wardman Park Hotel, but provision is being made for remotes when needed to further the elements of realism and immediacy. Production of the show on amphibious warfare, scheduled for yesterday (Nov. 13), called for use of the swimming pool at Wardman Park with actual underwater telecasts.

Commenting on the new video series, Secretary Johnson said: "By means of these programs many millions of citizens will be able to see how their defense dollars are being spent. . . . I commend NBC for undertaking to reflect these developments which are so important to our national security."

Speaking for NBC, Niles Trammell, network's board chairman, stated: "The *Armed Forces Hour* [is] a proud addition to NBC's public service in the field of television. . . . Every citizen wishes to know as much as possible about the services which will defend his country if it is ever again attacked. NBC's part in this informational undertaking is to provide its facilities for the Armed Forces' message. It cheerfully does so."

Production of the series is directly in charge of Maj. Robert P. Keim, USAF, chief of the Defense Dept.'s television section and formerly with Compton Advertising, New York, and Lt. Benjamin S. Greenberg, USNR, also of the television section. Others active in the production include Lt. Cass Bielski, USAF, formerly with WOSU Columbus, Ohio; Ensign Jack Siegal, USN, formerly with WPEN Philadelphia; Charles Christensen of WNBW (TV) Washington; Charles Colledge, WNBW chief engineer; concert orchestra and Singing Sergeants of the Air Force Band, conducted by Lt. Col. George S. Howard.

Background music for the *Armed Forces Hour*, one of the highlights of the series, is original scores by Master Sgt. Fred Kepner, chief arranger of the Air Force Band.



Working on production of the Armed Forces Hour *are (l to r) Lt. Greenberg, Maj. Keim and Mr. Dillon.*

* * *

CANADIAN BROADCASTING Corp. engineers have completed surveys at Montreal for TV transmitter site. Tests have shown, with mobile receiver unit, that Mont Royal will be best location for transmitter, with reception up to 50 miles distant. One of first two Canadian TV transmitters will be installed there by CBC. Tests at Toronto for second transmitter site have not been completed yet.

ASCAP TV MUSIC

Hope for Agreement Soon

HOPE that an agreement on terms of a per program license for the use of ASCAP music on television may be reached by the end of the month was expressed last week by Stuart Sprague, counsel for the NAB negotiating committee. This group has met several times with a similar committee representing ASCAP and is making reasonable progress, Mr. Sprague reported. He said that the groups will meet again before Thanksgiving. Meanwhile, ASCAP is expected to make another extension of its interim video licenses, to Nov. 30.

Main problem confronting the committees is believed to be the determination of the "reasonable relationship" between the rates of payment called for by the blanket licenses and the per program licenses. ASCAP spokesmen have frequently stated that the 8% figure in the AM commercial per program licenses is far too low in proportion to the 2.25% in the blanket station commercial licenses, when the difficulties of accounting, policing and other details of collecting for the use of music under a per program license is taken into consideration.

Many broadcasters have felt, however, that a ratio on the order of four-to-one puts an excessive burden on the station operator who wants to pay only for the music he uses when he uses it. The station with a per-program license has extra record-keeping costs just the same as ASCAP does, they point out.

Another troublesome task for the committees is determining the base to which the per program rate will be applied. If a sustaining musical program is followed by a non-musical announcement, should the sustaining or commercial rate apply? That's typical of the kind of questions the committee must answer.

VIDEO-REFLECTOR DEBUT

CBS TV To Use New Camera Magnifier Unit

VIDEO - REFLECTOR, 40 - inch "lenseless lens" designed by Dr. Frank G. Back, creator of the Zoomar lens, will make its TV debut Saturday, Nov. 19, in the CBS-TV coverage of the Columbia-Brown football game. Designed to achieve sharp close-ups of sports and news events, the video-reflector uses reflectors in place of the usual lenses to achieve the desired magnification. Extra-long focus telephoto lenses have been unsatisfactory for video use because they were too heavy, too long and too shaky.

The new video-reflector is only 16 inches long, despite its 40-inch focal length, and weighs only six pounds, no more than many other TV lenses. It can be mounted directly on a camera turret without disturbing the operation of other lenses.

The new long focus lens, CBS explained, "consists of a correction plate which in position corresponds to the front element on a conventional lens), an aspherical reflector a mirror shaped like a segment of a large sphere), and three aluminized flat mirrors. The sight enters the lens through the correction plate, is picked up by the aspherical reflector, and then is zig-zagged back and forth by the three flat reflectors to the target of the camera's image orthicon.

"Lens control (F stop opening) is obtained, not through the use of a conventional iris, but by adjustment of the position of a rotatable "damper" (similar to the simple damper used in a chimney flue) which is placed directly in front of the aspherical reflector. Depending on the damper's position, it cuts off more or less light to provide F stops ranging from F 8 to F 22."

BAY AREA RELAY

Terminus Nearly Complete

THE SAN FRANCISCO terminus of the microwave relay system under construction between that city and Los Angeles is nearly complete, R. N. Buell, division manager of Pacific Telephone & Telegraph Co., said last week. The terminus is made up of two lens type antennas atop PT&T's 26-story building at 140 New Montgomery St.

Other relay stations now under construction are located on Mt. Diablo, southeast of San Francisco and down the west side of California's central San Joaquin Valley and into Los Angeles. System will be used for both telephone and two-way TV transmission between the two large cities. Present schedule calls for relay transmission to begin sometime next summer.

ATAS BRANCH

San Francisco Unit Formed

SAN FRANCISCO Bay Area branch of the Academy of Television Arts and Sciences was launched Nov. 7 at an organizational dinner-meeting at the San Francisco Press Club. Harry Lubcke, director of television for Don Lee and president of the ATAS in Hollywood, addressed the meeting.

The ATAS is the western counterpart of the American Television Society in New York. It is comprised of representatives of all TV stations, distributors of TV sets, press representatives, agencies engaged in TV work and allied groups.

What's The Television Story?

Who will profit most from television? The set manufacturers? The broadcasting systems? The parts makers? Read our new Television Study, packed with facts and figures and a list of selected companies. Ask Dept. BT-21.

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Color Hearings

(Continued from Telecasting 2)

tended that the "potential advantages of FM are alone such that it would seem undesirable to legislate FM out of television without providing an adequate opportunity to study it."

He conceded that "more proof" would be needed before either FM video or his conception of Polycasting could be finally authorized, and this posed the question of who would provide the necessary field tests. Mr. Wilmotte said he had indications that at least one "substantial company" would be interested in undertaking tests if it could be assured these systems had a serious chance of FCC approval.

Cites Advantages

He cited work done under the direction of FCC Laboratories Chief E. W. Chapin—an FCC report on which was entered into the record—as showing advantages of FM video over AM video. Mr. Wilmotte said:

In nearly all respects, that is in co-channel interference ratio, adjacent-channel interference ratio, in short-time ghosts, FM appears superior to AM [for picture transmission]. Only in long-time ghosts does there appear to be a question as to which is superior when compared with offset-carrier AM. In co-channel interference, FM seems superior even.

These results are achieved with a bandwidth which may not be appreciably wider than the band required for AM. It should probably be slightly wider, but that I understand is still a subject of discussion, and may be affected by the method of incorporating the sync pulse. . . .

FM is . . . inherently capable of using the band allocated to it more usefully than AM. . . .

In addition to [the] advantage of FM in improving the ratio of desired-to-undesired signal, FM should be able to overcome noise better than AM. In other words, for a given service area less power is required on FM than AM. Also it does not require specially high power to transmit the sync pulse. . . . Finally, UHF transmitters are more easily and much more efficiently modulated with FM than AM. These three factors add to the conclusion that for the same service FM will require less power, probably a fraction of the transmitter power required for AM.

. . . Substantial improvements in performance may be expected with further work. . . .

Mr. Wilmotte estimated that the use of FM video would add about $15 to the retail price of an adapter to permit UHF reception on present VHF sets.

He said early tests of FM video were based on use of "ordinary" AM receivers "without limiters, which are a well-known key requirement for good FM reception." Thus he felt "many have been led astray" and that "Mr. Chapin's tests probably represent closely the true facts."

Under questioning by Comr. George E. Sterling he said his former associate, Paul A. DeMars, had not been "enthused" over the prospects of FM video when they jointly filed their Polycasting petition almost a year ago [BROADCASTING, Dec. 6, 1948]. But he felt that Mr. DeMars had not at the time been fully familiar with the work done on FM video.

The Polycasting plan — details of which are to be presented in the "general" phase of the TV proceeding after the color portions have been completed—involves the use of several low-power stations, radiating about 2 kw at 300 feet and employing two channels, to achieve coverage over wide areas.

Wilmotte Heard

Chairman Coy said he had asked Mr. Wilmotte to summarize this system even though it more properly belonged, and would be detailed, in the "general" TV phase.

Mr. Wilmotte said "Polycasting seems to be the only alternative" since "it is generally recognized that good service cannot be rendered at UHF over large areas or in areas having large structures or hills, except with unreasonable amounts of power." He continued:

Estimates that I have made show that in a heavily built-up area, a Polycasting system consisting of four 2-kw stations at a height of 300 feet will give Grade A service over the same area as a single 1,000 kw station.

For a small suburban type of area, a similar Polycasting service will provide the same area of Grade B service as a single station of 110 kw. For rural service of 5,500 square miles a four-station Polycasting system (a total power of 8 kw) would provide better service than a single 1,250 kw station; and over 19,000 square miles, 12 Polycasting stations (a total power of 24 kw) would provide better service than a single station of 400,000,000 kw.

A Polycasting system for a given area, he said, would require a "master" station and "slave" stations. The slave stations would be automatic and unattended, he said, and might cost as low as $25,000 for equipment including tower and antenna.

Low Power Required

Noting the unavailability of high-power UHF transmitters, he said that "with FM and Polycasting, the power required would be so small that transmitters should be available in a matter of months."

Mr. Wilmotte said that "as yet no one has raised with me a basic technical objection" to Polycasting. Among its advantages he cited wide coverage, elimination of shadowing, reduction of blanketing, and the ability to pattern service to the needs of the particular community.

At the outset of the week, completing the presentation which he started the week before, Dr. DuMont warned against adoption of a color system which may have to be changed. He cited the construction of the railroad system.

"If you had half the lines built and a government agency like the FCC came along and said you had to change the gauge, the entire system would be wrecked," he declared. "If the Commission standardized on a compatible system now, the damage would be less, but it would still exist because of the lack of testing by both the public and engineers."

Dr. DuMont felt the U. S. "would be a laughing-stock before the whole world" if it adopted the CBS proposal. He said the CBS system's 405-line standard would be the world's lowest, and that he thought 441 lines should be the minimum. Existing monochrome standards is 525 lines.

Nor did he think the RCA or Color Television disc systems would develop into a "satisfactory" system in the immediate future.

Referring to the current "freeze" on monochrome TV applications, Dr. DuMont noted that "industry has been held up for 13 months and it looks like it will be held up for another 13 months. I would like to see us leave color and go into allocations."

Asked by Comr. Sterling whether there was hope for a system which would combine features of the RCA, CBS, and CTI techniques, he said he had considered such a possibility—except for the CBS system—but that his engineers "have not yet given me any encouragement that it can be done."

To other questions, he said that "true" color in television would contribute "more to advertising than to programming" because "if the colors are off, the process would not hurt" programs "very much."

Dr. Goldsmith, appearing as chairman of an RMA color television committee, submitted a new report on field-testing requirements since the original report, submitted early in the hearings, had been sent back by FCC for clarification. Comr. Jones said the report was still "not satisfactory to me" because it did not contain committee evaluations with respect to the various systems.

The committee maintained, however, that "in this regard it could do no more than transmit to the Commission information which it would obtain from parties" to the hearing and that such information "should preferably be supplied directly to the Commission for evaluation."

Report Adopted

Dr. Goldsmith noted that the report was adopted unanimously by the committee except for a dissent by Dr. Peter C. Goldmark, developer of the CBS system, on the failure to go into greater detail on some points. CBS Vice President Adrian Murphy said Dr. Goldmark had felt enough data was available to permit, on some points, an evaluation of the three competing systems.

Arco Electronics' proposal for public observation of the rival systems, according to its letter to FCC, would clear the way for at least 250,000 "fan experimenters" to help decide which system is preferable.

Proponents of the various systems would be required, under this plan, to present colorcasts "for a minimum number of hours each evening for a period of at least a year." Arco, and "hundreds of other competently qualified firms," woud prepare kits which "fans" could use to build color receivers.

"Only by this means can the trial-and-error results of experimentation by 250,000 or more unbiased and impartial minds emanating from every section of our



FCC AND NETWORK officials joined Nov. 1 in celebrating first birthday of WAAM (TV) Baltimore. Dinner was held at Sheraton-Belvedere for official guests followed by birthday telecast and open house at million-dollar video plant. L to r: FCC Comr. E. M. Webster; Ernest Lee Jahncke, ABC stations vice president; Judge Samuel Carliner, WAAM executive vice president; Chris Whitting, executive assistant to director of DuMont TV Network; FCC Comr. George E. Sterling. Also representing FCC at celebration were Benedict P. Cottone, general counsel, and Harry M. Plotkin, assistant general counsel.

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country and under all conditions, lead your Commission to establish the strongest proof and demonstration of what system of color TV would be the best," Arco told FCC.

Meanwhile, it was reported that the program for the Nov. 21-22 comparative tests of the RCA and CBS color systems and DuMont monochrome transmission will include a women's show, a showing of men's suits, juggling and dancing, probably puppets, wrestling, and a film presentation.

Originations, with cameras side-by-side, will be from studios of RCA-NBC's WNBW Washington. There will be no outdoor pickups. Receivers will be in Temporary E Bldg. in Washington and the tests will start at 9 a.m. Monday with admittance by ticket only, as in the case of the separate color demonstrations last month. The week's delay in the comparisons was made to permit installation of equipment for the various systems in the WNBW studios.

SQUEEZE PLAY
WJZ-TV Grid Film 32-min.

TELECAST of an entire football game in 32 minutes was achieved by WJZ-TV New York Nov. 1 when the station aired a film of the game between the New York Giants and the Chicago Bears.

On a program scheduled from 8:30-9:30 p.m., the film, from which all time-outs and other wasted motions were eliminated, was run without sound, with Joe Hasel, ABC sportscaster, providing a description of the action.

Mr. Hasel described the assignment as the toughest he's ever had, as there was no time to review formations, and he hadn't seen the film before the telecast. Station allotted just 10 seconds between periods.

WCAU-TV Philadelphia and U. of Pennsylvania have started TV course under university's College Collateral Courses Div.

COLOR

Sen. Johnson Reaffirms Public Should Make Final Choice

NEED for adopting a "broad general standard" for color television for ultimately lifting the freeze on all television applications was reemphasized last week by Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee.

The Interstate Committee head told BROADCASTING that once a standard has been set by FCC upon completion of its color hearings "the public will then decide by its purchases what color system is the best." Until then, he pointed out, the public would have to sit it out.

Sen. Johnson made plain that the Commission should not decide "arbitrarily" as to the feasibility of any one system but should agree on a broad flexible standard "which would permit the art and science of color TV to develop in the usual American manner." He stressed the importance of lifting this "bar" so that if color is ready, the industry may move ahead as did the automotive industry years ago.

Cites Cadillac Example

"If specifications of the Cadillac had been adopted for the whole industry," he noted, "there would be no automotive industry today and there would be no Cadillac."

In pressing for a broad standard, Sen. Johnson asserted that color television systems were substantially ready three years ago, but FCC had declined to act until this year. "Of course, these color systems are not perfect now—we would not expect them to be—but we don't know until they have been tried and until a standard has been set up," he emphasized.

Sen. Johnson described as inaccurate published reports that color is still "years off," that color hearings are restraining the progress of the television industry in general by delaying the lifting of the "freeze;" that no color TV system is ready; and that color "exists as an "ideal" in the minds of a few.

"That is the purpose of FCC's present hearings," he noted. "If FCC delays authorization of a standard now for color TV, it may be years before the industry can move ahead. UHF will then be the next question before the Commission."

Sen. Johnson reiterated his position that FCC should take three logical steps in resolving the television problem:

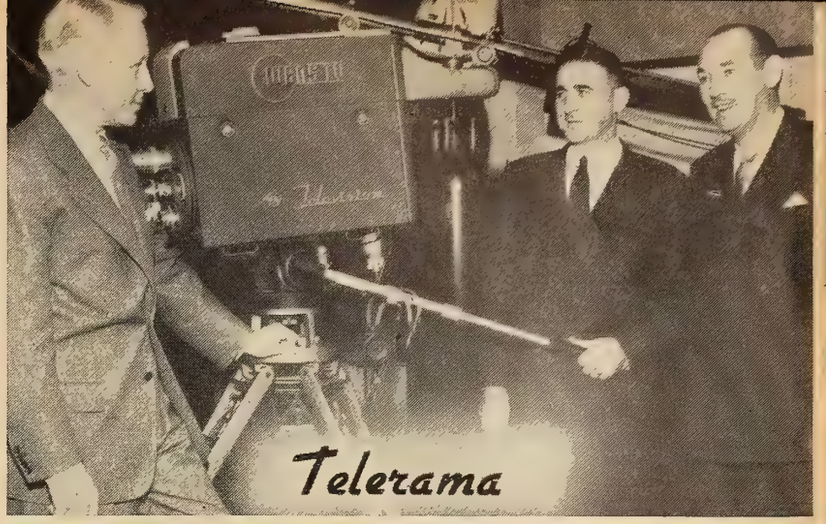
(1) Adopt a broad general standard for color TV which would permit art and science of color to develop in the usual American manner.

(2) Allocate UHF in such a way that the allocations freeze would be lifted.

(3) Allocate VHF to certain cities and UHF to others, but not both to any one city, so that television may progress as a competitive system.

Amplifying his position on color, Sen. Johnson expressed satisfaction with the course of FCC's color hearings, and indicated any standard ultimately evolved should be based on present FCC requirements, relating presumably to the prescribed 6 mc channel and compatibility of color to existing black-and-white lowband allocations, but should not be "arbitrary" to the exclusion of any one color system. "The public will decide what system shall develop," he added.

SEVEN new table and console TV models with eastern list (suggested retail) prices ranging from $199.95 to $459.95 have been sent to distributors by General Electric Co.



FORMAL dedication ceremonies of WBNS-TV Columbus, Ohio, the Columbus *Dispatch's* new television station and affiliate of CBS, were attended by (l to r) Dr. Frank Stanton, CBS president; Edward H. Bronson, WBNS-TV program director, and Herbert Akerberg, CBS vice president.

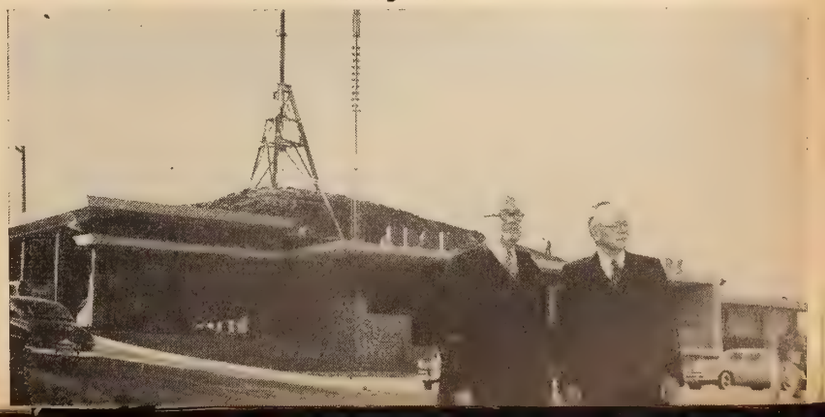
KEY figures of Teevee Film Co.'s *Hollywood Reel* (Wed. night on KECA-TV Los Angeles) get together at cocktail party for the trade. Group includes (l to r) Ludlow Foster, exec. dir.; Erskine Johnson, reporter on the reel; Gifford Phillips, Teevee pres.; Coy Watson, dir. and photographer.





REX HOWARD (r), president of American Radio Publications, Peoria, Ill., arrives in Dayton, Ohio, aboard his private plane with his firm's advance shipment of new *Television Album* outlining activities of WHIO-TV Dayton. He's greeted by Robert H. Moody (l), general manager of WHIO-TV, and Harvey R. Young, WHIO-TV commercial manager.

NEWLY completed building and facilities for joint operation of KNBC-FM and KRON-TV San Francisco on Television Peak in San Francisco's San Bruno Mts. are inspected by Gen. Mgr. John Elwood (l) of KNBC San Francisco and George Cameron, publisher of the San Francisco *Chronicle*. (Story Telecasting 10).



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On All Accounts

(Continued from page 20)

perfectionism to the five-a-week, half-hour TV show now. Her apprenticeship with Mr. Coburn was the reason for school-room giving way to New York, where she worked with a top-rung theatrical costumer "off and on" for six years. Beulah stage-managed successful productions at the Maplewood, N. J., summer theatre two seasons before the war, commuting from a Manhattan apartment. After a winter of working "A Kiss for Cinderella" with Luise Rainer in New York in 1942, she stage-managed "Cry Havoc" on the road 12 weeks in 1943.

First Chicago Impression

It was then she saw Chicago for the first—and she hoped the last—time. "It was bleak, dreary and I vowed I'd never be back!"

The potential of her costuming job collapsed when her employer went into the manufacture of aprons en masse. Dipping into TV, Beulah worked on an NBC show and met a lighting expert by the name of Bill Eddy. Six months later, learning he was manager of WBKB (TV) Chicago, she remembered his knowledge of the medium, applied for a job and was hired.

Five weeks of dolly-pushing and boom-hoisting led to work as a director, specializing in dramatic productions. Originator of many show ideas considered new today, Beulah was the first to use a zoomar lens in a studio. It highlighted a point in *Angel Street*, produced full-length along with *Papa Is All*, *Lucky Night*, *Skylark* and *Ladies in Retirement*. She developed formats for all commercial shows, and wrote the first few scripts.

Many dramatic shows were produced in three acts, lasting an hour and a half, with music-filled intermissions. "Although this is now only a theory, because network time is expensive, it's still my ideal of the way to telecast a play," she says. Her argument—the format permits mood and situation development without cutting and better continuity. She's believed to be the first person in TV to coordinate film with live action.

At WBKB she met Burr Tillstrom, creator and puppeteer of *Kukla, Fran & Ollie*. Beulah worked as his producer on *Junior Jamboree*, sponsored by RCA, for 40 weeks starting in October 1947. When the show moved to NBC Chicago and the TV network, she was hired by J. Walter Thompson, RCA's agency. In September, when Sealtest signed as co-sponsor, she began working also for its agency, N. W. Ayer.

After all fan mail (and it runs 7,000 a week) with mentions of either product is answered, Beulah lounges in the show's suite-studio-offices at NBC. There, with an RCA television set before her and a Sealtest-stocked kitchen at the side, she finds that TV is not only "exciting and challenging" but also comfortable.

Technical

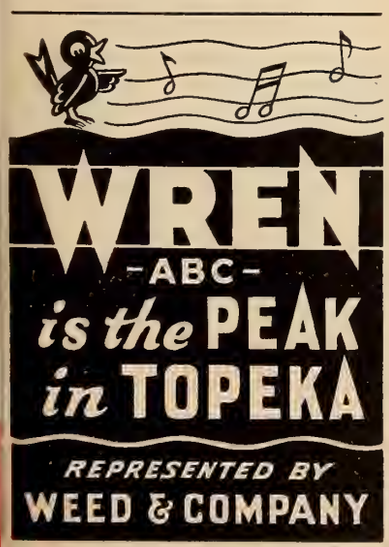
NEWARK ELECTRIC Co., New York and Chicago, announces release of new 1950 catalog of radio, TV, electronic and sound equipment. Catalog contains special section on high fidelity FM and AM radio and phonograph instruments for custom installation in the home. It is available free upon request to Newark Electric Co. Inc., 242 W. 55th St., New York.

CHARLES KOCHER, chief engineer of WXYZ-TV Detroit, addressed student branch of American Institute of Electrical Engineers at U. of Michigan, Ann Arbor, on Nov. 2. His topic was: "One Year of Television at WXYZ-TV," and included discussion of typical television installation as well as actual operation problems.

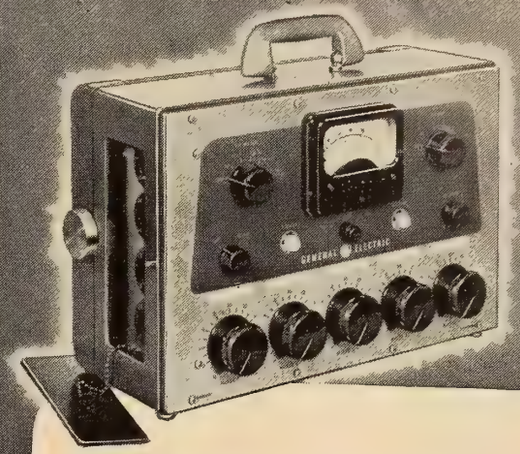
RCA TUBE Dept.'s 1950 edition of "Tube Reference and Calendar Notebook" is now available from department's distributors. This 20th edition is prepared especially for radio and TV service dealers, engineers, technicians, radio amateurs and purchasing agents. **JOHN MEAGHER** prepared section on TV service data.

Free Meal

ROGER HARRISON, WBZ Boston radio farm director, wound up in the right church but the wrong pew—much to his chagrin. The RFD was slated to address the Dairymen's Banquet, according to the Agriculture Dept.'s radio-TV section, and after finishing his dinner got up to speak. But he found he had dined with the Housewares Club instead. Explanation: Mr. Harrison had arrived late and was misguided by a not-too-well informed usher.



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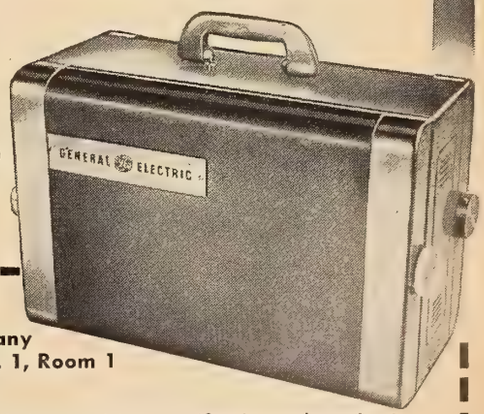
- One sturdy, single unit, containing amplifier, A-C power supply, and batteries—
- Four pre-amplifier channels with high-level mixing—
- Light weight—only 35 pounds including batteries—
- "Battery-saver" filament switch—

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COMPARE THEM POINT BY POINT!

	G. E.	Manufacturer A	Manufacturer B
Single case includes AC and battery power supply	Yes	No	Yes
Weight	35 lbs.	29 lbs.	40 lbs.
Number of Mixers	4	3	4
Number of pre-amps	4	3	0
Accessibility	Excellent	Fair	Poor
Test tone	Yes	No	No
PA Connections	Yes	Yes	No
Both normal and high headphone levels	Yes	No	No
Rated power output (dbm)	+18	+18	+10
Max. power output	+24	+20	+17
Line isolation pad (db)	6	2	2.5

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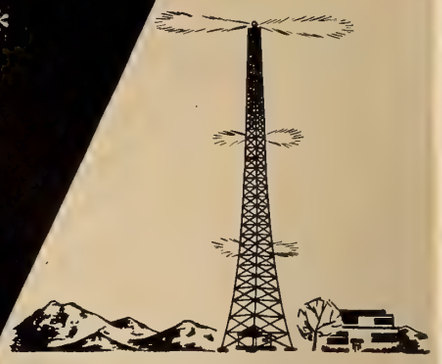
NAME.....

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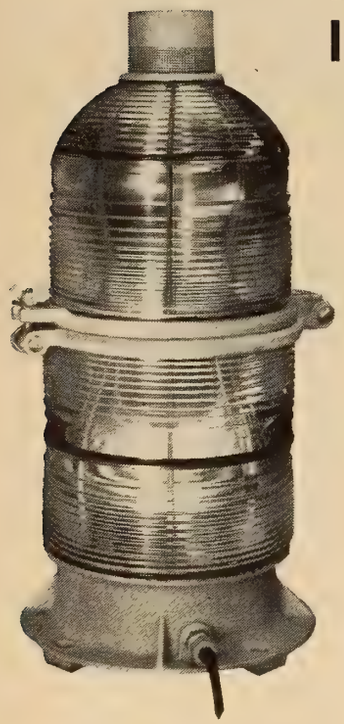
CITY..... STATE.....

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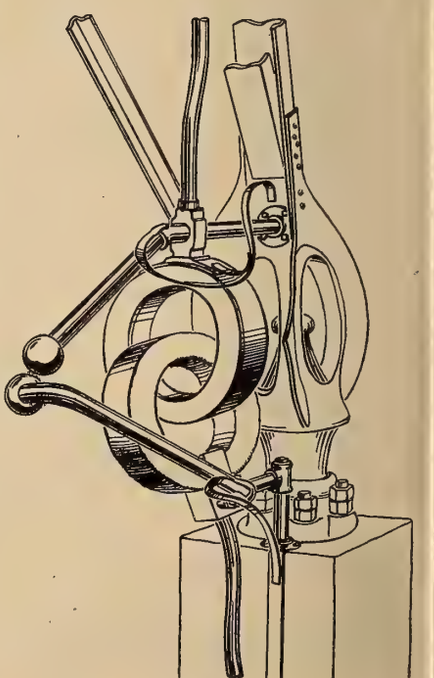


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REPLACEMENT LAMPS, for code beacons and obstruction lights. Carried in stock in variety of filament voltages.

LIGHTING FILTERS, for use with insulated towers developing moderate voltages above 1 MC. Models available unhoused or in weatherproof steel housing.

BURNOUT INDICATORS, to show lamp failure.

PHOTOELECTRIC CONTROL SWITCHES, to turn tower lights ON and OFF.

FLASHERS, for code beacons.

COMPLETE TOWER LIGHTING KITS, including conduit, wire, and all fittings for towers of any height.

Write for descriptive bulletins or further information—today.



SINGLE (Type 661A) and DOUBLE (Type 662A) OBSTRUCTION LIGHTS. Easy to service, rugged, reliable. To replace burned out lamps, just loosen one thumb screw and open the two piece cast aluminum housing.



**CAA approvals cover only lighting fixtures themselves. Associated equipment is not subject to CAA regulations but more than meets all local regulations.*

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Programs

NEW Sunday afternoon music show, serving dual selling purpose, has begun on WTAG-AM-FM Worcester, Mass. Besides promoting sales for Harry I. Cutler (Ford, Lincoln, Mercury dealer), *Rhythm Showroom* boosts trade for Southbridge, Mass., the largest town in Worcester County. Show's writer, Joy Putman Young, is supplied by Southbridge Chamber of Commerce with material for weekly *Salute to Southbridge* feature. Narrator John Wrisley tells of the town's history, industries, people, etc. Program also features guest orchestras via transcriptions.

Jitney-Jungle Success

EXAMPLE of effectiveness of a well-planned and consistent radio advertising program was highlighted recently in Monroe, La., area. Quiz program aired on KMLB Monroe under sponsorship of Jitney-Jungle market stores had entire area "up in the air." Question on who rang liberty bell when Declaration of Independence was signed had listeners stumped for so long that "pot" built up to $35 and "interest steamed up to the exploding point," station and sponsor report. Finally award was made to lady who had her daughter at Louisiana State U. library run down answer—after six hours of research. Success of program was cited by sponsor in its house organ, *Jitney-Jungle Smiles*, with final note to member firms: "A good radio program is just the thing to make your advertising offensive click."

Auction Sale

HALF-HOUR auction each Sunday afternoon, with proceeds going toward support of club's 4-H and Child Welfare program, is sponsored on KAAA Red Wing, Minn., by Red Wing chapter of Kiwanis Club. Club buys time at regular rate and merchants sell club merchandise at cost. Merchandise is auctioned off on program with bids received by telephone. Merchant displays item in store with sign plugging program for week before auction. KAAA Commercial Manager Charles Wright says everything from fountain pens to used cars has been sold on program.

College Schedule

NOVEL program arrangement has been worked out by WPIT-FM Pittsburgh and WDUQ-FM Pittsburgh, Duquesne U. station. Since Nov. 1, WPIT-FM has carried 5-9 p.m. WDUQ schedule, giving Pittsburgh district FM listeners opportunity to hear major part of university's broadcasting schedule. Four hours are filled by student-produced and directed programs under guidance of Fr. J. A. Lauritis, C.S.Sp., Duquesne U. public relations head.

'Hello Christmas'

MORE THAN 125 stations have signed for new Christmas show, *Hello Christmas*, packaged in series of 25 programs costing $35 complete. *Hello Christmas* is one-man show prepared for simple production by Radio Writers Lab, Lancaster, Pa. Area is given exclusive to each subscriber along with set of special selling aids including sales promotion letters, set of spot announcements, over 100 ready-to-air Christmas commercials, and sales outline for station sales representatives.

'Pan-Americana' Show

BEAMED at educators, parent-teacher associations, libraries, social agencies and other affiliated groups, *Pan-Americana*, new series of weekly presentations, started over WLAW Lawrence, Mass., last Tuesday (Nov. 8). Show, aired at 10:45 a.m., is 15-minute dramatic sketch designed for educational listening principally by fifth and sixth grade pupils. Written by Eleanor Hall, executive secretary of Pan-American Society of New England, show sketches present exchange of ideas, customs, culture, history and background of Americas.

News and Records

TWENTY-FOUR three-minute newscasts weekly to be incorporated into its new two-hour daily *Bill Leyden Show* (records) are being offered by KFWB Los Angeles as $500 package. Utilizing United Press, Associated Press and International News Service wire services, plus Warner Pathe News and special station coverage, the news spot will have its own special announcer to deliver news and sponsor's commercial. For important news bulletins, regular program will be interrupted and news presented with sponsor's name. Commercial copy is limited to 25-word opening credit and 125 word closing. Minimum contract for package is eight weeks.

Animal Fair

CIRCUS performers Gimbie and Ellie, brother and sister elephants, are telling boys and girls in Milwaukee their adventures from now until the Christmas season is over on WISN Milwaukee for 12th consecutive year. Aired as 15-minute show seven times weekly *Gimbie and Ellie* also features elephants reading Christmas mail with Santa Claus. Cast includes Mimi and Chichi, pet monkeys; Mortimer Elephant, Touser Dog and Snowbirds. Gimbel Bros. department store is the sponsor.

Magazine of Air

NEW WEEKLY magazine type program is now being aired every Monday evening on CJBC Toronto and Dominion Network. Program format consists of talks, reports and discussions on sports, humor, current events, human interest happenings and music. There are at least two regular features in each airing of *Monday Magazine*, a sports column and two or three contrasting opinions on current topics. Reporters and narrators from all parts of Canada are used on the program, which is on basis of weekly news magazine.

Convocation Coverage

EXTENSIVE radio coverage was given 83d annual convocation of regents of U. of State of New York Oct. 21. Preceremony broadcasts were carried by Albany stations WABY WOKO WPTR WROW and WXKW. Afternoon session was picked up by WBCA Schenectady and entire Rural Network as well as WKNP-FM Corning, WKRT-FM Cortland, WWHG-FM Hornell. WUSJ-FM Lockport, WOPT-FM Oswego; WHFM Rochester; WSYR-FM Syracuse and WIBX-FM Utica. Ralph Bunche speech at closing session was carried by WPTR and WBCA-FM and rebroadcast day later by WABY.

WINX Crash Coverage

COVERAGE, complete and accurate, of world's worst passenger-plane disaster at National Airport in Washington Nov. 1 [BROADCASTING, Nov. 7] was given by WINX Washington. Owner William A. Banks had newsmen and announcers rushed out to airport immediately and took tape recordings. At time of crash, WINX staffers were covering fire in Washington Post Office Bldg. where FCC is located. Apprised of airport crash, all rushed to airport to give Washington on-the scene coverage of disaster.

Features Guests

ARRANGEMENT whereby different featured writer, staff cartoonist, columnist or personality of *The Philadelphia Bulletin* appears daily on the *Studio A* variety program, has been worked out by WCAU-TV Philadelphia. Program, Monday through Friday 3-4 p.m., has featured Cartoonist Jerry Callahan, Columnist Earl Selby, Sports Editor Ed Pollock, Fashion Editor Blanche Krause and Bob Russell, singing m.c.

Show Features Coach

WISCONSIN stations WIBA Madison, WTMJ Milwaukee, WEAU Eau Claire, WMWN Marinette, WHBY Appleton and WRJN Racine carry series of ten weekly programs featuring Coach Ivan Williamson of U. of Wisconsin and WIBA's sports director, Lou Landman. Show is produced by WIBA and aired transcribed on other stations. Coach Williamson reviews previous games, previews up-coming contest and gives general comments on his team to state fans.



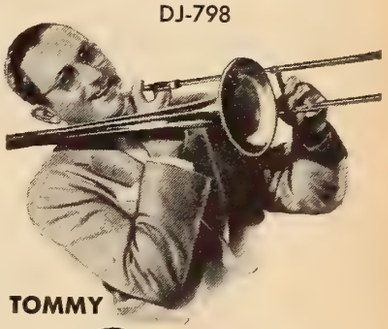
GRAB A BIGGER SLICE OF THE AUDIENCE...

Spin These Special RCA Victor "DJ" Platters*



FRAN Warren

My Love Loves Me
This Is Where Love Walks Out
DJ-798



TOMMY Dorsey

Shake That Tree
Hollywood Hat DJ-799



BILL Lawrence

Festival of Roses
Why Was I Born
DJ-800

*"DJ" disks couple the cream of the RCA Victor hits for your convenience!

RCA VICTOR RECORDS

ACTIONS OF THE FCC

NOVEMBER 4 TO NOVEMBER 11

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur.-aural
vis.-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
STA-special temporary authorization
CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

November 4 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

Vermillion Bcstg. Corp., Danville, Ill.—Designated for hearing application for new station 1240 kc 250 w unl. and made WTAX Springfield, Ill., and WHBU Anderson, Ind., parties to proceeding.

WBAT Marion, Ind.—Designated for hearing application change operation from 1600 kc 500 w D to 1400 kc 250 w unl. in consolidated proceeding with applications of Eastern Indiana Radio Corp. et al; made WKJG Fort Wayne party to proceeding.

Missouri Basin Bcstg. Co. and North Dakota Bcstg. Co. Inc., Minot, N. D.—Designated for consolidated hearing applications for new AM station 910 kc 1 kw unl. DA-N.

SSA—1280 kc

WMRO Aurora, Ill.—Denied application for SSA to operate with 100 w N.

SSA—1410 kc

WDOV Dover, Del.—Denied SSA operate from local sunset to 10 p.m. with 1 kw.

Extension Granted

WTNB Birmingham, Ala.—Granted extension of time to Nov. 19 to remain silent.

November 7 Decisions . . .

ACTION ON MOTIONS

(By Commissioner Walker)

WKBN Youngstown, Ohio—Dismissed as moot petition requesting that application of Central Ohio Bcstg. Co., Galion, Ohio, be designated for hearing and that WKBN be made party to proceeding.

WSYR Syracuse, N. Y.—Dismissed as moot petition to accept late its appearance in hearing scheduled on application for CP of The First National Bank of Mongomery and Margaret Covington Milwee, Executors of Estate of G. W. Covington Jr., deceased, Gadsden, Ala.

The First National Bank of Montgomery and Margaret Covington Milwee, Executors of the Estate of G. W. Covington, Jr., Deceased, Gadsden, Ala.—Granted petition requesting dismissal without prejudice its application for CP.

WECW Electronics Corp. of Puerto Rico, Mayaguez, P. R.—Granted petition requesting dismissal of its applications for CP and for renewal of license.

The Administrator of Civil Aeronautics—Granted petition requesting leave to intervene in hearing scheduled on application for CP of KOA Denver.

Suburban Bcstg. Corp., Upper Darby, Pa.—Granted petition requesting dismissal without prejudice of application for CP.

Balboa Radio Corp., Escondido, Calif.—Granted petition for extension of time to file proposed findings of fact and conclusions in re application and that of Crescent Bay Bcstg. Co., Santa Monica, Calif, et al. Time extended to 11-28-49.

Easley Broadcast Co., Easley, S. C.—Granted petition requesting dismissal of application for CP.

(By Examiner Basil P. Cooper)

Chanute Bcstg. Co., Chanute, Kan.—Granted petition for leave to amend application for CP to change facilities requested to 1460 kc 1 kw; etc. Application as amended is removed from hearing docket and referred to Commission for reexamination pursuant to provisions of Sec. 1.365 of rules.

Glenn West, Portland, Ind.—Granted motion (1) insofar as it requests leave 1.365 of rules to amend application to request 1440 kc 500 w D-DA. (2) denied insofar as it requests that application, as amended, be continued in hearing; and (3) insofar as it requests that application, as amended, be referred to Commission for reexamination, it is granted. Application, as amended, is removed from hearing calendar and referred to Commission for reexamination pursuant to provisions of Sec. 1.365 of rules.

(By Examiner Fanney Litvin)

Lakewood Bcstg. Co., Dallas, Tex.—Granted petition for continuance of hearing re its application for CP and that of KVOL Lafayette, La. and KRMD Shreveport. Hearing continued to Dec. 12 in Washington.

BY COMMISSION EN BANC

(Actions Taken Oct. 28)

License Renewal

WARL Arlington, Va.—Adopted order dismissing proceeding with respect to show cause order of WARL, and granted renewal for period ending Nov. 1, 1952.

WDIA Memphis, Tenn.—Granted renewal of license for period ending Nov. 1, 1952.

Hearing Designated

KNEW Spokane, Wash.—Designated for hearing application to change frequency from 1430 kc to 790 kc and install DA-N with power of 5 kw unl. and made KGHL Billings, Mont., party to proceeding.

License Renewal

Following stations were granted renewal of licenses for period ending Nov. 1, 1952: WJAG Norfolk, Neb.; WOI Ames, Iowa; KPAN Hereford, Tex.; WKDN Camden, N. J.; KFRE Fresno, Calif.; KRTC Baytown, Tex.; WASL Annapolis; WCBD Chicago; WCEC Rocky Mount, N. C.; WCIF Madisonville, Ky.; WEAB Greer, S. C.; WIKY Evansville, Ind.; WLBG, Laurence, S. C.; WPAQ Mt. Airy, N. C.; KGNC Amarillo; KOWH Omaha; WFOX Milwaukee; WHNC Henderson, N. C.; WATK Antigo, Wis.; WDMG Douglas, Ga.; WFHG Bristol, Va.; WGTL Kannapolis, N. C.; WMAZ (and aux.) Macon, Ga.; WROM Rome, Ga.; WVOK Birmingham, Ala.; WOR (and aux.) New York.

Temporary Extension

Licenses for following stations were extended on a temp. basis for period ending March 1, 1950; WKAX Birmingham, Ala.; KLCN Blytheville, Ark. (Comrs. Walker and Sterling voted to grant regular license to KLCN); WHAS Louisville; WHOS Decatur Ala.; KTRB Modesto, Calif.; WKRG Mobile; KBYE Oklahoma City; WKYW Louisville; KIOA Des Moines; KOPP Ogden, Utah; WKBC No. Wilkesboro, N. C.; WORZ Orlando; WTPR Paris, Tenn.; KOJM Havre, Mont.; WLAD Danbury, Conn.; WKTG Thomasville, Ga.; WERD Atlanta; WIPR San Juan; WIBS San Juan; WCLE Clearwater, Fla.; WCYB Bristol, Va.; WPAL Charleston; KSTL St. Louis; WNEL San Juan; KWPC Muscatine, Iowa; WMGY Montgomery; KOMW Omak, Wash.

License Renewal

WAPA San Juan, P. R.—Granted renewal of license for regular period.
KTBI Tacoma, Wash.—Same.



JAMES G. RIDDELL (r), general manager of WXYZ Detroit, greets Robert E. Kintner (center), executive vice president of ABC, and Ernest Lee Jahnke Jr., ABC vice president in charge of station relations, who arrived in Detroit for meeting of Michigan ABC affiliates. This was one of several affiliate meetings held in the Midwest.

November 8 Decisions . . .

BY THE SECRETARY

KECC Pittsburg, Calif. — Granted mod. CP change type trans.

WGRE Greencastle, Ind.—Granted license for new noncommercial educational FM station 91.7 mc (Channel 219) 10 w.

WHFM Rochester, N. Y.—Granted license covering changes in existing FM station 98.9 mc (Chan. 255) 20 kw, 500 ft.

WSTP-FM Salisbury, N. C.—Granted license for new FM station 106.5 mc (Chan. 293) 27 kw, 250 ft.

WFOW Madison, Wis.—Granted license for new FM station 104.9 mc (Chan. 285) 930 w, 100 ft.

(Continued on page 83)

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Promotion



CATCHY and inexpensive local touch to its CBS promotion has been devised by WRBL Columbus, Ga. Station posted 21 billboards plugging *Edgar Bergen-Charlie McCarthy* switch to CBS under sponsorship of Coca-Cola. While using signs which were distributed nationally by CBS and Coca-Cola, WRBL added local angle by drawing in on each billboard line depicting Charlie McCarthy saying: "Yeah! On WRBL." Station reports sign alterations were inexpensive and have created much attention in area.

WFIL School Manual

FOR seventh consecutive year, George A. Koehler, advertising and promotion director for WFIL Philadelphia, has distributed copy of station's *Studio Schoolhouse Teachers' Manual* to 10,000 teachers throughout WFIL coverage area. Station's 1949-1950 manual has been revised and expanded to 152 pages.

'Friendly Mike'

TWO-WEEK promotion to have listeners identify station's "Friendly Mike" personality has been started by WCSI (FM) Columbus, Ind. Contest marks start of WCSI promotion, theme of which is, "The station that offers the Friendliest Mike in Indiana to its listeners and advertisers." "Friendly Mike" identifier will receive $400 in prizes.

CBS Video Story

IN "close-up," stiff-covered, handsomely produced picture book issued fortnight ago CBS tells story of full-hour dramatic television program in 161 photographs (taken by Irving Haberman) and brief accompanying text. Story begins with picture of Worthington C. Miner, CBS manager of TV program development, reading book in bed and concludes with picture of family group watching video version of that story. Remainder of volume tells what happened between those two events, or how program got on air. It fully meets goals laid down in its foreword—"To show some of the processes and people employed in network television's second year, 1949 . . . to freeze, as it were, an early moment of time in television's history."

Admiral's Lights

KUDNER Agency Inc., New York, is distributing kerosene lanterns prominently labeled: "So you won't forget Admiral's *Lights Out* NBC-TV network, Monday 9-9:30 p.m." sponsored by Kudner client, Admiral Corp.

WCSC Booth

ALL-AROUND picture display of CBS programs, stars, announcers and commentators featured promotion by WCSC Charleston, S. C., at current Charleston County Fair. Following yearly custom, WCSC set up booth at event and also installed broadcasting facilities. From 4:30 p.m. on, station broadcast own programs, including news and sports reports, hillbilly and organ music as well as a quiz show.

KIMA Schedule

NEW and attractive monthly schedule, made up for easy listener reading, is being distributed to agencies and clients by KIMA Yakima, Wash. Three-color November brochure cover shows drawing of KIMA studios with microphone in background containing letters CBS and followed by "in ya-KIMA," as well as naming KIMA's national representatives—Weed & Co.

WCCO Fetes Sevareid

TWO-DAY visit of Eric Sevareid, CBS' chief Washington correspondent, to Minneapolis-St. Paul, highlighted radio activity in the Twin Cities Oct. 31-Nov. 1. WCCO Minneapolis, CBS outlet, arranged full schedule of activities for noted commentator and news broadcaster, climaxed by dinner for some 40 civic leaders at Minneapolis Club. Other WCCO-arranged events during Mr. Sevareid's stay included interviews by WCCO Newscaster Cedric Adams and Twin Cities press, following his Metropolitan Life Insurance Co. newscast; luncheon address to Minnesota Federation of Women's Clubs, and four-man news discussion over WCCO.

Pre-Opening Promotion

AS MEANS of promoting soon-to-be-opened WWCA Gary, Ind., station is distributing circular giving details of projected operation to residents of Gary and Calumet district which are to be included in primary coverage area. Plans call for four-tower directional antenna system to beam all-around schedule of programs. Organized by 13 business and civic leaders, WWCA is expected to go on air within 45 days.

Queen Contest

CONTEST to find a "Queen of America" has been launched by MBS on its *Queen for a Day* program. Open to all women's groups, contest calls for nomination by group of one of its members (over 18) with 50-word or less statement giving reasons for choice. From entries received 5,000 winners will be chosen to receive prizes, 2,500 each from entries received by Nov. 19 and again by Dec. 2 the closing date of the contest. From these 500 "Queens" will in turn be chosen; they will receive additional prizes and will be honored as well by this local MBS station as local "Queen for a Day." Five women will be chosen from this group for appearance on MBS program, where one final "Queen" will be selected from studio audience. "Coronation" will take place on Jan. 6, 1950 broadcast of show.



CBS OUTLET KDAL Duluth, Minn., has given a good idea a new twist in its latest promotion. The network line, "This fall they're all on CBS," was changed to "This fall they're all on KDAL." The line was printed on small discs which were glued to pennies. Then a local vending machine operator took some 10,000 of these pennies, inserted them in cigarette packages used in the machines. Now with his change, the cigarette purchaser reads a plug for KDAL.

Service Calls

AS AID to listeners having interference troubles, engineers of CKBI Prince Albert, Sask., make calls at listeners' homes to try to clear up such interference and give better reception of CKBI. In eliminating air trouble, station works closely with Canadian Dept. of Transport radio interference squad and Saskatchewan Power Corp.

'Look' Visits Garroway

THREE-PAGE picture story appearing in current issue of *Look* magazine gives Dave Garroway, NBCTV personality, chance to take bow. Spread states Mr. Garroway and bright production group are responsible for getting most out of TV on *Garroway at Large* Sunday program which originates on WNBQ (TV) Chicago. Layout has such captains as, "TV Turns Up a New Comic," "Clever Props Pep Up Show" and "Music Is Garroway's First Love."

Patriotic Promotion

FEATURING red, white and blue cover and station's symbol, Free Speech Mike, 28-page album has been distributed to trade by WJR Detroit. Entire staff is pictured, as well as pictorial evidence of all facets of station's program. In addition to local programs, highlights of CBS's features are presented. Center eight pages of album show progress made by America, contrasted with those in other parts of world.

Cole at Food Show

HERALDING annual food show of Charlotte, N. C., Grocers Assn. in City Auditorium Nov. 9-19, Grady Cole, famous WBT Charlotte personality, is mailing free Grady Cole tickets in exchange for box tops or labels from any product which he advertises over WBT. Tickets will entitle holders to witness auditions at food show for *Duff's Talent and Amateur Show* emceed by Mr. Cole over WBT Saturday at 10:30 a.m. Auditions will highlight stage entertainment during 10-day event. More than 50,000 people are expected to attend.

Teacher Contest

BEST TEACHER contest conducted by *Quiz Kids* on NBC AM and TV opened Nov. 6 as Dr. Andrew D. Holt, president, National Education Assn., observed first day of American Education Week. The annual competition for "the best teacher" will be supplemented this year for first time with search for "the most promising teacher" of year. Miles Labs, Elkhart, Ind. (Alka Seltzer, One-A-Day Vitamins), sponsor of *Quiz Kids* on both AM and TV, will award $2,000 cash prize to each winner. Elementary and high school students nominating best teachers will receive $1,000 government bond.

Promotion Personnel

BOB McCLELLEN, announcer-sportscaster at KTXL San Angelo, Tex., named promotion manager.

WALTER KANER ASSOC., New York, appointed by WVNJ Newark to direct its publicity and promotion activities. Agency also handles publicity for WWRL Woodside, L. I.

LES RADDATZ, head of NBC western network press department, is the father of a girl.

NOTHIN' SUB-LIME ABOUT ROCKHOLDS (Ky.)!

No Sirree — there ain't much in the way of sales quarry in Rockholds (Ky.). It's a durable little town, sure, but just simply not slated for big business.

The Louisville Retail Trading Zone, on the other hand, is a marble-ous market. With a population of less than a third of Kentucky's total, these 27 well-cemented counties ring up drug sales, for example, that are *76.5% as great as all the rest of the State!*

Doesn't that sound concrete enough for you, or do you really *want* to push the pebbles?

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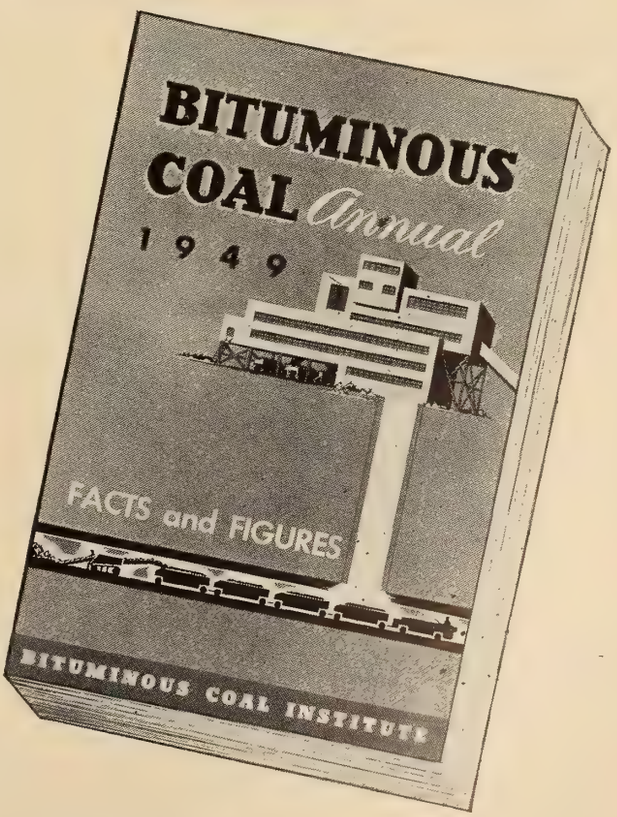
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Production



ROGER STONER, formerly program manager and assistant manager of KGGF Coffeyville, Kans., appointed program director for KBIX Muskogee, Okla. **LARRY TROUT,** formerly with KWFC Hot Springs, Ark., named KBIX sportscaster and play-by-play announcer.

ORREN ALLAIN, sports director at WKAN-WKIL (FM) Kankakee, Ill., also named program director, replacing **WAYNE CENTER,** now residing in Phoenix, Ariz. **DAN STRONG,** formerly with stations in Texas and Fort Wayne, Ind., joins WKAN-WKIL announcing staff and Announcer **ED NIX** becomes assistant program director.

AUSTIN O. HUHN, radio and TV producer for 11 years, joins production staff of WFIL-TV Philadelphia. He formerly was production supervisor of WPIX (TV) New York and also designed special effects for several New York stations and operated his own studio and laboratory for creating special effects and building TV studio equipment.

ROCCO L. TITO, former CBS producer-director, named MBS assistant director of production.

FRANK S. HICKS Jr. added to announcing staff of WHBF Rock Island, Ill. He previously was at KYSM Mankato, Minn.

GROVER ALLEN promoted from floor manager to assistant director at WENR-TV (ABC) Chicago.

HERB STROCK of IMPPRO Inc., Culver City, Calif., named producer on KLAC-TV Hollywood *You Be the Jury* show.

MELVIN H. TENNIS, former graduate student in radio writing at U. of Chicago, joins WORZ continuity staff.

JACK THAYER, disc jockey at WLOL Minneapolis, and model Donna Jean Marchand planned to be married Nov. 12 at Salem English Lutheran Church in Minneapolis.

BEA GRAY, traffic and copy chief at WTVJ (TV) Miami, Fla., takes six months leave of absence. Her husband, **ART GRAY,** handles WTVJ's national promotion. **ANN RUTLEDGE,** formerly in copy department at WKAT Miami Beach, appointed WTVJ traffic and copy chief.

PAUL BARON, promotion manager for WOKO Albany, appointed program manager. He formerly was with WHUC Hudson, N. Y., and KFMB San Diego.

WYLLIS COOPER, radio and television writer, producer and director, creator recently of *Quiet Please,* and *Volume One, Numbers 1-6,* on ABC radio and TV networks respectively, appointed executive writer, producer and director at CBS-TV. He soon will launch new CBS-TV series, featuring his work and that of others. He was with CBS from 1930 to 1933, as continuity editor in Chicago, leaving to join NBC, where he originated, wrote and directed *Lights Out* and other series.

WILLIAM SELANDER, recent graduate of Ohio State U., and **CHARLES LLEWELLYN,** formerly with *Columbus Citizen,* join sales force of WLWC (TV) Columbus, Ohio. **ROD ALTMEYER,** formerly with WVKO (FM) Columbus, joins WLWC announcing staff.

BILL HINDS, veteran KDKA Pittsburgh announcer, resigns to freelance in radio and television.

DOUG THOMPSON, recent graduate of Baylor U. Radio Dept., Waco, Tex., named program director of KRHD Duncan, Okla. He is new m.c. of station's *Food For Fact,* and is producer on several new shows now being presented by station.

ED ROBERTS, Chicago radio and television emcee, has been signed by Herbert S. Laufman and Co., Chicago TV production firm, to conduct *Woman's Magazine of the Air* on WGN-TV. Show, produced by Laufman, is telecast Monday, Wednesday and Friday, 4 to 4:30 p.m. CST.

JOHN F. MURPHY Jr., former instructor at Radio Production Studios, Phoenix, Ariz., joins KPHO Phoenix as announcer.

JACK PITMAN, chief announcer at WMOR (FM) Chicago, has been added by Roosevelt College as instructor in announcing techniques in conjunction with the radio workshop.

ELBERT WALKER, senior Don Lee network television director-writer, and **NORMAN JOLLEY,** independent producer-packager, have jointly written and published *John Q. Public's TV Answer Book.* Written in 16 sections, book aims to be television laymen's guide.

SAM DICKSON, writer-producer for KNBC San Francisco, is author of new book, *San Francisco Kaleidoscope,* published by Stanford U. Press Nov. 6. New book is sequel to his *San Francisco Is Your Home* and is based on 30 episodes used on his KNBC weekly program, *This Is Your Home.*

RICHARD BOLENDER, music director and librarian at WBRK Pittsfield, Mass., is the father of a girl, Judy Lynn.

ANNE HAYES, director of women's activities for KCMO Kansas City, Mo., designated most outstanding member for 1949 by Second District of Missouri Federation of Women's Club's at annual convention held in Kansas City Nov. 3.

MARCIA ROEN, director of women's programs at WORZ Orlando, Fla., on loan to *Orlando Post* to write regular women's page for weekly publication.

"UNCLE DANNY" WEBB, m.c. of WPIX (TV) New York *Small Time Revue* (Saturday, 4:45-5:15 p.m.), named to head Metropolitan Div. of Junior Funnybone Committees being formed by National Laugh Foundation to entertain at orphanages and children's institutions.

JAN McINTIRE, formerly women's commentator on KRSC Seattle, joins KOL Seattle to work with **SHARON KANE** on women's programs.

GEORGE BALL, WHLI Hempstead, L. I., announcer, was married Oct. 30 to Edith Podel of Brooklyn; **MARION HOLMES,** WHLI receptionist, will be married Dec. 31 to Staff Sgt. James A. Harrington of U.S. Marine Corps, and **MURIEL ABRAMS,** member of the station's script and continuity department, will be wed Feb. 4 to Larry Washer of Woodmere, L. I.

NELSON GRIGGS, announcer for WASH (FM) Washington and Continental FM Network, and Sarah Allison Lance were married Nov. 5.

J. SCOTT SMART, star of ABC's myster program *The Fat Man,* selected as "Celebrity of Year" by vote of more than 300 personalities of stage, screen and radio at Nov. 6 party at 59th St. Playhouse in New York.

BOB RANDALL, formerly with WLAV Grand Rapids, Mich., joins announcing staff of KTXL San Angelo, Tex.

SHERWIN E. WYCKOFF, formerly of Radio Production Studios, Phoenix, Ariz., joins KCKY Coolidge, Ariz., as announcer.

HAL NEAL, announcer at WXYZ Detroit, is the father of a girl.

WILLIAM FROUG and **WILLIAM FIFIELD** named writers for Columbia Pacific Network's *Jeff Regan, Investigator* series.

VERENA HOERCHLER of KXOK St. Louis, Mo., continuity department, and **BILL NOONAN** and **AL BRANDT** of news department, all have announced their marriage, during past month.

JIM LOGAN, announcer for WWCO Waterbury, Conn., is the father of a boy.

RADIO SCRIPTS

15 Plays For Amateurs

RADIO PLAYERS' SCRIPTBOOK. Edited by Herbert Prescott. Portland, Me.: J. Weston Walch, Publisher. 410 pp.

THE amateur radio workshop group will find in the *Scriptbook* an accessible wealth of script material for production purposes. Authored by 14 professional writers, the scripts number seven 15-minute plays, seven 25- and 30-minute plays and one eight-part classic.

Mr. Prescott, publicity and radio director and associate professor of English at Grinnell College, Grinnell, Iowa, explains in his "notes" that the book "grew out of a desire to make available to amateur groups throughout the country a series of scripts of professional calibre, which at the same time would be easy of production and within the acting scope of high school and college groups . . . (and) to allow all amateur players to put them on the air without paying royalty."

Plays are presented within time groups and in the order of probable acting, directing and "production challenge." The eight-part classic, each part of 15-minute length, is *Macbeth,* adapted for radio by the edition of *Scriptbook.*

Three plays by Gene Fromherz, former radio timebuyer, and writer of network programs including *The Whistler, Grand Central Station, Curtain Time, First Nighter* and *Harvest of Stars* are included in the carefully edited book.

CANADA SURVEY

Radio Homes Set at 93.9%

THERE are 3,147,600 radio homes in Canada out of a total of 3,351,900 households, according to a survey just released in Toronto by H. F. Chevrier, research director of Canadian Broadcasting Corp., in conjunction with the Canadian Bureau of Broadcast Measurement, Toronto. The survey shows that 93.9% of the households in Canada have radio receivers, 88.5% with one radio and 6% with two or more receivers.

In a provincial breakdown, highest percentage of radio homes goes to Saskatchewan, with 96.25, or 223,300 radio homes out of 232,000 households. Largest number of radio homes are in Ontario, a total of 1,132,900, or 95.17% of all households. Quebec has 792,700 radio homes, 94.26%; British Columbia 330,700, 93.89%; Alberta 229,400, 94.25%; Manitoba 183,100, or 88.67%; and the Maritimes 255,500, or 89.14%.



for a better-than-ever BUY
IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION
5,000 w AM 50,000 w FM
1390 KC 105.1 MC
WFMJ
BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

RCA INSTITUTES, INC.
One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.
Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

Six More TRUSCON TOWERS OF STRENGTH

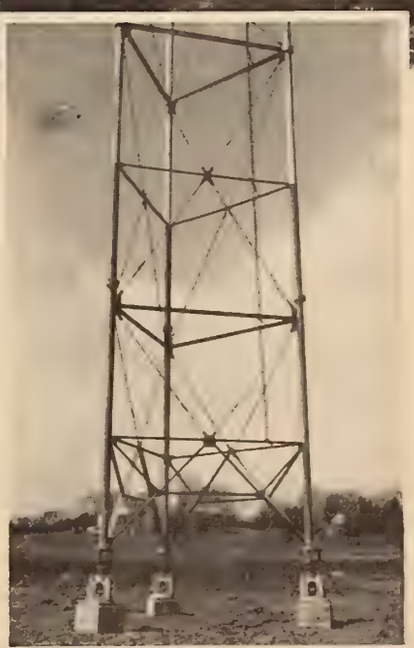
FIVE ARE 400 FT. HIGH



YOU'RE LOOKING AT 2,400 soaring feet of self-supporting radio towers—Truscon-engineered and erected for WFMJ Broadcasting Company in Youngstown, Ohio. These sturdy steel structures climb 400 feet above the Mahoning Valley. One tower carries an RCA 4-section Pylon FM antenna. Together, they give 5,000-watt WFMJ top coverage of the bustling eastern Ohio-western Pennsylvania industrial area.

Competition for Youngstown dialers is intense, with nearby Cleveland and Pittsburgh broadcasters pouring 50,000-watt signals into the market. Facing this problem, Truscon furnished a tower set-up that was exactly right for WFMJ's needs—and then erected the towers for best operating efficiency.

It's one more example of the way in which Truscon engineers tackle *purely local problems* — operational or geographical — in any part of the world. Truscon can engineer and erect exactly the towers you need . . . tall or small . . . guyed or self-supporting . . . for AM, FM or TV. Your phone call or letter to our home office, or to any close-by Truscon District Office, will bring you helpful assistance without obligation.



WFMJ Broadcasting Station, Poland—Boardman Road, Youngstown, Ohio. 6 Truscon Self-Supporting Towers. One Tower is 346 ft. high with RCA 4-Section Light or Heavy Duty Pylon. Five Towers each 400 ft. high. Shows base of one tower.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON SELF-SUPPORTING AND UNIFORM CROSS SECTION GUYED TOWERS

TRUSCON COPPER MESH GROUND SCREEN

Allied Arts



HARRY HILLER, national representative of NABET and radio pioneer, to retire from radio early next year to live on Raquette Lake, in Adirondacks. Mr. Hiller was senior operator and chief announce at WJZ New York in 1921.

A. C. NEILSEN Co.'s National Radio Index Class A service signed last week by Kastor, Farrell, Chesley & Clifford, New York.

VIOLA RUBBER, Broadway producer, joins West Hooker Telefeatures Inc., New York, as producer and casting director. She will supervise production of radio and TV adaptations of Joshua Loth Leibman's book, *Peace of Mind.*

ANDREW M. WISWELL, vice president in charge of recording for Muzak Corp., and its radio division, Associated Program Service, both New York, is the father of a boy, Andrew M. Wiswell, Jr., born Nov. 3.

DECCA RECORDS Inc., New York, reports consolidated net earnings for nine months ended Sept. 30, 1949, amounted to $427,601 after provision of $262,078 for income taxes. Total equals 55 cents per share on shares of capital stock outstanding on that date, and compares with net earnings of $550,877 or 71 cents per share in corresponding period of 1948.

CARDINAL Co., Hollywood, now producing two groups of recorded programs for Christmas holiday release. First package titled *Cardinal's Xmas-4* is made up of four quarter-hour units each including *Musical Christmas Tree* featuring singer Clark Dennis; *Gift of the Little Shepherd,* featuring Marvin Miller, narrator; *Musical Sleigh Ride* with The Modernaires singing group; and *Christmas Story* with Art Baker. Second group *Sleepy Joe's Christmas Twenty* consists of twenty quarter-hour programs from firm's *Sleepy Joe* series. Each group is available as complete package; none of the programs to be sold separately.

ELEANOR GLOGAU, formerly with MBS, joins Myron Eichler Assoc., New York, to do publicity on Veterans Hospital Camp Shows account.

WORLD BROADCASTING SYSTEM announces renewals and extended contracts for use of World Transcription library service. WKIC Hazard, WHIR Danville and WPAD Paducah, all Kentucky, have renewed; in Pennsylvania, WIP Philadelphia, WKST New Castle, WPPA Pottsville and WGBI Scranton will continue. Other renewals are WKOP Binghamton, N. Y., KWAL Wallace, Idaho, and WWL New Orleans.

VIDEODEX, rating and program analysis service, has been subscribed to by Crosley's WLWT (TV) Cincinnati, WLWC (TV) Columbus and WLWD (TV) Dayton. Service is product of Jay & Graham Research Organization, Chicago.

L. J. N. Du TREIL, radio engineer of FCC and its predecessor for past 30 years, retired from government service Oct. 31. He will practice consulting radio engineering and establish a frequency measurement service in New Orleans.

Equipment

HAROLD BLUMENSTEIN, veteran radio and TV promotion executive, appointed sales manager for middle eastern seaboard by John Meck Industries Inc., Plymouth, Ind. He formerly was with Emerson Radio and Trilling Montague Distributing Co., Philadelphia.

GENERAL ELECTRIC Co., Syracuse, announces new low-priced ultra-high frequency welded germanium diode and two new types for use in VHF TV receivers. UHF germanium diode is self-healing under temporary over-voltage conditions. Snap-in construction speeds installation and eliminates soldering. Two new diodes for use in VHF receivers are 1N64 and 1N65. Both available in production quantities.

MYCALEX TUBE SOCKET Corp., new organization operating under license of Mycalex Corp. of America, New York, has started manufacture of seven pin miniature tube sockets, using Mycalex as insulator. Sockets are obtainable in Mycalex 410 developed for applications requiring close dimensional tolerances not feasible in ceramics and with lower loss factor than mica filled phenolics, plus economic advantage. Further information is obtainable from firm at 30 Rockefeller Plaza, New York 20.

D. G. REIK appointed General Electric district representative in Cleveland, Akron, Youngstown, Canton, Pittsburgh, Johnstown and Wheeling markets. Prior to appointment he was associated with television sales section in Syracuse.

WOUI(FM) at Athens

WOUI (FM), Ohio U.'s educational station at Athens, was incorrectly identified as being in Columbus in Oct. 31 issue of BROADCASTING.

Naval Air Show

CURRENT 26-week, 15-minute transcribed show, starring Paul Weston's orchestra and guest stars, is being re-released by Naval Air Reserve. Program features Starlighters, Tom Reddy and Jo Stafford, Johnny Mercer, Margaret Whiting, Dinah Shore, Dorothy Shay, Martha Tilton, Buddy Clark and others. Series is available upon request to Naval Air Reserve Training Command, U. S. Naval Air Station, Glenview, Ill.

NORTHERN California Alumni chapter of Alpha Delta Sigma, national honorary advertising fraternity, has launched job training program for students in several local California colleges and universities.

NETWORK BOXSCORE

Number of commercials on the four nationwide networks, Sept. 30 256
Number of network commercials starting during October 15
Number of network commercials ending during October 10
Number of commercials on the four nationwide networks, Oct. 31 271

October Additions

SPONSOR	PROGRAM		NETWORK TIME	AGENCY
American Assn. Railroads	Railroad Hour	NBC	Mon. 8-8:30 p.m.	Benton & Bowles
Coca Cola	Songs by Morton Downey	NBC	Tues., Thurs., 11:15-11:30 p.m.	D'Arcy Adv.
Kraft	Marriage for Two	NBC	Mon.-Fri. 10:30-10:45 a.m.	J. Walter Thompson
Liggett & Myers	Dragnet	NBC	Thurs. 10:30-11 p.m.	Newell-Emmett
R. J. Reynolds	Screen Guild Theatre	NBC	Thurs. 9-9:30 p.m.	Wm. Esty Co.
Sealtest	Dorothy Dix at Home	NBC	Mon.-Fri. 10:45-11 a.m.	N. W. Ayer
American Bird Products Co.	American Radio Warblers	MBS	Sun. 1:30-1:45 p.m.	Weston-Barnett
U. S. Air Force Recruiting Serv.	Game of the Week	ABC	Sat. 1:45-4:30 p.m.	Gardner
H. J. Heinz	Adv. of Ozzie & Harriet	ABC	Fri. 9-9:30 p.m.	Maxon Inc.
Philip Morris	Ladies Be Seated	ABC	Mon.-Fri. 3:30-3:55 p.m.	Cecil & Presbrey
Philip Morris	Walter Kiernan	ABC	Mon.-Fri. 12:25-12:30 p.m.	Cecil & Presbrey
Waltham Watch Co.	Share the Wealth	ABC	Mon. 8-8:25 p.m.	Hirshon-Garfield
Lutheran Laymen's League	Lutheran Hour	ABC	Sun. 3:30-4 p.m.	Gotham Adv.
Dawn Bible Students	Frank and Earnest	ABC	Sun. 11:15-11:30 a.m.	W. L. Gleason
Southern Baptist Convention	The Baptist Hour	ABC	Sun. 3:30-4 p.m.	Liller, Neal & Battle

September Deletions

Campana Sales Co.	First Nighter	CBS	Thurs. 10:30-11 p.m.	Wallace-Ferry-Hanley
Ferry Morse Seeds	Garden Gate	CBS	Sat. 9:45-10 a.m.	McManus, John & Adams
Gulf Oil Co.	We the People	CBS	Tues. 9-9:30 p.m.	Young & Rubicam
Liggett & Myers	Tales of Fatima	CBS	Sat. 9:30-10 p.m.	Newell-Emmett
Mars Inc.	Dr. I. Q.	NBC	Fri. 10-10:30 p.m.	Grant
Southern Cotton Oil Co.	Noah Webster Says	NBC	Tues. 9:30-10 p.m. (PST)	Fitzpatrick
Philip Morris	Queen for a Day	MBS	Mon.-Fri. 2-2:15 p.m.	Cecil & Presbrey
Philip Morris	Queen for a Day	MBS	Mon.-Fri. 11:30-11:45 a.m	Cecil & Presbrey
Pepsi-Cola	Counter Spy	ABC	Tues. & Thurs. 7:30-8 p.m.	Biow
Greystone Press	Mr. Fix-It	ABC	Tues. & Thurs. 3-3:15 p.m.	H. B. Humphrey

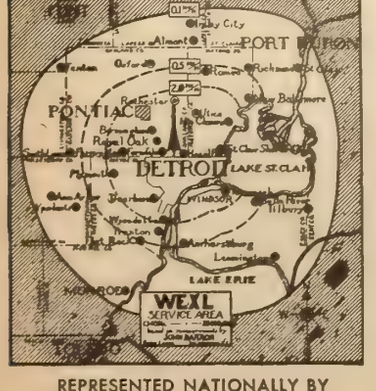
October One-Timers

Gillette Safety Razor Co.	World Series	MBS	Oct. 5, 6, 7, 8, and 9 12:45 p.m. to conclusion	Maxon Inc.
Natl. Assn. Mfrs.	Talk, Earl Bunting	ABC	Oct. 18,10-10:30 p.m.	Benton & Bowles
Inland Steel Co.	Talk, Edward L. Ryerson, on strike	ABC	Oct. 19, 8-8:15 p.m.	Hill & Knowlton
United Steel Workers	Phil Murray on strike	ABC	Oct. 12, 8.8:15 p.m.	Wiltman & Callahan
Swift & Co.	Special Breakfast Club Show	ABC	Oct. 1, 7:45-8 a.m.	J. Walter Thompson

Frank Desjardins

FRANK DESJARDINS, 19, transmitter operator of CJKL Kirkland Lake, Ont., was electrocuted at the transmitter on Nov. 4—his birthday. His death was discovered by friends who had gone to visit him at the transmitter building to congratulate him on his birthday.

Detroit's Most Effective Selling Team!



REPRESENTED NATIONALLY BY THE FRIEDENBERG AGENCY, INC.

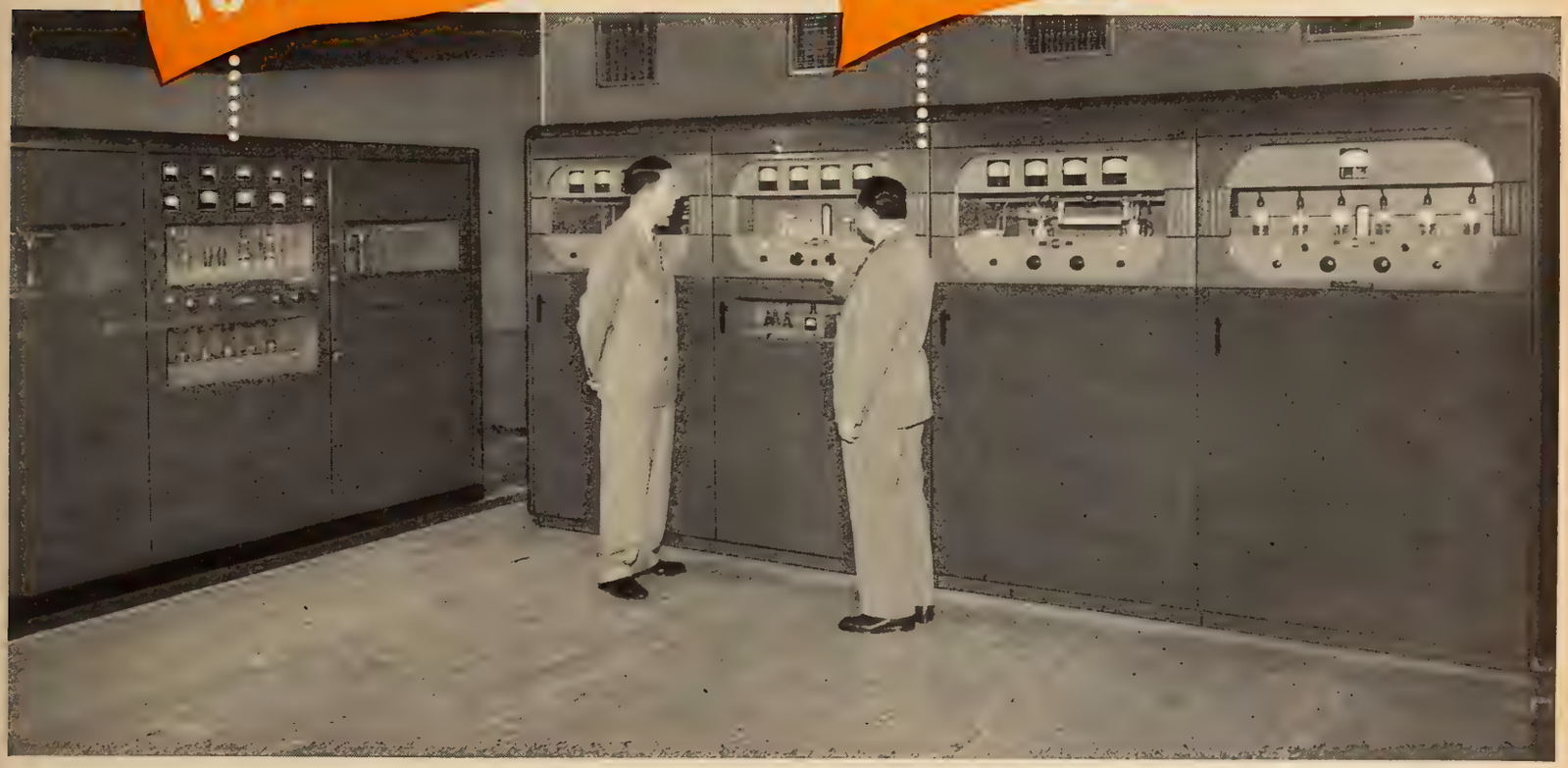
WEXL
1340 KC 250 Watts
WEXL-FM
104.3 MC. 18,000 Watts
Royal Oak, Michigan
PRIMARY COVERAGE
900,860 Radio Homes—
More than half the total Radio Homes in Michigan, with a retail buying power (1948) of over $3½ billion.
OPERATING 24 HOURS DAILY
Member N.A.B.—M.A.B.

WBAL means business in Baltimore

Quoting from a customer with two Collins "firsts"

1941 WADC installed the first Collins 21A 5 kilowatt transmitter

1949 WADC installs the first Collins 21B 5 kilowatt transmitter



John Wildermuth, Chief Engineer, WADC (left), and his assistant, Larry Hennigan, with the new 21B 5 kw transmitter. The 21A, installed eight years ago, can be seen at the left.

SPEAKING of his newly installed Collins 21B transmitter, Allen T. Simmons, owner of WADC, Akron, Ohio, says in his letter of Sept. 21, 1949:

"I wanted to let you know how very pleased I am with it. I feel that it is one of the best improvements I have made in my career as owner of WADC. The fine quality of transmission is so apparent that not only radio people trained to the awareness of true sound have commented upon it but listeners, whom one ordinarily wouldn't expect to, detect the difference."

WADC knows that discernible quality counts with its listeners. Mr. Simmons has always demanded it. We here at Collins have always felt that quality is of the utmost importance. The Collins 21B transmitter has quality—not only of engineering design and workmanship but performance also.

Complete information on the 21B transmitter will be sent to you on request. Just address Dept. BE-1, Collins Radio Co., Cedar Rapids, Iowa.

FOR BROADCAST QUALITY, IT'S . . . COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd St.
NEW YORK 18

2700 West Olive Ave.
BURBANK

M & W Tower
DALLAS 1

Fountain City Bank Bldg.
KNOXVILLE

News

DON MEANEY, member of news staff of WNJR Newark, N. J., appointed director of news, replacing **HARRY NASH**, who has been recalled to staff of *Newark News*, WNJR parent company.

EDWIN L. SLUSARCZYK, Cornell U. graduate, named asistant farm and market reporter for WIBX Utica. He has been active in 4-H Club work and Future Farmer operations.

GEORGE GRIM, WCCO Minneapolis-St. Paul news commentator and columnist, returns from his second trip to Europe this year. He will give first-hand report on Yugoslavia, center of hot news interest.

BILL ELLISON, sportscaster at WHBF Rock Island, Ill., is father of a girl, Margaret Barbara.

MEL ALLEN, "The Voice of the Yankees," and **RED BARBER**, CBS director of sports, at Nov. 3 New York Radio Executives Club luncheon, were awarded certificates of merit for their work on behalf of Red Cross blood banks. Frank J. Keeler, chairman of the American Red Cross blood program, presented awards, first to be made for such efforts.

WFIL Resumes Facsimile

FACSIMILE operations were resumed by WFIL Philadelphia on Nov. 4 when the station transmitted a special fax edition of the Temple U. *News* from 2:30 to 3 p.m. Future editions of the student newspaper will be presented at the same time every Wednesday and Friday during the current school year. The facsimile equipment of *The Philadelphia Inquirer* stations was transferred formally to Temple U. last May 4. WFIL, however, maintains supervision of the operations and makes available to Temple the services of members of its staff for training and advisory purposes.

WMOR (FM) Chicago has signed to originate 34 hours of evening programming weekly from studios in Telenews Theatre, Chicago.

'OPRY' CAST
Troupe of 25 USAF Guests

TWENTY-FIVE members of WSM Nashville's *Grand Ole Opry* troupe will be guests of the U. S. Air Force, whose European personnel selected the program aired on NBC as one "we would like most to see." The contingent has left for a 20-day entertainment tour of U. S. air bases throughout Europe.

Troupe's first appearance will be at Wiesbaden Nov. 15. Tentative schedule also includes shows in Heidelberg, Berlin, Vienna, Rhein-Main, Turin and other spots. Additional shows will be given at Burtonwood, England; the Azores, and Newfoundland. Program will emanate from Europe Nov. 19 and 26 at 10:30 p.m.

Regular cast, headed by Red Foley, singing m.c., and comedians Rod Brasfield and Minnie Pearl, will be augmented by frequent *Opry* guests and former stars, including Roy Acuff and his Smoky Mountain Boys and Girls, Composer-Singer Hank Williams, Jimmy Dickens, Judy Martin and Audrey Williams. Cast was scheduled to leave yesterday (Sunday).

Handicapped Awards

SERVICE to the country's handicapped by Bob Hope, radio comedian, Don Quinn, radio writer and the CBS and NBC networks, was recognized last Tuesday by the National Society for Crippled Children and Adults. Citations were presented to Messrs. Hope and Quinn and special awards were made to the networks at the Society's annual convention held at New York's Hotel Commodore. Mr. Hope and Mr. Quinn wired acceptances. Awards were accepted for CBS by Gerald F. Maulsby, manager of broadcasts, and for NBC by Sterling Fisher, manager of public affairs and education.

RCA ENGINEERING Products Dept. now is producing new program consolette for medium-size sound systems, designed to permit dual programming of radio or recorded programs or special announcements to loudspeakers in as many as 60 locations.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Peer

SLIPPING AROUND

On Records: Floyd Tillman—Col. 20581; Margaret Whiting—Jimmy Wakely— Cap. 57-40224; Wilf Carter—Macy's 100; Texas Jim Robertson—Vic. 21-0074; T. Wallace—ABC-Eagle 148; Ernest Tubb—Dec. 46173; Jimmie Dale—Vocalion 55022; Rex Turner—Varsity 215.

On Transcriptions: Texas Jim Lewis—Standard; Alan Holmes—Associated; Dean Hudson—Langworth.

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

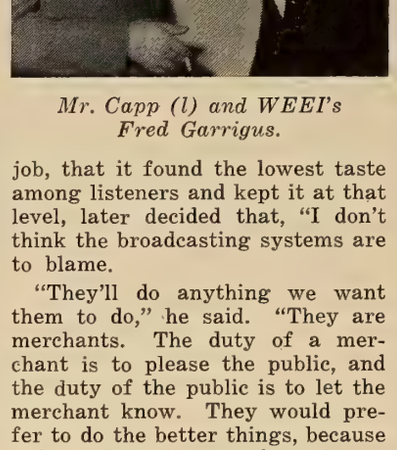
BMI

'RADIO MEN NOT TO BLAME'
Capp Debates Radio's Function at Boston U. Meet

BROADCASTERS aren't completely to blame after all.

That's the latest word from Al Capp, cartoonist and recent rabid radio critic. Mr. Capp debated with Fred Garrigus, WEEI Boston's director of public affairs, on the subject "Is Modern Radio Fulfilling Its Function?" at a recent Boston U. Assembly on Public Affairs.

The comic strip artist and creator of "Li'l Abner," who at first told the students and faculty members that radio was not doing its job, that it found the lowest taste among listeners and kept it at that level, later decided that, "I don't think the broadcasting systems are to blame.



Mr. Capp (l) and WEEI's Fred Garrigus.

"They'll do anything we want them to do," he said. "They are merchants. The duty of a merchant is to please the public, and the duty of the public is to let the merchant know. They would prefer to do the better things, because radio is full of cultured gentlemen who do the things they have done only because no one gripes about it. I think that we should administer a loving smack on their rear in the form of public opinion to let them know what we think."

Mr. Garrigus, as WEEI's spokesman, referred to numerous public service shows on the air and went on to tell the audience of several hundred that "radio operators whom I have known are very conscious of their civic responsibility. . . ." He declared that stations go out of their way to find methods and means of doing "honest-to-goodness community and public service jobs."

Mr. Capp, in criticizing radio as would "a parent who loves a child and sees it becoming a monster," remarked that "I am not against radio. I love it, I think, in an honest way. I am persecuted by it. Everything I say about radio is true of cartoons, newspapers . . . with one exception. Radio belongs to us. I want a little more back from them."

In answer to a question asking how he would rectify radio, the cartoonist advised the group: "Let's see if we can make it clear that radio operators can make money by giving us better radio. We can only let them know by writing, by calling. They work in the dark. If they know from us what we want, what we don't want, they will make it better radio."

BASKETBALL RIGHTS
Weightman Gets Philly Team

WEIGHTMAN Inc. Advertising, Philadelphia, has acquired the rights to broadcast the 1949-50 home and away professional basketball games of the Philadelphia Warriors in the National Basketball Assn. Games were signed on behalf of Weightman's client, Sports Broadcast Network, an organization now numbering more than 50 stations.

Broadcasts will originate at WPEN Philadelphia, also key station for broadcasting the current games of the Philadelphia Eagles, National Football League champions. WPEN and other Sports Broadcast Network stations also are carrying boxing bouts in Philadelphia from the Arena and Convention Hall, scenes of the Warriors' home contests.

WPTW's Branch Studios

WPTW Piqua, Ohio, Nov. 1 opened branch studios in Troy, Ohio, eight miles south of Piqua, according to an announcement by Richard E. Hunt, president and general manager. The Troy branch studios will be managed by Jim Flinn of the WPTW commercial department and Don Houck will be in charge of announcing and programming. Six daily local programs will originate from the Troy studios. WPTW operates daytime on 1570 kc with power of 250 w and is licensed to the Miami County Broadcasting Co. Inc.

Robert W. Griffin

ROBERT W. (Bobby) GRIFFIN, 49, veteran announcer for WHO Des Moines, Iowa, died of a heart ailment Monday, Oct. 31, at Mercy Hospital in Des Moines. He had been ill about two months. Mr. Griffin had been active in radio for more than 25 years, most of the time with WHO. He was one of the first two announcers employed by that station. Surviving are his wife, Bernice, and his father, Dr. John Griffin, of Des Moines.

Reaching
4,000,000 PEOPLE
KWKW
Pasadena - Los Angeles
NATIONAL REP. FORJOE & CO.



GATHERED together in a pre-meeting conference are the speakers at the second annual meeting of the Michigan Council of the AAAA, held in Detroit, Nov. 3. They are (l to r): Frederic R. Gamble, AAAA president; Sherwood Dodge, vice president, Foote, Cone & Belding; Albert W. Sherer, vice president, McCann-Erickson Inc.; John P. Cunningham, partner, Newell-Emmett Co.; Clarence B. Goshorn, president, Benton & Bowles and AAAA chairman of the board; John S. Grier, Young & Rubicam; James W. Young, vice president, J. Walter Thompson; and Sylvester L. (Pat) Weaver, NBC vice president in charge of television.

* * *

MICH. AAAA

Cunningham Warns Group Of Government Control

WARNING that giveaway programs "in their present quantities have now reached the danger point of government legislation," John P. Cunningham, partner in Newell-Emmett Co., cautioned copy men of the Michigan Council of American Assn. of Advertising Agencies of the grave responsibility that lay in their power to sway the people. "We don't want governmental control of how we shall advertise," Mr. Cunningham said, "but we must watch our step, or we'll get it."

The AAAA Michigan Council's second annual meeting, held Nov. 3 in Detroit's Statler Hotel, was the last of the four regional meetings of AAAA, preceded by those in New York, Chicago and Arrowhead Springs, Calif.

Sylvester L. (Pat) Weaver, NBC vice president in charge of television, told the 200 assembled advertising men and women that television was in competition with magazines, and in reality, complemented radio. He said a judicious use of radio and television would bring the sales message into the homes of 95% of the American public.

Mentioning that "the average American family will get a television set before they make any other major purchase in the next few years," Mr. Weaver emphasized for the Motor City the advantages of TV for the advertising of heavy goods. "We finally have a medium that will deliver a customer into the salesroom completely pre-sold except for a personal demonstration of qualities he already believes in."

The meeting, which had as its theme "Advertising At Work," continued through the afternoon into a dinner meeting in the evening, where the meeting was addressed by Frederic R. Gamble, president of AAAA, and Clarence B. Goshorn, president of Benton & Bowles, and chairman of the board of AAAA.

In his report to the Michigan Council membership, Mr. Gamble pointed to the agency campaign for cash discounts from media. "Cash discounts are also a problem in the radio field," he said. "While individual stations grant discounts, the vast majority, over 90%, do not. And this policy is rapidly spreading into the television field."

He also mentioned that the second survey of BMB was due out shortly, but warned the advertising men that it has been "so expensive that there is doubt as to whether or not it can be continued, and if so, how?"

Other speakers at the session:

James Webb Young, vice president and senior consultant, J. Walter Thompson Co. who spoke on "Some Advertising Responsibilities in a Dynamic Society"; Albert W. Sherer, vice president, McCann-Erickson Inc., "Application of Research to Advertising and Sales"; Sherwood Dodge, vice president, Foote, Cone & Belding, "The Changing Scene in Media"; John S. Grier, manager, merchandising department, Young & Rubicam, "The Merchandising Package." The introductory remarks for the speakers were made by John McQuigg, vice president of Geyer, Newell & Ganger, Detroit.

Ralph L. Wolfe, of Wolfe-Jickling-Dow & Conkey, chairman of the Michigan Council, presided at the session. Other governors are Vice Chairman John McQuigg, Geyer, Newell & Ganger; Secretary Frank Townshend, McCann-Erickson; Willard S. French, of Brooke, Smith, French & Dorrence, and Henry G. Little of Campbell-Ewald Co.

Pacific AAAA Plans

GEORGE WEBER, recently elected president of AAAA Pacific Council [BROADCASTING, Oct. 24] told BROADCASTING last week the organization will undertake in the next year a renewed effort to improve the media relations of the agency group's chapters in the West. Mr. Weber is vice president of Mac Wilkins, Cole & Weber.



• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Real opportunity for good all-round manager for independent station in large competitive midwestern city. Must be experienced in management, programming, sales. Can acquire stock interest if desired by purchase or earnings. Base salary plus generous profit participation. Station now in black but capable far greater earnings. Send full details to Box 187D, BROADCASTING.

Manager-salesman wanted for new fulltime local independent in small western town. If you have first class operator's license, it would help. Ability to sell and service small town accounts primary. Good opening for man who will stay and make himself part of community. Send complete details, experience, references, picture, salary expected, etc. to Manager, KRPL, Moscow, Idaho.

Salesmen

Local salesman for 5 kw Mutual affiliate in midsouth, major market. Attractive minimum guarantee and commission with opportunity for advancement. In answering state education, experience, references and photograph. Box 98D, BROADCASTING.

Salesman for kilowatt daytime station in prosperous market. Base pay plus commission. Must be experienced and interested in permanent position. Send complete details first letter. Position now open. KSCB, Liberal, Kans.

Announcers

Opening for staff announcer. 250 watt Mutual outlet in southeast. Rush audition disc, photograph and background to Box 108D, BROADCASTING.

Need one or two combination announcer-1st class engineers for Florida network affiliate to start approximately December 20th. Must be strong on announcing. Write, giving full details, experience, education, training and salary requirements to Box 159D, BROADCASTING.

Experienced announcer, capable of handling all assignments. State age, background, salary desired. Central Pennsylvania. Box 185D, BROADCASTING.

Experienced staff announcer with news, disc jockey and adlib ability. Helpful if some sports and sales knowledge. $200 to $225 a month. Please send disc or tape with letter. KISD, Sioux Falls, S. Dak.

Addition wanted for finest announcing staff in world's fastest growing city. Must have well rounded experience in all phases of announcing. This is permanent job with progressive ABC affiliate in south's largest city. References will be checked. State minimum starting salary. Send personal data sheet listing all prior radio and allied experience plus audition disc. Glenn McCarthy Enterprises, KXYZ, Houston, Texas.

Wanted, engineer-announcer, emphasis on announcing. Must be experienced disc shows, early morning and news. Audition disc and background required. WBHF, Cartersville, Ga.

Sports announcer with news background. Must be able handle play-by-play football, baseball, basketball plus assist news editor. Attractive base plus talent opportunity right man. Best references expected. Don't phone. Apply by letter telling all. Assistant Manager, WCAX, Burlington, Vermont.

Wanted—Experienced announcer for morning show. Send photo, letter of experience and reference to WFNC, Fayetteville, N. C.

Versatile announcers for new 1 kw metropolitan market. No floaters. Wonderful potentials for experienced men. Send disc, photo, references. Salary expected to Jack Barton, P. O. Box 72, East Point, Ga.

Help Wanted (Cont'd)

Technical

Radio broadcast engineers-technicians wanted for employment outside continental limits of the United States. Forward earliest complete history. Box 154D, BROADCASTING.

West Texas station needs man with 1st phone, pleasing voice, hard worker, state salary. Good chance for advancement, no drifters. Photo, references and disc required. Box 163D, BROADCASTING.

Help wanted—Immediate vacancy for engineer-announcer, must have experience on engineering and announcing. Daytime station, send photo and disc with first letter. Salary $55.00 for forty hour week. Box 278, Defiance, Ohio.

Production-Programming, others

Program director, eastern ABC affiliate seeking man, preferably over 30, experienced as program director at small station. Must be able build and produce saleable local programs, handle special events and operate local news bureau. State qualifications and salary requirements. Box 23D, BROADCASTING.

Fulltime metropolitan independent station wants news editor with good voice, experienced in gathering, writing local news, editing wire and airing some newscasts. Minimum $200 monthly. Send disc, photo, experience. Material will be acknowledged and returned. Box 155D, BROADCASTING.

Man or woman experienced in continuity, music department and announcing to work with independent station in state's first market. No beginners please. Box 178D, BROADCASTING.

Situations Wanted

Managerial

Well qualified. Will accept salary plus commission. Guarantee to make money. Box 5D, BROADCASTING.

Hard-sell manager or commercial manager available November 1st. Sober, reliable, family man. Unusual qualifications in management, sales, production, programming. Excellent educational, newspaper background. Particularly interested in television opportunity. Please give complete details in reply to Box 70D, BROADCASTING.

If your independent is in a potentially good market but suffers from high operative expense, low income and/or a shortage of listeners; and if you're looking for a manager, my proposition might interest you. Box 133D, BROADCASTING.

Commercial manager, middlewest 9 years. Excellent background. Available Jan. 1st. Box 161D, BROADCASTING.

Manager, 10 years experience, 250 w, 1 kw, covering administrative, sales, program and promotion. Can win tough battles against competition and/or overhead. Prefer southwest or midwest. Box 169D, BROADCASTING.

Manager-program director-chief announcer. Any one or combination. 11 years experience in all phases of radio. College graduate. Excellent references. Prefer southwest. Box 183D, BROADCASTING.

Available—New England small market station manager. Age 34. Has done every thing but operate transmitter. Moving up into larger market management, sales or promotion. Just the man you're seeking. Write Box 189D, BROADCASTING.

Station manager-commercial manager. Presently managing a small market station. Young, 39, conscientious, stable, family man. No armchair executive, but a person who has come up through the ranks and knows by first-hand experience all phases of station operation. Available January 1st. Box 200D, BROADCASTING.

Situations Wanted (Cont'd)

Salesmen

Salesman, seven years experience in commercial radio. If you're looking for a real go-getter, drop me a line, I guarantee results. Can go anywhere. Box 12D, BROADCASTING.

Sales manager, 15 years experience tangible, intangible selling. Graduate radio school. Experienced sports announcer. Now with midwestern 1000 w, independent. Age 36, sober, married. Available two weeks notice. Photo, references. Box 137D, BROADCASTING.

Record companies, aggressive, personable representative, available to travel, musician, college graduate. Presently employed disc jockey, midwest market. Box 176D, BROADCASTING.

Young salesman desires affiliation with radio representative in Chicago. Employed in midwest. Radio interview upon request. Box 177D, BROADCASTING.

University graduate, sales success, experienced, will accept fair offer. East. Box 184D, BROADCASTING.

Announcer, 25, eye on future wants to settle. 2½ years staff announcing, wanting to get into sales. Fulltime sales or announcer-sales. Willing to work hard if given a chance. Sandy Horn, Route, 1, Rutherfordton, N. C.

Announcers

It always takes a little more than "just money" to tempt a superlative announcer away from a good job. But I'm willing to build a high rated disc show for you in return for a little less diversification. My income is above average (for where I am), but the things I have to do for said moneys are too numerous to mention. If you're a progressive eastern station, I've got a key to the public taste and two and a half years of experience to offer. What do I hear? I'm pleasant and courteous and you'll have a prompt reply. Box 846c, BROADCASTING.

Washington, D. C. area. Disc jockey with warm voice and commercial power, showmanship, too. Two years experience, 24, family man. Box 953c, BROADCASTING.

Sports announcer, basketball and baseball specialist, but completely experienced all sports, available after Nov. 15. College, married, veteran looking for station covering top caliber basketball and baseball. Excellent references and discs. Box 84D, BROADCASTING.

Announcer, DJ, news, 2½ yrs. commercial experience. Permanent position in or about metropolitan area. References, available immediately. Box 107D, BROADCASTING.

Announcer, program director, news-editor. 13 years experience. Former NBC, CBS. Married, will go anywhere. Disc and photo on request. All replies answered. Box 113D, BROADCASTING.

15 years experience. Announcer-producer-writer-newscaster. Last employment 50 kw NBC outlet, TV station. Understand TV announcing and production. Came up in radio when you had to do everything around the station. Have operated RCA, Western Electric, Gates and home-made boards. 35, single, ready. Box 120D, BROADCASTING.

Announcer, production conscious. Three years with independent, doing own board work. Strong on news. Desire opportunity to do more production work. Excellent references and disc available. West of Mississippi preferred. Box 135D, BROADCASTING.

Staff announcer, two years experience, newscaster, disc jockey, commercial man. Can operate own control board. Prefer midwest. Box 144D, BROADCASTING.

Announcer, car, experienced disc jockey. News, commercial, selling experience. Midwest or southwest. Box 151D, BROADCASTING.

Announcer, university grad., 22, available immediately, anywhere. Disc, photo and references on request. Box 157D, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, 250 watt. N. J. Commercial, armed forces experience. Will travel. Box 158D, BROADCASTING.

Seeking greener fields. Quality straight announcer. College man, single, 24, two years general experience in midwest. Not a prima donna or disc jockey type. I'm ambitious, reliable and willing to work. Prefer southwest, but will consider any good proposition. For disc, picture and details write, Box 162D, BROADCASTING.

Experienced sports announcer. Strong play-by-play on all sports. Presently employed. Prefer sports minded station in midwest. Box 165D, BROADCASTING.

Experienced announcer wants to relocate, preferably Alabama or Florida. Box 166D, BROADCASTING.

Newscaster wants position with established station realizing importance of good news writing and presentation. Thoroughly experienced in local news coverage; objective national and international re-write. Former newspaper reporter, program director. Six years broadcasting, presently employed. Would like to raise family, buy home and grow old in pleasant west or Pacific Coast city. Box 168D, BROADCASTING.

Announcer, experienced deejay, news, sports, straight announcing. Married, veteran, presently employed network affiliate. Disc and photo available. Box 171D, BROADCASTING.

Versatile performer—DJ, special events, sports, AM-FM-TV. Top DJ who can match selling voice with fine selection and knowledge of music. Full background in sports that includes play-by-play in basketball, baseball, football, hockey and golf. Sponsored sportscast for past three years. Fifteen years emceeing top stage shows with ten years vocal work with name bands. TV experience includes production, acting and emceeing. Married, no children, good habits and fine personal appearance. 40 years old, 2 years college. Will travel for personal interview. Salary requirements $100 weekly base pay. Best of references including present employer. Box 172D, BROADCASTING.

Announcer-disc jockey. Six years experience. Now in fourth year with midwest regional. Prefer all night disc show or morning personality disc program. Will consider all offers. PD, copy, traffic, selling background. 28, single. Box 179D, BROADCASTING.

Announcer—versatile, two years network affiliate, independent experience. University graduate. Travel easily. Box 186D, BROADCASTING.

"I Wanna Get Married!" Young, versatile announcer, three years experience, presently employed, handle any type program, desires position with better future. Operate controls. News, special events, interviews, my forte. Excellent references. Will travel. What have you? Available after two weeks notice. Disc on request. Box 188D, BROADCASTING.

Announcer—Trained ability, single, 23, prefer south. Box 190D, BROADCASTING.

Announcer-engineer, 1st phone, two months board experience. Graduate leading announcing school. Will travel, southeast, midwest. Disc available. Box 191D, BROADCASTING.

Wanted, position as staff announcer—experience all phases. University graduate. Disc available. Box 194D, BROADCASTING.

Announcer. In sports experience counts. Veteran sportscaster presently employed New York City seeking permanent position with sportsminded station. AM-TV, play-by-play baseball, basketball, hockey, football, boxing, tennis, etc. Married. Please state salary. Box 195D, BROADCASTING.

Experienced announcer, capable handle staff. East preferred. Married. Box 197D, BROADCASTING.

Attention managers. 250-1000 watters. Young man, 23, single, schooled in broadcasting, seeks your employ as announcer. Not afraid of hard work, be it at "broom or boom." Salary secondary to opportunity and I'm not impatient. On job training program welcomed. All letters cordially answered. Thank you. Box 198D, BROADCASTING.

Experienced all phases of announcing. Excellent disc shows morning, noon or night. West coast preferred. Independent station and network experience. Excellent references. Box 199D, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, some experience, will start at bottom with live station, will send references, age 28, single. Box 202D, BROADCASTING.

Staff announcer, first phone. 4 years with network affiliates. Presently employed in east. Sell, write copy, also disc jockey, football. Sincere, sober, best references. $75.00. Box 203D, BROADCASTING.

Combination man and a four piece western band. Good band and a good announcer. Will travel as a unit or separately. Any place considered. Both have previous station experience. Address Box 207D, BROADCASTING.

Experienced announcer-program director. Two years, 28, married. Excellent references. Midwest preferred, near Chicago. Available personal interview. Experience all phases. Write shows, commercials. Available immediately. Write Box 208D, BROADCASTING.

Combination announcer-Licensed technician. Experienced 250 to 10 kw. AM-FM; presently employed, married. KVIK, 100 Terracita, San Francisco, Calif.

Announcer-engineer, first class phone. Thoroughly trained radio school graduate, 26, married, sober, dependable. Some experience. Disc, photo available. All locations considered. Apt. 1, 213 Soundview Ave., Mamaroneck, N.Y.

Veteran, college radio major. Also singer and actor. Looking for a start. J. Coppola, 59-18 Putnam Ave., Ridgewood 27, N. Y.

Announcers—Early morning men. Top commercial men trained in all-round announcing, writing and production. $40-$50 to start. Pathfinder School of Radio. 1222-A Oak St., Kansas City, Mo. HA-0473.

Announcer, broad musical background and good voice. Handle commercials, news, special events and good disc show. Write good copy. Vet, single, 21, reliable. Middle or southeast preferred. Richard Perry, 38 Stokesland Ave., Schoolfield, Va.

Experienced four letter man. Vocalist, announcer, music librarian, commercial copywriting. References, recordings. Location not important. Don Pierre, 1338 W. Juneau Ave., Milwaukee, Wisconsin.

Technical

Experienced engineer, studios, transmitters, any offers please? Box 894c, BROADCASTING.

Technician—Single, 23. First phone, second telegraph, inexperienced. Available immediately. Box 19D, BROADCASTING.

Chief engineer with 15 years experience plus ability second to none, seeks change to progressive station. Best references including present employer. $80 week minimum. Box 25D, BROADCASTING.

Engineer, first phone man desires permanent position. Will travel. Graduate television and communications. Have car. Box 57D, BROADCASTING.

Engineer, first phone. Single, car, will travel. Graduate FM-TV communications desires permanent position. Box 58D, BROADCASTING.

Available immediately—Chief engineer. 4 years college, 5 years experience in installation, maintenance and operation of AM and FM studio and transmitter equipment. Desire permanent position with progressive station. Sober, excellent references. Box 76D, BROADCASTING.

Engineer, 1st phone. Also training in announcing and control board. Midwest preferred. Box 116D, BROADCASTING.

Engineer, 1st phone, 2nd telegraph, AM-FM, 6 years experience in remotes, recording, control room, transmitter, installation and maintenance work. 1½ years as chief eng. and asst. chief. Some experience as announcer. Prefer midwest or central location due to illness of father. Salary secondary. Single, 24, Box 153D, BROADCASTING.

Situations Wanted (Cont'd)

First class phone, graduate of leading technical school in AM, FM, TV and console operations. Disc supplied upon request. Free to travel. Box 152D, BROADCASTING.

Engineer, 1st phone desires position with station, experience in transmitter, studio control and remotes. Prefer in northeast or midwest. Box 156D, BROADCASTING.

Chief engineer, 7 years all phases AM-FM, independent and net affiliate. 1st phone. Prefer small New England station. Box 160D, BROADCASTING.

Combination engineer-announcer. Four years broadcast experience. Three years college. First class license. Box 167D, BROADCASTING.

Engineer—licensed. Some experience xmtr and studio console operation, remotes. Have car. Box 170D, BROADCASTING.

Engineer, 19 months experience desires position as studio and control room engineer in northeast or midwest. Have extensive control board and remote experience also transmitter maintenance. Installation experience. No transmitter work please. Don't like to work alone. Require 2 weeks notice. Box 173D, BROADCASTING.

Experienced combination engineer-announcer. Operate console, good DJ, fair newscaster. Disc, photo on request. Available two weeks notice. Box 174D, BROADCASTING.

Vet, 22, married, 1st phone, no experience, recent grad of Temple Tech. Television School. Desires station work in west or southwest. Available immediately. Box 180D, BROADCASTING.

Experienced engineer looking for permanent position, married, no children. References supplied on request. Box 181D, BROADCASTING.

Chief engineer or transmitter supervisor. Graduate midwest school, IRE member, 35, first phone, married. 8 years experience in AM-FM, some TV, development, production, studio and transmitter. At present liaison engineer for large manufacturing company working between engineering and production on AM-FM transmitters up to 10 kilowatts. Best references. Box 182D, BROADCASTING.

Engineer, single with car. Experienced in AM and FM studio. Remotes, recording. Within 200 miles New York. Box 192D, BROADCASTING.

Engineer, first phone license. Experienced transmitter and control board operation. Single, car. Box 193D, BROADCASTING.

Transmitter - control operator, first phone, A-1 technician, experienced. Want permanent position, married, car. Box 205D, BROADCASTING.

Engineer, 1st class phone with 10 years of experience in all phases of broadcasting AM and FM. Have installed studio and transmitters, also worked as chief. Excellent references. East preferred. Box 206D, BROADCASTING.

Engineer-announcer wishes position. Married. Employed at present. Will consider any location. Box 209D, BROADCASTING.

First class license, desire permanent connection with progressive station. No experience, graduate of highly rated school. Details on request. Box 210D, BROADCASTING.

Engineer, FM-AM, over two years experience. R. C. Barritt, 1200 Susquehanna, Pittston, Pa.

Engineer, first phone license, 2 years experience, single, age 23, desires engineering position with station. Available immediately. James Ellzey, Rt. 4, Tylertown, Miss.

Combination engineer-announcer, first phone, graduate announcing school, desires position in independent station. Can write good copy, married, dependable. Disc and references on request. Alan B. Lafler. 3424 Mt. Pleasant St., N. W., Wash. 10, D. C.

Engineer, first phone, technical school graduate. Former Navy ETM 1/c. Married. Prefer Iowa or vicinity. Eugene Reiff, Ida Grove, Iowa.

Wanted, job in broadcasting. Young ambitious, first class license, graduate radio school. Experience—none. Contact Willis Schulz, 545 South 26th, Omaha, Nebr.

Situations Wanted (Cont'd)

Production-Programming, others

Newswriter-competent reporter, experienced broadcaster. Ex-staffer, correspondent, loves local metropolitan beat. Special events, sales, sports tie-in possible with progressive station providing permanent position. Box 867c, BROADCASTING.

Ten years experience programming, announcing, promotion, writing. Family man. Prefers midwest. Box 122D, BROADCASTING.

Topflight announcer. Solid background all phases radio. Interested programming or promotion position. Box 123D, BROADCASTING.

Program director exceptionally strong on show-building and announcing. Responsible family man. Box 124D, BROADCASTING.

Program director, three years experience with independent, two as program director and assistant manager. Write production copy that sells sponsor on radio and sell listeners on sponsor. Excellent references, disc. Prefer west of Mississippi. Box 134D, BROADCASTING.

Program director for southern California station. Twelve years experience in two local and network stations. Announcing emphasis on classical music. Box 175D, BROADCASTING.

News director, can organize news department from scratch. Five years experience in newspaper, press association, 5 kw news-minded midwest station, documentary scripts, tapes and newscasting. University grad. 26, veteran, married, sober, employed. Want to settle in west or southwest with progressive, growing station. Box 196D, BROADCASTING.

Promotion manager. Five years solid experience in highly competitive markets. Family man, excellent record, outstanding references. Wide experience in all other phases of station operation including sales and programming. Box 201D, BROADCASTING.

Radio-television writer-producer, in the business ten years, recently released in economy cut. Desire agency, network or station position. West coast preferred, will consider any good offer in primary market. Excellent professional and personal references. Box 204D, BROADCASTING.

Television

Technical

TV engineer grad. 2 yrs. 10 yrs. CW transmitters desires AM-FM-TV transmitter operating. Single, own car, will travel eastern seaboard. First phone. J. Kirkman, 260 Baldwin Road, Hempstead, N. Y.

For Sale

Stations

For sale, New York city area AM station, $125,000. Broker. Box 830c, BROADCASTING.

Equipment, etc.

One 310-B Western Electric transmitter. One 110-A Western Electric limiter. One 23-A Western Electric consolette. One General modulation monitor. Write Chief Engineer, KFJB, Marshalltown, Iowa.

For Sale—Complete and modified model 104-B W.E.1 and 5 kw transmitter. Two crystal oscillators with ovens. Uses power transformers throughout. Two water cooled 343-As in push pull in final. In service, but available February 1, 1950. Price $10,000. KGVO, Missoula, Montana.

For sale—Two used RCA, vertical and lateral Universal transcription pick-up kits. MI-4875-G in excellent condition, $198.00. WKRT, Cortland, N. Y.

For sale: One Presto model Y4 recorder, new condition. One Ampex model 200 30" per second tape recorder, practically new. Two 9-A Western Electric reproducers complete with filters. Make offer. W. D'Orr Cozzens, Chief Engineer, Intermountain Network, Salt Lake City, Utah.

Wanted to Buy

Stations

Wanted—Southwest station. Must be priced right. Cash for right proposition. Box 164D, BROADCASTING.

TRANSIT RADIO

Oct. Billings Are Up 18%

AN 18.7% increase in Transit Radio billings for October over those of the previous month was announced last week by Frank E. Pellegrin, vice president in charge of sales, Transit Radio Inc., New York.

Kansas City, soon to become the country's 17th market to have musical bus rides, is now equipping its buses with FM receivers. Music will be transmitted by KCMO-FM Kansas City, under general managership of E. K. (Joe) Hartenbower.

Help Wanted

Announcers

● Metropolitan station needs topnotch record and morning man. Must have excellent radio background, be dependable and have ability to sell. Good base plus talent. Send photograph, record and references.

BOX 211D BROADCASTING

Television

Technical

NOW AVAILABLE

Screened AM-FM-TV engineers, technicians and licensed experienced operators. Contact:
BOX 26D, BROADCASTING

For Sale

Techincal

Expansion program calls for immediate sale present Federal 3 kw FM transmitter, model 192-A with modulator 109-A; also complete set spare parts and tubes. Now set up for 102.5 Mg, but will operate any FM frequency. Perfect condition. Contact Charles L. Jeffers, WOAI, San Antonio, Texas.

Employment Service

NEGLECT

So many of our advertisements have announced new stations, agencies, etc, **serviced** recently—that we have neglected to ask for other new stations, etc., to announce.
To repair this neglect, we should like a memo of your **needs** so as to show you just why it is so many of our advertisements have been announcing new stations, agencies, etc., recently—that we have neglected asking for other new stations, agencies, etc., to announce . . . . . **SERVICED!** RRR-RADIO-TV EMPLOYMENT BUREAU (FREE Screened applicants—to Employers) P. O. Box 413, Philadelphia 5, Pa.

KNBC ASSIST
Loan Aids KECC Debut

WHEN it looked as though KECC Pittsburg, Calif., in the San Francisco Bay Area, could not keep its scheduled debut Nov. 5, its neighbor. KNBC San Francisco, a 50,000 watter, stepped in to help.

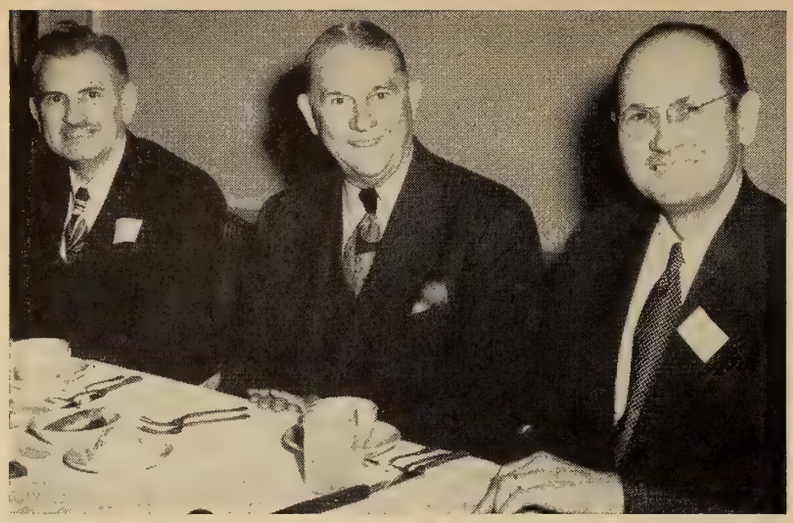
KECC, 1 kw on 990 kc, has its studios in the little industrial city located at the mouth of the Sacramento River and at the foot of hills separating it from Oakland, Berkeley and other Bay cities. Because of its location, KECC decided to place its transmitter across the river to assure better reception throughout the Bay area.

Rather than span the river with telephone line, KECC elected to relay programs from its studios to the transmitter via microwave equipment. But the latter broke down and threatened to cancel the Nov. 5 start. A telephone call from KECC Manager Ed Marshall to John W. Elwood, KNBC general manager, provided the cue for the loan of a 25w shortwave transmitter operating on 31,220 kc, after FCC approval. The unit is used by KNBC for remote pickups where telephone facilities are unavailable. KNBC reports in this way did "little watt" ride on "big watt's" kilocycle with papa's (FCC) okay.

Licensee of the new station is Pittsburg Broadcasting Co. Inc., with John C. MacFarland, formerly general manager of KYOS Merced, Calif., president, and Mel D. Marshall, also from KYOS, secretary-treasurer, as majority stockholders. Minority stock is held by group of East Bay businessmen. Mr. Marshall is KECC general manager and Mr. MacFarland is commercial manger.

New WKAP Building

WKAP Allentown, Pa., has started construction on its new building on North 7th St. in Allentown. Studios and transmitter will be combined in $35,000 structure. Broadcasting is scheduled to start from the new building in March of 1950. An independent, station operates daytime on 1580 kc with 1 kw and is licensed to Rahall Broadcasting Corp.



ATTENDING the luncheon at the 28th Conference of the West Virginia Newspaper Council meeting at Morgantown, W. Va., last month are (l to r): John S. Phillips, president of W. Va. Broadcasters Assn.; Dr. Allen A. Stockdale, National Assn. of Mfrs. representative; and John A. Jones, Weirton Steel publications director and retiring president of the council. Meetings, Oct. 20-22, were attended by newspaper and industrial editors, state publicity and West Virginia U. officials and journalism students. Mr. Phillips, general manager of WCAW Charleston, officially accepted an invitation to broadcasters to set up a radio station in the Council.

WOR REALIGNS
Sales, Program Personnel

REALIGNMENTS of executive duties and responsibilities in sales and program departments of WOR New York have been announced by President Theodore C. Streibert.

Robert Mayo, formerly station sales manager, has been named director of sales for WOR and WOR-TV, reporting to R. C. Maddux, WOR vice president in charge of sales. Succeeding Mr. Mayo as sales manager is John P. Nell, with WOR since 1938 in promotion and as account executive.

Donald Hamilton, assistant program director, named manager of program operations for WOR and WOR-TV, assists Julius F. Seebach Jr., vice president in charge of program operations. Robert Brewster, executive producer, has been named radio programs manager for WOR. Mr. Brewster joined the station in 1948 after 12 years with J. Walter Thompson Co., New York, as radio producer and account executive. Eugene Fitts of program department has been appointed executive producer while Robert A. Simon will continue as program development manager.

RECORD DEALERS
Indicted by Government

AN INDICTMENT has been returned by the Government against Tri-State Retail Record Dealers Assn., four corporations and eight individuals for violation of anti-trust laws in distribution and sale of phonograph records.

The indictment, levied by a federal grand jury in Pittsburgh, and announced by Attorney General J. Howard McGrath, charges that the defendants agreed to fix prices on phonograph records sold to the general public, churches, schools and music-box operators in western Pennsylvania, eastern Ohio and northern West Virginia. In addition, they conspired to boycott manufacturers and distributors of low-priced records, the indictment added.

Information Study

A STUDY entitled *Freedom of Information* has been released for distribution by the Library of Congress. Prepared by the library's European Affairs Div. reference department, the study gives a general review of its subject's literature including special comment on the role played by radio in the freedom of information. The introduction is by Dr. Harry J. Krould, chief of the European Affairs Div. *Freedom of Information* was prepared under Dr. Krould's direction by Miss Helen F. Conover of the European Affairs Div. staff.

WCAR FILES
Exceptions to FCC Rule

WCAR Pontiac, Mich., filed its exceptions last week to FCC's proposed decision which would deny the station's bid to move to Detroit and increase power on 1130 kc from 1 kw daytime only to 50 kw day, 10 kw night, directional fulltime [BROADCASTING, Oct. 3].

The FCC would deny the application on grounds that the move would not meet requirements of Sec. 307(b) of the Communications Act, which specifies that facilities must be equitably and efficiently distributed among the several states and communities. FCC said Pontiac needed WCAR's service more than Detroit. WCAR contends in its exceptions that this reason is in error because the rule applies only to new facilities and not to switching of existing stations, as previous FCC grants to others have shown.

For argument's sake, WCAR stated that even if Sec. 307(b) were applicable to its request, the rule would require granting the move rather than the proposed denial. WCAR explained the rule calls for efficient use of the facility as well as for its fair distribution and that both these factors have equal weight.

The station pointed out in addition that since Pontiac and Detroit are both part of the Detroit metropolitan district, WCAR as now operating is required to program in the interest of the whole community and not just for Pontiac alone. Hence, it explained, with increased power and fulltime operation from the new site, WCAR could better do this job and still serve Pontiac via the proposed auxiliary studios.

. . . THAT'S NEWS
KXLJ Asks Renewal Hearing

IN MAN-bites-dog fashion, an AM station has requested FCC to designate its license renewal application for hearing.

This is the case with KXLJ Helena, Mont., an Ed Craney station assigned 250 w fulltime on 1240 kc. The hearing was designated by FCC last month on program issues [BROADCASTING, Oct. 31].

The hearing, it was reported, was ordered by the Commission because KXLJ requested it. Unofficially it was said that FCC had made inquiry of KXLJ concerning certain factors of its composite program reports to the Commission, and, rather than submit explanation only in written form, Mr. Craney indicated he preferred to answer through formal hearing procedure, to be held in Helena.

FULL coverage report on Canadian networks issued by Canadian Broadcasting Corp., Toronto. Report based on 1948 statistics of Bureau of Broadcast Measurement.

Top Network Station

Located in one of the best midwest smaller cities. This exclusive facility completely dominates an excellent market. Here are the basic facts:

Year's gross • *$190,000.00*

Total profits • *$85,000.00*

Priced • At an unusually low ratio

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C. — James W. Blackburn — Washington Bldg. — Sterling 4341-2

CHICAGO — Harold R. Murphy — 333 N. Mich. Ave. — Randolph 6-4550

SAN FRANCISCO — Ray V. Hamilton — 235 Montgomery St. — Exbrook 2-5672

FCC Actions

(Continued from page 70)

Decisions Cont.:

WHPS High Point, N. C.—Granted license for new noncommercial educational FM station 89.3 mc (Chan. 207) 10 w.

Texas Star Bcstg. Co., Mobile, Areas of Harris and Houston Counties, Tex.—Granted CP for new remote pickup station to be used with KTHT Houston.

WHGR Greensboro, N. C.—Granted mod. CP for approval of ant. and trans. location.

WSFL Sprinfield, Mass.—Granted mod. CP change type trans. Also granted mod. CP for extension of completion date to 12-1-49.

KSTN Stockton, Calif.—Granted mod. CP to specify studio location, change type trans. and type towers.

November 9 Decisions . . .

BY THE COMMISSION

Hearing Designated

KCRO Englewood, Col.—Designated for hearing the matter of revocation of CP, order of revocation dated Oct. 14 is suspended until conclusion of hearing and Commission's decision therein. Hearing scheduled Dec. 7 at Englewood before Comr. Paul A. Walker on all matters pertinent to revocation order.

November 9 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KGMI Denver—Mod. CP new AM station for extension of completion date.

WSGW Saginaw, Mich.—Same.

KERG Eugene, Ore.—Same.

WIBC Indianapolis—Mod. CP increase power etc. to decrease N power from 50 kw to 10 kw using DA-2.

KOME Tulsa, Okla.—Mod. CP change frequency etc. for extension of completion date.

KTLA Hollywood—Mod. CP new TV station for extension of completion date to 3-1-50.

WBKB Chicago—Same.

WGN-TV Chicago—Same to 6-1-50.

WNAC-TV Boston—Same to 3-1-50.

WTVN Columbus, Ohio—Same to 5-15-50.

WHAM-TV Rochester, N. Y.—Same to 8-4-50.

KBTV Dallas—Same to 1-8-50.

KMJ-FM Fresno, Calif.—Mod. CP new FM station for extension of completion date.

KISW Seattle, Wash.—Same.

Modification of License

WASK Lafayette, Ind.—Mod. license change studio site.

AM—1050 kc

Reub Williams & Sons Inc., Warsaw, Ind.—CP new AM station 1510 kc 1 kw D AMENDED to request 1050 kc 250 w, D DA.

SSA—1540 kc

KLKC Parsons, Kan.—SSA operate from local sunset to 12 midnight CST with 100 w for 6 mo.

SSA—730 kc

WACE Chicopee, Mass.—SSA operate unl. with 1 kw DA-N.

License for CP

KLMS Lincoln, Neb.—License to cover CP new AM station.

KNOR Norman, Okla.—Same.

WDXI Jackson, Tenn.—License to use old main trans for aux. with 1 kw DA-N on 1310 kc.

WMCT Memphis, Tenn.—License to cover CP new commercial TV station and indicate ERP vis. 12.6 kw.

TENDERED FOR FILING

SSA—1050 kc

WIVY Jacksonville, Fla.—SSA to operate from 6 a.m. until local sunset with 1 kw for period of regular license.

APPLICATION DISMISSED

KPRO Riverside, Calif.—DISMISSED Oct. 28 application to increase power from 1 kw to 5 kw, install DA-N.

APPLICATION RETURNED

AM—1000 kc

Walden H. Rheinfrank, Piketon, Ohio—RETURNED as incomplete Nov. 9 application for CP 1000 kc 500 w-D 400 w-N unl.

November 10 Applications . . .

ACCEPTED FOR FILING

AM—1290 kc

Cotton Belt Bcstg. Co., El Dorado, Ark.—CP new AM station 1400 kc 250 w unl. AMENDED to request 1290 kc 1 kw D.

Transfer of Control

WAYB Waynesboro, Va.—Transfer of control of Waynesboro Bcstg. Corp., licensee, through sale of 70 sh by Earl M. Key to N. Wilbur Kidd, Wallace E. Dodd and John A. Brown AMENDED to delete Wallace R. Dodd as one of transferees.

AM—1320 kc

KCRA Sacramento, Calif.—CP increase 1 kw to 5 kw, change DA.

Modification of CP

WGAD Gadsden, Ala.—Mod. CP change power etc. for extension of completion date.

WFMJ Youngstown, Ohio—Same.

KOH Reno, Nev.—Same.

WSAZ-TV Huntington, W. Va.—Mod. CP new TV station for extension of completion date to 6-15-50.

Following FM stations filed for extension of completion dates: KTOK-FM Oklahoma City; KXYZ-FM Houston, Tex.; KECA-FM Los Angeles; KMPC-FM Los Angeles; KDFC San Francisco; WDAE-FM Tampa, Fla; WBGE-FM Atlanta, Ga.; WRBL-FM Columbus, Ga.; WBIK Chicago; WEIM-FM Fitchburg, Mass.; KMBC-FM Kansas City; WBCA Schenectady, N. Y.; KSTP-FM St. Paul; WLOK-FM Lima, Ohio; WFMJ-FM Youngstown, Ohio; WKBN-FM Youngstown, Ohio.

Modification of License

WLOI La Porte, Ind.—Mod. license change studio location to Rumely Hotel, 800 Michigan Ave.

KRAM Las Vegas, Nev.—Mod. license change studio location.

License for CP

WASA Havre de Grace, Md.—License to cover CP change frequency etc.

WRIO Piedras, P. R.—License to cover CP new AM station.

KECC Pittsburg, Calif.—Same.

WBML-FM Macon, Ga.—License to cover CP new FM station.

WBIR-FM Knoxville, Tenn.—Same.

KCMO-FM Kansas City—Same.

WERS (FM) Boston—License to cover CP new noncommercial educational station.

License Renewal

WPAL Charleston, S. C.—License renewal AM station.

WOPT-FM Oswego, N. Y.—License renewal FM station.

TENDERED FOR FILING

Modification of CP

WCON Atlanta, Ga.—Mod. CP make changes in DA-N.

AM—1430 kc

WENE Endicott, N. Y.—CP change from 1450 kc 250 w unl. to 1430 kc 5 kw unl. DA-DN.

APPLICATION DISMISSED

WALE Fall River, Mass.—DISMISSED Nov. 9 application for acquisition of control of Narragansett Bcstg. Co., licensee, by Bristol Bcstg. Co. through purchase of 233⅓ sh Class A common and 239 sh Class B common from William A. Porter and seven others.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO NOVEMBER 10

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,057	2,021	213		328	262
FM Stations	742	473	333	*9	52	30
TV Stations	90	22	90		352	182

*5 on air

* * *

CALL ASSIGNMENTS: KMOD Modesto, Calif. (Radio Modesto Inc., 1360 kc, 1 kw unlimited, directional night); KOEL Oelwein, Iowa (The Northeast Iowa Radio Corp., 950 kc, 1 kw day); KPBM Carlsbad, N. M. (McEvoy Bros., 740 kc, 1 kw day); KWBG Boone, Iowa (Boone Bcstg. Co., 1590 kc, 1 kw day); KWSO Wasco, Calif. (Maple Leaf Bcstg. Co., 1050 kc, 250 w day); WBLX Bedford, Va. (Bedford Bcstg. Corp., 1490 kc, 250 w unlimited); WIKB Iron River, Mich. (Upper Michigan-Wisconsin Bcstg. Co. Inc., 1230 kc, 250 w unlimited); WJAT Swainsboro, Ga. (Jack A. Thompson and Nancy M. Thompson, 800 kc, 1 kw day); WLEW Bad Axe, Mich. (Saginaw Bcstg. Co., 1540 kc, 250 w day); WRTN Wierton, W. Va. (Wierton Bcstg. Co., 1430 kc, 1 kw unlimited, directional); WVSC Somerset, Pa. (Somerset Bcstg. Co., 990 kc, 250 w day).

* * *

Docket Actions . . .

INITIAL DECISIONS

Pilgrim Bcstg. Co. et al—Hearing Examiner Hugh B. Hutchison issued initial decision to grant application of Pilgrim Bcstg. Co. for new station in Boston 950 kc 5 kw day (Facilities of former WORL) and to deny competitive bids of Beacon Bcstg. Co., Boston Radio Co., Joseph Solimene and Bunker Hill Bcstg. Co. Application of Continental Television Corp. was denied as in default as no evidence was presented to support its request. Initial decision Nov. 4.

WCUM Cumberland, Md.—Hearing Examiner Leo Resnick issued initial decision to grant application for modification of license to increase power from 100 w to 250 w on assigned 1490 kc full time. Initial decision Nov. 7.

Vulcan Bcstg. Co., Birmingham, Ala.—Initial decision announced by FCC to deny application for new station on 1490 kc, 250 w fulltime. Initial decision on Nov. 7.

PROPOSED DECISIONS

Pioneer Bcstrs. Inc., Pleasantville, N. J., and Seaside Bcstg. Co., Atlantic City—Proposed decision announced to grant application of Pioneer Bcstrs. for new station at Pleasantville on 1400 kc with 250 w fulltime and to deny bid of Seaside for same facilities at Atlantic City. Proposed decision Nov. 8.

WWBZ Vineland, N. J.—Proposed decision announced to grant application to operate WWBZ nighttime hours on 1360 kc with 1 kw. Proposed decision Nov. 7.

OPINIONS AND ORDERS

C. Thomas Patton, Oakland, Calif.—Adopted order making final decision to deny application for new AM station on 1010 kc with 10 kw daytime. Order Nov. 7.

Announced adoption of order specifying that grants made Oct. 20 in proceeding relating to applications of KGGF Coffeyville, Kan., and KELD El Dorado, Ark., are each further subject to approval of transmitter site and antenna system by CAA [BROADCASTING, Oct. 24]. Order Nov. 7.

Non-Docket Actions . . .

AM GRANTS

Jefferson City, Mo.—Missouri Central Bcstrs., granted 900 kc, 250 w day; estimated cost $14,000. Co-partners: Robert W. Nickles, KWK St. Louis transmitter engineer, and Robert P. Fox, ex-program director KWGD(FM) St. Louis, now deleted. Granted Nov. 4.

Plattsburg, N. Y.—Clinton County Bcstg. Corp., granted 1340 kc, 250 w fulltime; estimated cost $18,943. Principals: Joel H. Cheier, ex-commercial manager WEAV Plattsburg, president-secretary 30%; Walter H. Petterson, beverage distributor, vice president-treasurer 40%; John R. Commins, attorney, director 8%. There are three other stockholders. Granted Nov. 4.

Cloquet, Minn.—Cloquet Bcstg. Co., granted 1450 kc, 250 w fulltime; estimated cost $10,399. Principals: Victor J. Tedesco, station manager WSHB Stillwater, Minn., 15%; Albert S. Tedesco, WSHB program director, 15%; George E. Grider, formerly with WJNC Jacksonville, N. C., 15%; John O. Vick, WSHB chief engineer, secretary 25%; William F. Johns Jr., WSHB general manager and operator WOSH Oshkosh, Wis., 15%. Granted Nov. 4.

Colorado City, Tex.—Colorado City Bcstg. Co., granted 1320, kc, 500 w daytime; estimated cost $19,574. Co-partners; Marshall Formby 50% owner KPAM Hereford and KSNY Snyder, Tex.; Eldon B. Mahon, district attorney 32d Judicial District of Texas, and John Blake, 50% owner KPAM and KSNY. Granted Nov. 4.

WTPS New Orleans—Granted switch from 940 kc with 1 kw daytime to 1 kw day, 500 w night, directional night, on same frequency with fulltime operation. Granted Nov. 4.

FM GRANT

Dallas, Tex.—Texas Trade School, granted new non-commercial educational FM station on Channel 203 (88.5 mc), power 10 w; estimated cost $4,015. Granted Nov. 4.

TRANSFER GRANT

KXXX Colby, Kan.—Granted acquisition of control by John B. Hughes, owner of 300 of total 650 sh, through purchase of 50 sh ($100 par) held by Robert H. Nugent. Mr. Hughes becomes 53% owner. KXXX assigned 790 kc, 5 kw day. Granted Nov. 4.

Deletions . . .

Six FM authorizations deleted by FCC. AM dropouts since first of year total 36; FM 170, TV 11. Deletions effective dates and reasons follow:

WVPO-FM Stroudsburg, Pa.—Pocono Bcstg. Inc., CP Oct. 26. Does not wish to proceed at this time.

WTUX-FM Wilmington, Del.—Port Frere Bcstg. Co. Inc., CP Oct. 26. Since AM station is in hearing on renewal does not wish to go into FM.

KCON (FM) Atlantic, Iowa—Continental Bcstg. Co., CP Oct. 24. Interest in FM exceedingly low in area, hence would be "financial insanity" to proceed without AM station operation.

WCFL-FM Chicago—Chicago Federation of Labor, CP Oct. 24. Too many restrictions attached to obtaining proposed FM site.

(Continued on page 84)

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870 Nat'l Press Bldg., Wash., D. C.

FCC Roundup

(Continued from page 83)

Deletions Cont.:

WKNY-FM Kingston, N. Y.—Kingston Bcstg. Corp., CP Oct. 24. Unable to secure property specified in permit.

New Applications . . .

AM APPLICATIONS

San Francisco—Grant R. Wrathall, 1010 kc, 1 kw daytime; estimated cost $23,200. Applicant is consulting engineer and holds following radio interests: 50% KDON Santa Cruz, Calif.; 25% KUTA Salt Lake City and KGEM Boise, Idaho; 23.1% KULE Ephrata, Wash.; 15% KOPR Butte, Mont.; 12.5% KIFI Idaho Falls, KEIO Pocatello and KLIX Twin Falls, Idaho; 1.5% WLOU Louisville, Ky. Filed Oct. 28.

Leadville, Col.—Vir N. James, 1230 kc, 250 w fulltime; estimated cost $9,800. Applicant is owner-manager KVRH Salida, Col. Filed Oct. 31.

Sunnyside, Wash.—Arnold C. Werner, 1050 kc, 250 w daytime; estimated cost $11,750. Applicant is with KFBK Sacramento and is one-third owner Pacific States Radio Engineering. Filed Oct. 31.

Astoria, Ore.—Clatsop Video Bcstrs., 1050 kc, 250 w daytime. Partnership: Leroy E. Parsons, formerly manager of KAST Astoria, 80%, and Richard F. Denbo, manager Seaside (Ore.) Chamber of Commerce, 20%. Mr. Parsons is disposing of his 37% interest in KAST. Filed Nov. 9.

Raymond, Wash. — Pacific Bcstg. Corp., 1340 kc, 250 w fulltime; estimated cost $7300. Principals: Joe Chytil, manager KELA Centralia, Wash., president 35%; Mabel A. Gwinn, secretary-treasurer and 50% owner KELA, vice president 25%; Marion Oliver McCaw, wife of J. Elroy McCaw who has 50% interest in KELA, 25%; Schuyler C. Hill, KELA traffic manager, secretary 15%; William Tilton, radio accountant, treasurer. Mr. McCaw also is 50% owner KPOA Honolulu and one-third owner KYAK Yakima, Wash., and KALE Portland, Ore., and 25% KLZ Denver. Filed Nov. 9.

Bowling Green, Ohio—Howard R. Ward, 730 kc, 250 w daytime; estimated cost $20,639.95. Applicant is owner Kell Lumber and Supplies Co. Filed Nov. 9.

FM APPLICATIONS

Leaksville, N. C.—Douglas L. Craddock, Channel 224 (92.7 mc), ERP 850 w, antenna height above average terrain 68 ft. Applicant is licensee WLOE there. Filed Nov. 10.

Bloomington, Ind.—Trustees of U. of Indiana, noncommercial educational station 91.9 mc, ERP 34.5 kw, antenna 195 ft. Filed Nov. 10.

TRANSFER REQUESTS

WABI Bangor, Me.—Transfer of control of Community Bcstg. Service, licensee, through sale of all stock by Fred B. Simpson, sole owner, to Murray Carpenter, WABI manager, and ex-Gov. Horace Hildreth of Maine, now president of Bucknell U. All common stock is purchased for $10,000. Mr. Simpson also receives $35,000 worth new preferred stock. Mr. Carpenter formally was manager and 20% owner WPOR Portland, Me., and one time was with Compton Adv., New York. WABI assigned 5 kw on 910 kc. Filed Nov. 9.

WCAU-AM-FM-TV Philadelphia—Transfer of control of WCAU Inc., licensee, From Courier-Post Co. to Bulletin Co., parent firm, to afford direct rather than indirect control of radio properties. No money involved. WCAU assigned 50 kw on 1210 kc. Filed Nov. 10.

KASI Ames, Iowa—Transfer of stock from various original stockholders to newcomers to firm. Minor holdings were shifted at various times during past year. Upon FCC approval, ownership now would be: Doyle Don Kelso, chief engineer, 6%; Athen Mendenhall, music director, 14-4/9%; Charles H. Forbes, program director, 7/9%; Arthur A. Skinner, general manager and who retains 27-5/9% original interest; W. S. Rupe, 66⅔% owner Ames Daily Tribune, 50% owner Oelwein Daily Register, 75% owner Charles City Daily Press and 5% owner Cedar Falls Daily Record, 34-2/9%; Hollis J. Nordyke, 33⅓% owner Ames Daily Tribune and 17.5% owner Cedar Falls Daily Record, 17%. KASI assigned 1 kw day on 1430 kc, Filed Nov. 10.

KSET El Paso, Tex.—Assignment of license from Sunland Bcstg. Co. to Rio Grande Bcstg. Co. for $15,000 which is to be paid creditors of station. KSET was off air 60 days to arrange refinancing and resumed operations Sept. 26. Rio Grande advanced funds to carry on operation. Transfer application reported net loss for year of $15,223.55. Rio Grande is composed of: Fred Hervey, president 33.3%; Stanton E. White, vice president 24.5%; Nat P. Huggins, vice president 21.1%; G. C. Hoffman, secretary-treasurer 21.1%. All are local businessmen. Mr. Hoffman before war had interests in several Mexican stations. KSET assigned 1340 kc, 250 w fulltime. Filed Nov. 10.

KBKW Aberdeen, Wash.—Assignment of license from Ben K. Weatherwax to KBKW Inc., new firm in which Mr. Weatherwax and his family are sole owners. KBKW assigned 1450 kc, 250 w fulltime. Filed Nov. 10.

WAPF McComb, Miss.—Assignment of license to Southwestern Bcstg. Co. of Mississippi, new partnership of same name as present licensee and composed of all partners except one. J. P. Melvin sells his 25% interest for $12,500 to Albert Mack Smith, Philip Dean Brady and Louis Alford. WAPF assigned 1010 kc, 250 w daytime. Filed Nov. 9.

WRHI-AM-FM Rock Hill, S. C.—Assignment of license to York County Bcstg. Co., new partnership of same name as present licensee and composed of two of four original partners plus one newcomer. Ernest H. and Virginia B. Carroll sell their 50% interest for $32,500 to James S. Beaty Jr. and William C. Beaty, other original partners, and Harper S. Gault, advertising director of Rock Hill Evening Herald. Each of latter becomes one-third owner. WRHI assigned 1340 kc, 250 w fulltime. Filed Nov. 9.

KTXC Big Spring, Tex.— Assignment of license from Leonard R. Lyon to Big State Bcstg. Corp., new firm in which Mr. Lyon is secretary-treasurer and one-third owner. Consideration $10,000. Other principals in Big State: V. T. Anderson, president, and E. W. Anderson, vice president, each 25-5/6%; Clyde E. and George T. Thomas, attorneys, 7.5% each. The Andersons own Anderson Music Co., retail music, radio, sporting goods store. KTXC assigned 1400 kc, 250 w fulltime. Filed Nov. 9.

KCNY San Marcos, Tex.—Acquisition of control of Central Bcstg. Co., licensee, through purchase by Ed C. James of 67.25% interest of Charles L. Cain for $33,625. KCNY assigned 1470 kc, 250 w daytime. Filed Nov. 9.

WFHR-AM-FM Wisconsin Rapids, Wis.—Involuntary transfer of control of William F. Huffman Inc., licensee, from William F. Huffman Sr., deceased, to his wife, Louise F. Huffman, executrix and beneficiary of will. WFHR assigned 1340 kc, 250 w fulltime. Filed Nov. 9.

KMLB and KMFM (FM) Monroe, La.—Relinquishment of 25% interest by J. D. Liner Jr. in Liner's Bcstg. Station Inc., licensee through sale to licensee of 250 sh for $10,000. Mr. Liner retires because of poor health. KMLB assigned 1440 kc, 5 kw day, 1 kw night. Filed Oct. 31.

WLIV (FM) Providence, R. I.—Transfer of control of Colonial Bcstg. Co., licensee, from Augustus M. Wilson et al to Narragansett Bay Bcstg. Co., owner WDEM (formerly WNAF) there, for $13,500. Filed Oct. 31.

WDWD Dawson, Ga.— Acquisition of control of Dawson Bcstg. Co., licensee, by Ed Stevens and William C. Woodall through purchase of one-third interest of Allen M. Woodall for $10,000. Each becomes 50% owner. WDWD assigned 990 kc 1 kw daytime. Filed Oct. 18.

WJCM Sebring, Fla.—Assignment of permit to The Highlands Bcstg. Co. Inc., new corporation of same name as present licensee partnership and including same partners except Ernest R. Baker, deceased. Principals: Henry L. Jollay, president 30%; H. B. Craven, vice president 30%; Edward Hasti, vice president 10%, and Sherman T. Taylor, attorney, new to firm, secretary-treasurer 30%. WJCM assigned 1340 kc, 250 w fulltime. Filed Oct. 28.

KOPP-AM-FM Ogden, Utah—Assignment of license from James B. Littlejohn to KOPP Inc., new firm in which Mr. Littlejohn is president and receives 50.2% interest. Other principals: George H. Lowe, attorney, vice president 24.16%; Riley R. Gibson, KOPP manager and station manager of KREO Indio, Calif., 10.07%; Earl Lemon, one-third owner Servicenter Inc., Salt Lake City drug firm, 6.54%, and Robert Sevy, KOPP chief engineer, treasurer 5.76%. Mr. Lowe also has one-third interest in Servicenter Inc. KOPP reported $6,457.41 deficit as of July 31. KOPP assigned 730 kc, 1 kw daytime. Filed Oct. 20.

WHAK Rogers City, Mich.—Application for consent to various transfers of minor interests among large numbers of stockholders. Alfred Klann originally subscribed to 300 of total 500 sh part of which he re-distributed in amounts up to 5 sh to large numbers of local residents in area. Total of 264 sh now held by Alfred Klann, Albert Klann, Harry Brege and Harvey Klann, general manager. WHAK assigned 960 kc 1 kw daytime. Filed Oct. 19.

WIHL Hammond, Ind.—Assignment of license from Joseph A. Sims tr/as Superior Enterprises to Sidney S. Rosenblum and Forrest E. Curnutt d/b as WIHL Bcstg. Co. for $19,000. Mr. Rosenblum, who becomes two-thirds owner, is sales manager and 50% owner Rosenblum's Dept. Store. Mr. Curnutt is WIHL manager. WIHL assigned 730 kc, 250 w daytime. Filed Oct. 19.

KVSM San Mateo, Calif.—Assignment of license from San Mateo County Bcstrs., partnership of Edmund Scott (26%), Gordon D. France (24%), Hugh H. Smith (26%) and Merwyn F. Planting (24%), to Hugh H. Smith individually for $17,000. KVSM assigned 1050 kc, 250 w daytime. Filed Nov. 9.

KSTT Davenport, Iowa—Acquisition of control of Davenport Bcstg. Co. Inc., licensee, by Hugh R. Norman, 48.75% owner, through purchase for $1,087 of 2.5% interest held by I. F. Whalen. A. M. McGregor retains 48.75% interest. KSTT assigned 250 w daytime on 750 kc. Filed Nov. 9.

WSIP Paintsville, Ky.—Assignment of permit from W. Howes Meade (25%), James W. Archer (12.5%) and Hubert J. Morgan to Mr. Morgan individually. Mr. Morgan, former Congressman, constructed and financed station. Other partners unable now to participate financially. WSIP assigned 1490 kc, 250 w fulltime. Filed Nov. 9.

Richards Brief

(Continued from page 32)

gressional debates, the report of the Harness Committee of the House which investigated FCC last year, and portions of a memorandum presented to the Harness Committee by FCC's General Counsel, Benedict P. Cottone.

The petition maintained that "no rule or regulation of the Commission establishes standards regarding news broadcasts or programming relating to political, social and economic viewpoints." It claimed a formal rule-making proceeding should be instituted if the Commission wishes to establish such standards, since the legality of such a move involves questions of industry-wide application.

Aside from Constitutional guarantees of free speech, the petition saw adequate grounds for deletion of the issues relating to news policies.

Reiterating the statement of his physicians that the hearing as contemplated might cost Mr. Richards his life, in view of his illness of heart disease, the petition claimed "no man should be required to stand trial when so doing will endanger his life or his health."

It was also assumed that FCC's original "indefinite postponement" of the hearing, granted last March when the question of a trusteeship first arose, "must have been made upon the premise that the proposal to transfer control of the corporate licensees, if found to be meritorious and in the public interest . . . would . . . obviate the necessity of determining those issues originally scheduled for hearing."

Nor was it felt the trusteeship plan, even though set down for hearing, could be given "full and proper consideration" if heard "in conjunction with issues which virtually reject and discard the trusteeship proposal."

Under the trusteeship plan, control of the three stations would pass to these trustees: Dr. John A. Hannah, president of Michigan State College; L. P. Fisher, vice president of Fisher & Co. and a director of General Motors, and Harry J. Klingler, vice president of General Motors and general manager of its Pontiac Division.

The petition noted that FCC "has indicated doubts that Mr. Richards may not divest himself of control over the corporate licensees." But, the petition continued, "the intention was and is, and the trustee indenture submitted assures, that Mr. Richards retain no control whatever over the corporate licensees, directly or indirectly. We ask only an opportunity to establish this. Ultimate control is not divisible."

The petition contended that "investigation of past activities . . . can serve no useful purpose" and may result in "the loss of Mr. Richards' life and the infliction of a multi-million dollar penalty." Further, the petition asserted, "past managerial direction . . . is of relevance only insofar as it may foreshadow the qualifications of prospective managerial direction," and that in the Richards case there would be "a complete break in the continuity of ultimate management and control."

It was also brought out that Mr. Richards for some time has planned to dispose of WGAR or KMPC. He recently negotiated sale of 50-kw KMPC (710 kc) to NBC for approximately $1,250,000 [BROADCASTING, Oct. 17]. This sale reportedly would cover 100% of the KMPC stock, of which Mr. Richards personally owns 64.89%. He owns 71.64% of WGAR, and, with his wife, 62.39% of WJR.

ANDERSON TO M-E

Is Director of Radio-TV

FREDERICK ANDERSON, formerly vice president of Compton Advertising, New York, has joined McCann-Erickson, same city, as director of radio-TV plans.

While with Compton, Mr. Anderson worked on the Procter & Gamble account for eight years.



LISTENERS to KYW Philadelphia will get a new treat tonight when they tune in from midnight to 1 a.m. It's a new disc show and the jockey will be a girl—pretty Kay Wylie. Although a newcomer to radio, Miss Wylie topped a field of 1,300 to win the contest in which KYW selected its "Girl Disc Jockey," an innovation in Quaker City radio [BROADCASTING, Nov. 7].



RED BARBER (l), CBS director of sports and noted sportscaster, receives certificate of appreciation from the Blood Program of the Greater New York Chapters of the American Red Cross for his radio and TV assistance in securing blood donors. Making the award at Radio Executives Club luncheon-meeting in New York is Frank J. Keeler, chairman, ARC Blood Program Advisory Committee.

RICHARDS PLANS

West Coast Division

EFFECTIVE Jan. 1, 1950, Fletcher D. Richards Inc., New York and Chicago advertising agency, will establish a West Coast division when Harrington, Whitney & Hurst, San Francisco and Los Angeles agency, joins with it, Fletcher D. Richards, president, announced last Friday.

The latter agency will operate as Harrington-Richards Div. of Fletcher D. Richards Inc., with offices located in both San Francisco and Los Angeles.

The move of the two agencies will not involve any change in clients, locations or personnel. Important changes in service procedure of the two firms have been developed to give clients of both agencies complete and detailed coordination of both East and West Coast service, Mr. Richards said.

Under the new arrangement, Eugene I. Harrington, president of Harrington, Whitney & Hurst Inc., will head the West Coast operations and will be executive vice president and a member of the board of directors of Fletcher D. Richards Inc.

Harrington, Whitney & Hurst was originally founded in the fall of 1946.

BMB Second Study

SECOND study of Broadcast Measurement Bureau will be released the first week in December rather than the end of November as planned, Dr. Kenneth H. Baker, acting BMB president and NAB's research chief, said Wednesday at the Chicago Radio Management Club. He outlined differences between the first and second studies, following a format set for NAB district meetings which he is covering. Roy McLaughlin, management club president, has asked Ex-Gov. Alf M. Landon of Kansas to discuss "radio's future from the point of view of government and private business" at the Dec. 7 luncheon-meeting.

FCC DOCKETS

AM-FM Hearing Schedule Released

SCHEDULE of hearings for all standard and FM applications was released last Tuesday by FCC. Covering November, December and January, the new schedule includes all those broadcast applications designated for hearing between June 24 and Oct. 28. The list does not include those cases which heretofore have been assigned hearing dates.

The new schedule, listing alphabetically the applicants and respective docket numbers and frequencies involved, is as follows ("F" after date indicates hearing will be held in field rather than in Washington):

Adock, Tildon M. and Starlon S., Goldsboro, N. C.—Doc. 9482, 570 kc, Jan. 16.
Belo, A. H. Corp. (WFAA) Dallas, Tex.—Doc. 9428, 570 kc, Dec. 12.
Blue Bonnet Bcstg. Corp. (KCNC), Fort Worth, Tex.—Doc. 9410, 870 kc, Dec. 1.
Broadcasting Corp. of America (KREO), Indio, Calif.—Doc. 9392, 1380 kc, Jan. 9.
Canisteo Radio Corp. (WLEA), Hornell, N. Y.—Doc. 9440, 1420 kc, Jan 4.
Cape Fear Bcstg. Co. (WFNC), Fayetteville, N. C.—Doc. 9414, 1390 kc, Dec. 22.
Capital Bcstg. Corp., Harrisburg, Pa.—Doc. 9475, 1460 kc, Nov. 28.
Carter Publications Inc. (WBAP), Fort Worth, Tex.—Doc. 9427, 570 kc, Dec. 12.
Central Ohio Bcstg. Co., Galion, Ohio—Doc. 9487, 560 kc, Jan. 18.
Chronicle Pub. Co. Inc., Marion, Ind.—Doc. 9445, 1400 kc, Dec. 5.
Clearwater Bcstg. Co. Inc., (WCLE), Clearwater, Fla.—Doc. 9484, transfer of control, Dec. 12 (F).
Collup, Doyle E. (KSTV) Stephenville, Tex.—Doc. 9372, 1240 kc, Dec. 19.
Delta Bcstrs Inc., Thibodaux, La.—Doc. 8602, 630 kc, Dec. 14.
Eastern Idaho Bcstg. and Television Co. (KIFI), Idaho Falls, Ida.—Doc. 8343, 1060 kc, Dec. 7.
Eastern Indiana Radio Corp., Muncie, Ind.—Doc. 9443, 1400 kc, Dec. 5.
Epperson, Ralph D. (WPAQ) Mount Airy, N. C.—Doc. 9479, 550 kc, Dec. 5.
The First National Bank of Montgomery and Margaret Covington Milwee, Executors of The Estate of G. W. Covington Jr., Deceased, Gadsden Ala.—Doc. 9364, Renewal, Nov. 28 (F).
Gibbons, T. M. and J. M., Phoenix, Ariz.—Doc. 9490, 1230 kc, Jan. 23.
Greenhow, W. H., Co. (WWHG), Hornell, N. Y.—Doc. 9441, 1420 kc, Jan 4.
Greylock Bcstg. Co. (WBRK), Pittsfield, Mass.—Doc. 9373, 610 kc, Dec. 8.
Grove, William C., Denver, Col.—Doc. 9368, 910 kc, Dec. 8.
Harrisburg Bcstg. Co. (WHGB), Harrisburg, Pa.—Doc. 9477, 1460 kc, Nov. 28.
Hutchinson Pub. Co. Hutchinson, Kan.—Doc. 9394, 1260 kc, Dec. 19.
Jenkins, Orville L., Quanah, Tex.—Doc. 9438, 1150 kc, Jan 4.
Jennings Bcstg. Co. Inc., Jennings, La.—Doc. 9485, 1490 kc, Jan 19.
KAVR Inc. (KAVR), Havre, Mont.—Doc. 9422, 910 kc, Jan 9.
Keel, John J., Reading, Pa.—Doc. 9446 1400 kc, Dec. 5.
Keystone Bcstg. Corp. (WKBO), Harrisburg, Pa.—Doc. 9474, 1460 kc, Nov. 28.
Kokomo Pioneer Bcstrs., Kokomo, Ind.—Doc. 9444, 1400 kc, Dec. 5.
KVLH Bcstg. Co. (KVLH), Pauls Valley, Okla.—Doc. 9466, Modification of license, Nov. 28.
KWHK Bcstg. Co. Inc. (KWHK), Hutchinson, Kan.—Doc. 9393, 1260 kc, Dec. 19.
Lake Area Bcstg. Co. Pryor, Okla.—Doc. 8466, 1570 kc, Jan. 18.
Lamar, Charles Wilbur Jr. (KCIL), Houma, La.—Doc. 9442, 630 kc, Dec. 14.
Loew, Howard M., Phoenix, Ariz.—Doc. 9491, 1230 kc, Jan. 23.
Lubbock County Bcstg. Co. (KVLU), Lubbock, Tex.—Docs. 7334 and 9448, 790 kc and modification of permit, Nov. 28.
McEvoy Bcstg. Co. (KSWS), Roswell, N. M.—Doc. 9418, 580 kc, Dec. 12.
Music Bcstg. Co. (WGRD), Grand Rapids, Mich.—Doc. 9493, 1410 kc, Dec. 20.
Nebraska Rural Radio Assn., Lexington, Neb.—Doc. 9481, 1010 kc, Jan. 16.
Nevada Bcstg. Co. (KENO), Las Vegas, Nev.—Doc. 9459, 1460 kc, Dec. 14.
North Montana Bcstg. Co. (KOJM), Havre, Mont.—Doc. 9421, 910 kc, Jan. 9.
Olney Bcstg. Co. Olney, Tex.—Doc. 9072, 1590 kc, Dec. 20.
Pass Bcstg. Co. (KPAS), Banning, Calif.—Doc. 9391, 1380 kc, Jan. 9.
Peoples Forum of the Air (KXLJ), Helena, Mont.—Doc. 9472, Renewal, Nov. 28 (F).
Pioneer FM Co., Madison, Ind.—Doc. 9365, FM, Jan. 12.
Plains Radio Bcstg. Co. (KFYO), Lubbock, Tex.—Doc. 7335, 790 kc, Nov. 28.
Rossmoyne Corp. (WCMB), Lemoyne, Pa.—Doc. 9476, 1460 kc, Nov. 28.
Sandusky Newspapers Inc., Sandusky, Ohio—Doc. 9486, 1570 kc, Jan. 23.
Shepherd, Jerrell A., Moberly, Mo.—Doc. 9465, 1230 kc, Jan. 9.
Sinyard, James D., Moundsville W. Va.—Doc. 9463, 990 kc, Jan. 11.
Sligar, James H., Wichita Falls, Tex.—Doc. 9411, 860 kc, Dec. 1.
Southern Radio and Equipment Co. (WOBS), Jacksonville, Fla.—Doc. 9303, 1360 kc, Jan. 19.
Steitz Newspapers Inc., Lebanon, Pa.—Doc. 9456, 1430 kc, Jan. 4.
Teletronics Inc., Waycross, Ga.—Doc. 9420, 570 kc, Jan. 16.
Townsend, John, North Platte, Neb.—Doc. 9480, 1010 kc, Jan 16.
Tri-City Bcstg. Co. (WTRF), Bellaire, Ohio—Doc. 9426, 1290 kc, Dec. 15.
Tri-State Bcstg. Co. (WCPM) Middlesboro, Ky.—Doc. 9417, Modification of permit, Dec. 1.
Tul'e Bcstg. Co., Tulia, Tex.—Doc. 9439, 1150 kc, Jan. 4.
Walker Newspapers Inc. (KFGT), Fremont, Neb.—Doc. 9492, 1340 kc, Jan. 23.
Waycross Bcstg. Co., Waycross, Ga.—Doc. 9419, 570 kc, Jan. 16.
Western Massachusetts Bcstg. Co., Great Barrington, Mass.—Doc. 9226, 1240 kc, Dec. 22.
Winston, George R., Cisco, Tex.—Doc. 9371, 1250 kc, Dec. 19.
Winston-Salem Bcstg. Co. Inc. (WTOB), Winston-Salem, N. C.—Doc. 9478, 550 kc, Dec. 5.

F. J. YOUNG

K & E Acct. Exec. Dies

FREEMAN JESSE YOUNG, 43, account executive on food merchandising at Kenyon & Eckhardt Inc., New York, died last Tuesday evening after a brief illness. He had been in a Rochester, N. Y., hospital.

Born May 22, 1907, in Cincinnati, Mr. Young, prior to joining Kenyon & Eckhardt in January of this year, had been associated in various executive positions with John F. Jelke Co., Chicago; Lever Bros., Cambridge, and the Joseph Katz Co., Baltimore.

At K & E he handled the American Maize Co., products account for Amazo instant desert.

Surviving are his widow, Margaret, and three children.

CENSUS DATA

Letter Outlines Scope

EXTENT of the marketing and social facts to be revealed by the 1950 decennial U. S. census, and suggestions for station cooperation in the project, are outlined in a letter sent to all stations by Frank R. Wilson, information assistant to the director of the Census Bureau.

Mr. Wilson said the letter is designed to acquaint stations with the type of data on resources that will be compiled next year. The census enumerators will start knocking on doors next April 1.

The bureau is now completing a census of retail, wholesale and service industries for the entire nation, he said. The results will start to become available in early 1950 and will cover states, counties and cities.

Cooperation by stations will increase the accuracy and value of the 1950 population and housing census data, Mr. Wilson said. The census has been approved by the Advertising Council and plans already are being developed for participation by all advertising media in the decennial project.

1871 Clyde M. Reed 1949

SEN. CLYDE M. REED (R-Kan.), 78, ranking member of the Senate Interstate & Foreign Commerce Committee and also member of the Appropriations Committee, died last Tuesday after a heart attack and fall in his home at Parsons, Kan.

Sen. Reed was serving his second term in the Senate, which he entered in January 1939. His second term expires Jan. 3, 1951. During the 80th Congress he was chairman of the Independent Offices Appropriations subcommittee, which handled funds for FCC, FTC and other federal agencies. He devoted himself primarily to railroad transportation facilities, with which he has long been identified.

Also during his Congressional tenure, the Kansan was the co-author of two bills (S 2352-S 2365) to amend the Federal Trade Commission Act with respect to certain advertisements of alcoholic beverages. These were generally considered watered-down versions of the famous Capper bill which would have outlawed all liquor advertising.

No replacement for Sen. Reed is expected by the Senate Commerce group before Congress reconvenes in January, it was indicated.

Born in Champaign, Ill., Oct. 19, 1871, Sen. Reed had been engaged in the political, publishing and other fields. He was active as manager and publisher of the daily *Parsons Sun*. He moved to Kansas in 1875.

Mr. Reed had suffered a heart attack, then fell from the second to the main floor of his home. He was buried Friday.

At Deadline...

WIRE SERVICES BETTER, NEWS GROUP REPORTS

IMPROVEMENT in wire service reports to radio stations noted in report Friday at opening of three-day annual convention of National Assn. of Radio News Directors at Commodore Hotel, New York (early story page 29). Report, highly critical, made by NARND's Wire Services Committee. Improvement noted since previous survey last March in accuracy of certain types of stories. Writing quality, however, has not changed noticeably, it was found. Other points made by committee:

As in the March report, it was found wire services were guilty of filing old stories as new ones; some editorial slanting noted, due to carelessness or sloppy thinking; news services have failed to expand pronunciation guides or obtain uniformity; they should file more spot news for Sundays and increase amount of regional news.

Committee went into report on each of press associations serving stations—Associated Press, United Press, International News Service and Transradio Press.

Standards Committee presented several recommendations to management. They were: Experienced radio newsman on duty while station is on air; news director to be responsible only to station manager; news director on duty to have sole authority to accept or reject news; commercials should be clearly separated from news content.

Standards Committee reported legislation to protect radio newsmen in gathering news enacted in Alabama, Arkansas, Indiana and Maryland. Television Committee report, made by Chairman Jim Lawrence, KSD-TV St. Louis, but delivered by Sid Pietzsch, WFAA Dallas, based on a survey of 60 television stations news operations. Mr. Lawrence said video's news position comparable to that of standard radio decade ago.

NAB President Justin Miller attacked FCC efforts to judge whether or not stations news presentations are fair or unfair. He charged many FCC policies come out of its Legal Dept., which he said is concerned with working out sociological ideas not consistent with beliefs of country.

Erwin D. Canham, editor of *Christian Science Monitor* and ABC commentator, said public distrust in radio and newspaper reports has reached alarming proportions. He suggested efforts by newsmen to drive home significant rather than sensational aspects could help overcome such distrust.

U. S. TOBACCO PLANS TV ANNOUNCEMENT DRIVE

U. S. TOBACCO preparing television spot announcement campaign to start in mid-November in all video cities. Spots are 20 seconds long and will feature William Gargan as Martin Kane and Walter Kinsella as "Happy," proprietor of tobacco shop.

TV spot schedule is in addition to firm's television show, Martin Kane's *Private Eye* on NBC-TV, Thurs., 10-10:30 p.m. and radio version of same show on MBS, Sun., 4:30-5 p.m. Spots will promote Old Briar, Model, Dill's Best and Tweed tobaccos. Kudner, New York, is agency.

'VOICE' ENTRIES DOUBLE

ENTRIES in Voice of Democracy contest conducted by NAB, Radio Mfrs. Assn. and Junior Chamber of Commerce will reach half-million mark, NAB said Friday, double number in 1948. Local elimination contests being held by junior chambers prior to statewide competitions.

TV IS SEPARATE MEDIUM, MD. APPEALS COURT RULES

BROADCAST privileges do not embrace telecast rights since television is completely distinct medium, Maryland Court of Appeals held Friday in unprecedented ruling. Decision reversed Baltimore circuit court which had held TV part of broadcasting medium.

Appeal stemmed from circuit ruling by Judge E. Paul Mason that contract between city's Century Athletic Club and arena owner included video and radio rights to boxing matches [BROADCASTING, Feb. 28].

Contract signed in 1943 did not contemplate television, then "commercially unknown," realty firm said in refusing bid, which then went to circuit court.

Unanimous decision by Judge Charles Markell said "unambiguous words" of contract covered only radio rights, and conceded it is first court ruling which defines TV as separate medium.

OHIO GROUP SEEKS PLAN TO TRAIN SALESMEN

RESOLUTIONS adopted Friday, last of two-day sales sessions of Ohio Assn. of Broadcasters in Cleveland (see page 32), highlighted plans to improve salesmanship and advertising know-how. Among them were: Establish educational committee to work with Ohio State U. to develop improved training methods for radio salesmen; establish internships for radio personnel, and study possibility of research project by OSU on advertising media.

Group also urged high school committee and similar groups to permit reporting of sports events by radio without assessing rights cost. Speakers Friday included Beth Black, Joseph Katz account executive; Dr. Kenneth Dameron, Ohio State U.; Joseph Brechner, WGAY Silver Spring, Md., and Frank Headley, president Headley-Reed. Miss Black stressed need for adequate station information; Dr. Dameron underlined importance of sales training, and Mr. Headley criticized rate cutting and P. I. business.

REV. MORRIS DROPS SUIT

ORDER entered in U. S. Federal Court, Louisville, to dismiss without prejudice suit against CBS and Schenley Distilleries by Johnson & Johnson, Louisville law firm, on behalf of Rev. Sam Morris, temperance speaker. Attorneys said CBS and following stations "have agreed to sell choice radio time . . . for broadcasts by Rev. Sam Morris . . .": WBBM Chicago, KMOX St. Louis, KRLD Dallas, and WWVA Wheeling. They also revealed plans to buy time on additional outlets.

RADIO VICTORIES

RADIO won partisan and bi-partisan—and in one case seemingly mutually exclusive—victories in last week's elections.

In Binghamton, N. Y., WINR President Donald W. Kramer was elected mayor in Democratic landslide, while WINR News Editor George J. O'Connor was named councilman on Republican ticket. In Altoona, Pa., WRTA President Roy F. Thompson won six-year term as school director for Altoona School District by 17, 227-to-2,880 vote—running as nominee of both Democrats and Republicans.

Closed Circuit

(Continued from page 4)

explain what makes a Ford tick. Dr. Marshall's own sustaining program, *The Nature of Things*, to continue on network. J. Walter Thompson Co., New York, Ford agency.

OPEN season appears to be underway on radio as political football. On heels of hard-hitting *Fortune* article (November issue) laying television troubles at doorstep of FCC, it's learned that preliminary leg work now is underway looking toward article dealing with delays by FCC in handling of pending cases. Whether it will appear as magazine article or as political speech isn't yet known.

SOME FCC authorities are toying with possibilities of cutting monochrome TV channel width from 6 to 4 mc, if 6 mc bandwidth is formally fixed for color. They're appraising idea to see how much spectrum space might be gained—and whether it would be worth it.

FOOTE, CONE & BELDING, New York, has recommended spot radio campaign to its client John H. Dulany (Dulany frozen foods), Fruitland, Md.

WHITEHALL PHARMACAL Co., which appointed Duane Jones Co., New York, to handle advertising for Kripitin, anti-histamine cold tablet, probably will use spot radio.

WILLIAM H. WEINTRAUB Co., New York, to draw up spot announcement campaign for Adam Hats, to start Dec. 5 in 40 markets.

WOOLWORTH ENTERS TV; FORD DEALERS ON WJZ-TV

F. W. WOOLWORTH Co., New York, in first intensive use of video, to participate in second quarter-hour of WJZ-TV New York Friday evening telecasts of *Holiday Hints*, 8-8:30 p.m. Agency is Lynn-Baker, New York, contract effective Nov. 11.

Ford Dealers and Frost Refrigeration Store, both New York, signed for participation in Wednesday, 7:45-8 p.m. *Holiday Hints*. J. Walter Thompson is Ford agency for contract, effective Nov. 23. Frost agency is Getchall & Richard, New York, contract starting Nov. 16.

TWO TV AFFILIATIONS

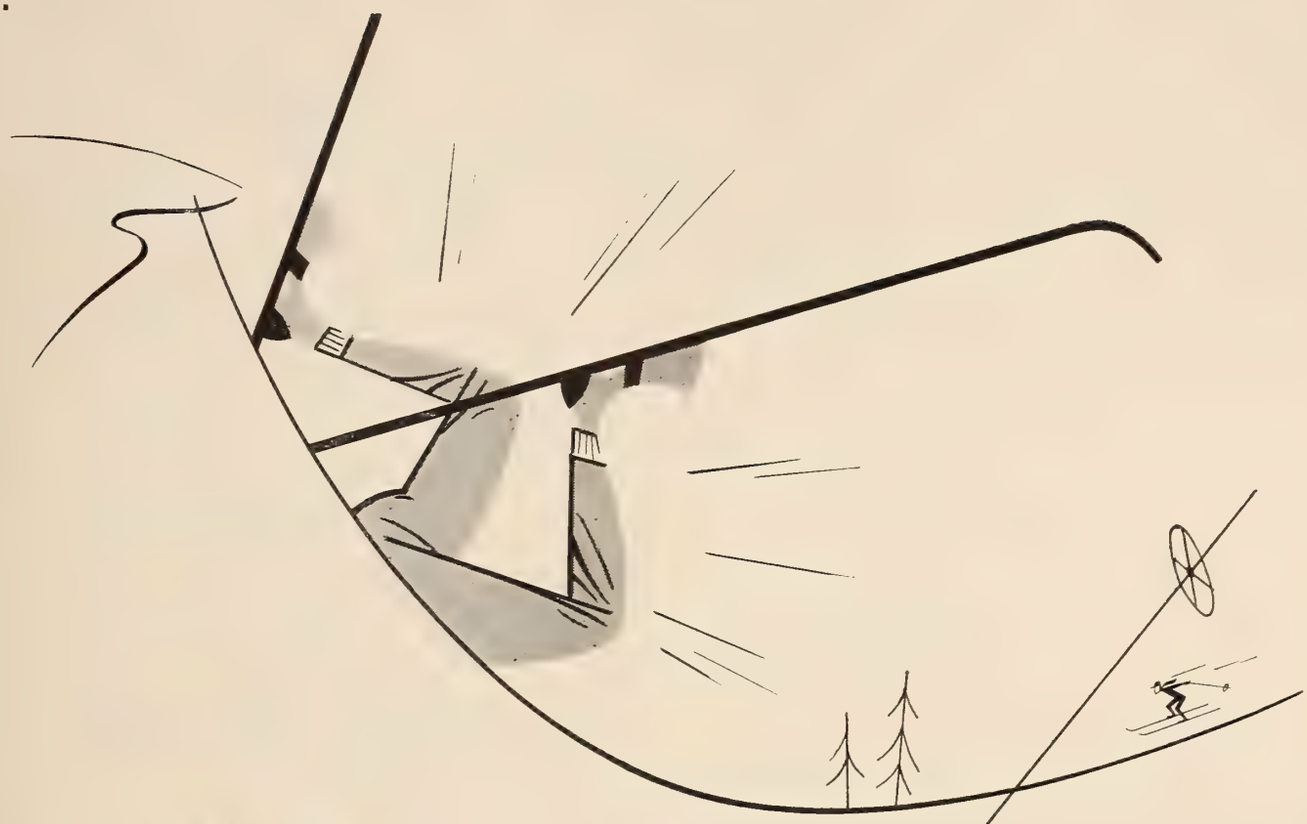
KOTV (TV) Tulsa affiliating with ABC-TV Nov. 15. Station also affiliated with CBS-TV and DuMont. ABC-TV affiliates now number 42, 39 of which are on air. WHBF-TV Rock Island, Ill., signed Friday by DuMont TV Network as 50th affiliate. CBS-TV and ABC-TV late Friday also announced affiliations with station.

SESAC INFRINGEMENT SUIT

SESAC Inc., New York, charges infringement of six numbers in suit filed in U. S. District Court, Southern Ohio District, against WCKY Cincinnati. Bill asks $250 damages for each alleged infringement as well as injunction and costs. Paxton & Seasongood are SESAC counsel in case.

AFRA STRIKE IN KENOSHA

WLIP Kenosha, Wis., forced off air late last week by AFRA strike which began Nov. 1, according to AFRA national headquarters. Station was off air only one hour first day of strike but had to close down because loss of sponsors resulted, AFRA said. AFRA claims strike sets a precedent because it's first time it has ever struck for recognition.



That's penetration



Among all of the 257 stations heard within the WLW Merchandise-Able Area, The Nation's Station received six hours of *all* listening during an average week between 6 AM and Midnight—as compared to an average of less than one hour to the nine major competitive stations.*

THAT'S PENETRATION!

Listeners were tuned to . . .

WLW	Avérage of Nine Major Competitive Stations
184 minutes—6 AM to 6 PM	—30 minutes
143 minutes—6 PM to Midnight	—22 minutes
327 minutes—6 AM to Midnight	—52 minutes

WE REPEAT, *that's penetration!*

Complete information may be obtained at any of the WLW Sales Offices:

140 West 9th St., Cincinnati 2, Ohio
630 Fifth Avenue, New York 20, N. Y.
360 North Michigan, Chicago 1, Ill.
6381 Hollywood Blvd., Hollywood 28, Calif.

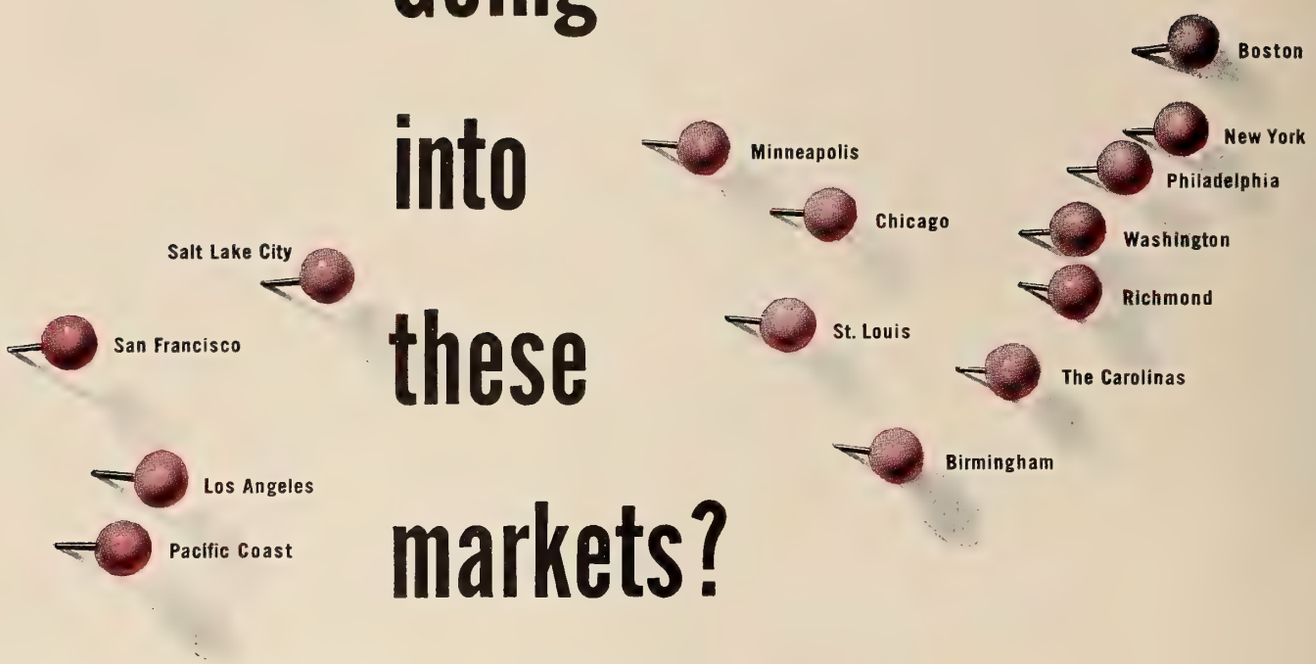
*Nielsen Radio Index, February - March, 1949

when you want penetration you want

WLW
the nation's most merchandise-able station

CROSLEY BROADCASTING CORPORATION

Going into these markets?



You should be. (They're among the country's best.)

Before you do, be sure to call Radio Sales.

For Radio Sales can provide you with the three essentials you need to get customers in these 14 markets to buy, buy and buy:

INSIDE INFORMATION gathered by Radio Sales Account Executives during frequent visits to each market.

LOCAL LIVE TALENT PROGRAMS custom-built for each market.

RESEARCH—the most penetrating and resourceful in spot radio.

Ask Radio Sales how sales-effective campaigns can be harnessed to *your* sales-machine in one—or all—of these 14 "must" markets.

Radio Sales

Radio and Television Stations Representative... CBS

Offices:
New York,
485 Madison Ave.
Chicago,
410 N. Michigan Ave.
Los Angeles,
Columbia Square
San Francisco
Palace Hotel
Detroit,
Fisher Building
Memphis,
Suite 903,
63 S. Main Street

NOVEMBER 21, 1949

PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

WOR

SELLS MORE

MORE OFTEN

FOR MORE PEOPLE

TO MORE PEOPLE

than any other station in the United States!

IN THIS ISSUE: THE FOREIGN RADIO MARKET

OUR 25TH ANNIVERSARY YEAR



they like us in Pittsville...

Mayor Smith of Pittsville, Wisconsin, presents WLS star Red Blanchard with key to city. Between are Red's parents, still living near Pittsville. Circle shows portion of the crowd enjoying Red's comedy.

... Tiny Pittsville, nearly 300 miles from Chicago, filled its community building three times in one day for its native son, Red Blanchard, laugh-star of the WLS National Barn Dance—because Pittsville folks like the kind of entertainment WLS has given them for a quarter century—

AND IN RENSSELAER, INDIANA—A pleasant fall day brought 36 women from the Barkley Better Homes Club of Rensselaer, Indiana, to visit WLS to hear the Buccaneers and other regular live studio features—

AND IN THE SUBURBS—This spring, 11 west side Kiwanis clubs (from communities like Oak Park, Elgin, La Grange) bought out the Eighth Street Theater for a special all-Kiwanis Barn Dance show and broadcast—

AND IN CHICAGO—Where 20,000 people jammed Congress Street Plaza on smart Michigan Avenue, to see the finals in our Chicago Square Dance contest, fore-runner of our 1950 national folk music and square dance festival—

Wherever Midwestern folk enjoy listenable, memorable, hummable tunes—clean, family-style fun—genuine showmanship—and complete radio service, they like WLS and listen. Whether you're interested in our public service record or some choice program time to sell a quality product—we'll be glad to tell you more.

A Clear Channel Station

WLS CHICAGO 7

The PRAIRIE FARMER STATION

890 KILOCYCLES, 50,000 WATTS, ABC AFFILIATE, REPRESENTED BY JOHN BLAIR AND COMPANY

Only a combination of stations can cover Georgia's first three markets

WAGA
ATLANTA
5000 W • 590 Kc

WMAZ
MACON
10,000 W • 940 Kc

WTOC
SAVANNAH
5000 W • 1290 Kc



THE TRIO OFFERS ADVERTISERS AT ONE LOW COST:

- Concentrated coverage
- Merchandising assistance
- Listener loyalty built by local programming
- Dealer loyalties

— in Georgia's first three markets

Represented, individually and as a group, by

THE KATZ AGENCY, INC. New York • Chicago • San Francisco • Dallas
Atlanta • Detroit • Kansas City • Los Angeles

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Closed Circuit

WOR NEW YORK key of Mutual, and its associated properties (WOR-TV and WOIC (TV) Washington) are not for sale. Recurring reports to that end were demolished by Jack Straus, president of R. H. Macy & Co., parent company, in response to question at annual stockholders meeting of department store Nov. 15.

THOUGH there's no confirmation, reports were current last week that preliminary inquiries into ideologies of network and station news commentators as well as other radio employes were being undertaken, presumably by FBI. If investigations in fact are going on, it's presumed they are tied into previous inquiries made on behalf of House Un-American Activitives Committee during last several sessions.

NEW NBC television station affiliation contract nearing completion. Network's original proposal that "free" commercial network time be 30 hours per month reportedly reduced to nearer 10. NBC AM affiliation contracts provide stations get no pay for 16½ hours per month of network programs.

BRISTOL-MYERS Co., New York, planning extensive spot campaign at end of November for its newest product, Resistab, anti-histamine cold tablet. Kenyon & Eckhardt, New York, is agency.

WBT CHARLOTTE, according to authoritative word Friday, poised to file $250,000 libel suit against CIO, alleging damages in connection with organization activity surrounding IBEW technicians strike at 50 kw CBS-affiliated station.

HOPES for early settlement of black-and-white TV problems get no encouragement from FCC's present way of thinking. Inclination now is not only to complete color hearing (which will recess till February) before taking up VHF-UHF monochrome questions, but also to get out color decision first. To many, windup of whole TV problem package before next fall is almost unthinkable.

NEEDHAM, LOUIS & Brorby, Chicago, expected to resign Pepsodent's tooth powder and Rayve Shampoo accounts as result of Lever Bros. President Charles Luckman's insistence on concentration of Lever-Pepsodent-Jelke business in new Manhattan offices. Agency has no New York branch. Pepsodent and Jelke move from Chicago will be complete within month. Two Pepsodent agencies—J. Walter Thompson and Foote, Cone & Belding—have New York offices. Fourth involved is Tatham-Laird, which operates only in Chicago. It handled Jelke business.

PROCTER & GAMBLE's Prell shampoo, through Benton & Bowles, New York, planning

(Continued on page 82)

Upcoming

Nov. 21-22: NAB Dist. 8, Book-Cadillac, Detroit.
Nov. 26-27: NARFD annual convention, Stevens Hotel, Chicago.
Nov. 28-29: NAB Dist. 16, Paradise Inn, Phoenix.
(Other Upcomings on page 81)

Bulletins

MEXICO entered Montreal NARBA conference Friday as North American delegates started final phases of proceedings. Miguel Pereyra, director of communications in Mexico, arrived at Montreal to participate as observer. Raul Karman, technical director of Radio Havana Cuba, understood to be enroute to conference.

HOTPOINT Inc., New York, will sponsor full-hour Thanksgiving Day video show on CBS-TV, to be called *Hotpoint Holiday*. Featured will be Rudy Vallee as m.c., Guy Lombardo orchestra, Sam Levenson, Carol Bruce and others. Barry Wood is producing 4-5 p.m. program, placed through Maxon Inc., New York. It was suggested and built by Robert J. Enders Advertising, Washington agency.

TEXAS Co., New York, appoints Erwin, Wasey Co., New York, to handle its radio spot campaign effective Jan. 1. Five and 15-minute newscasts will be used. Account formerly handled by Buchanan & Co.

FMA STUDIES NAB OFFER

EXECUTIVE Committee of FM Assn. board met Friday in Washington to consider NAB's merger offer (see NAB board story page 23). Committee agreed full FMA board meeting should be called in early December to consider details of NAB offer, which hasn't yet been formally submitted. Attending meeting were Ben Strouse, WWDC-FM Washington; Everett Dillard, WASH (FM) Washington; Leonard Marks, FMA general counsel; Ed Sellers, FMA executive secretary.

Business Briefly

MORTON TESTS ● Morton Salt Co., Chicago (smoke curing salt), this week starts six-week test campaign with 30-minute hillbilly program in Chicago, Atlanta, Charlotte, New Orleans and Nashville. Agency, Klau-Van Pietersom-Dunlap Assoc., Milwaukee.

ANHEUSER SPONSORS ● Anheuser Busch Brewing Co., St. Louis (Budweiser beer), sponsors Ken Murray's *Blackouts*, hour-long video show on CBS-TV, alternating Saturdays starting Jan. 7, 8-9 p.m. Agency, D'Arcy Adv., St. Louis.

SERUTAN ADDS ● Serutan Inc., Newark, Jan. 3 expands four-weekly Victor H. Lindlahr show on ABC to five weekly, dropping Sunday show and adding Tuesday and Thursday, 10:45-11 a.m. Agency, Roy S. Durstine Inc., N. Y.

SOAP TEST ● Sum Soap Co., Chicago, testing spot radio on WROK Rockford, Ill., through December to determine expansion plans. Agency, McGiveran-Child, Chicago.

RONSON SIMULCAST

RONSON ART METAL WORKS, Newark (lighters), to sponsor simulcast using one AM and another TV network. Firm to start *Twenty Questions*, now on MBS, also on full NBC-TV network, Sat. 8-8:30 p.m., starting Nov. 26 for five weeks. Both WNBT (TV) and WOR-TV to carry show in New York. Agency, Cecil & Presbrey, N. Y.

AFL SEEKS FCC MEMBER

WILLIAM GREEN, AFL president, will ask President Truman to name AFL man to next FCC vacancy. This disclosed in exchange of telegrams between Mr. Green and AFM President James C. Petrillo, published in AFM's November *International Musician*. Acting under resolution of last AFM convention, Mr. Petrillo asked AFL chief to work to this end. Mr. Green replied he would "gladly do all I can in this important matter."

BMB Board Favors NAB Corporation Plan

BMB BOARD Friday adopted resolution authorizing BMB offices to work out program with ANA, AAAA and NAB to continue station and network audience research under plan proposed by NAB board (see board story page 23) and extended deadline for dissolution of present BMB from Dec. 31, 1949, to July 1, 1950.

Resolution noted expressions of ANA and AAAA as to need for advertisers and agencies for continued measurement studies and, in approving NAB plan for reorganizing bureau as stock corporation along lines of BMI, stipulated that "whatever organization is formed to carry out such a program will be so organized as to provide for tripartite participation under conditions that will assure the research integrity of the work to be performed."

Board took firm position that nothing be done to interrupt production of BMB Study No. 2 and continuation of plans for servicing this study. NAB President Justin Miller said NAB will continue to give services of Kenneth H. Baker, NAB research director, to administer BMB affairs. Dr. Baker reported satisfactory progress in processing Study No. 2 and estimated reports will be ready by end of December.

33¢ in Detroit

YOU'RE MORE THAN A JUMP AHEAD WITH WKMH



STATION	1 TIME RATE	260 TIME RATE
WKMH	$ .51	$ .33
A	1.69	1.27
B	1.57	1.34
C	1.61	1.23
D	2.08	1.56
E	2.07	1.57
F	1.11	1.11

★ Based on share of audience—Aug. thru Sept. Conlan Report

MONEY-WISE TIME BUYERS



ANALYSE COSTS

Compare Costs per Thousand Families BEFORE YOU BUY THE DETROIT MARKET ★

WKMH GIVES YOU MORE LISTENERS PER DOLLAR IN METROPOLITAN DETROIT THAN ANY OTHER STATION *Plus...*

A BONUS of Ann Arbor, Ypsilanti, Pontiac and Toledo!

1000 WATTS
FULL TIME

WKMH

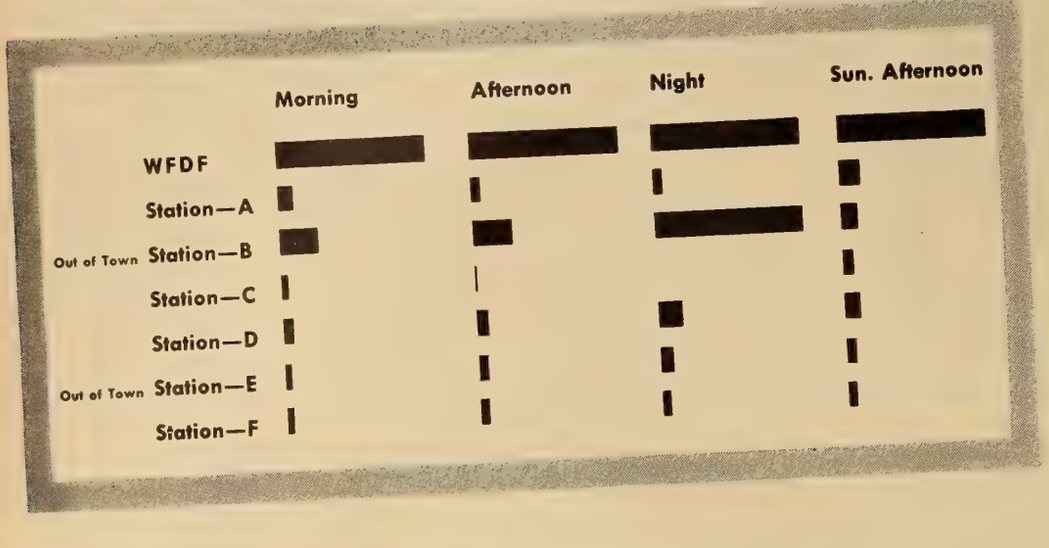
1310 KC

Fred A. Knorr
President and Gen. Mgr.

Weed and company
National Representatives

Morning, Noon and Night

WFDF HOLDS THE AUDIENCE . . *in Flint!*



● As usual, the most listened-to station in Flint is WFDF! That's what Mr. Hooper's figures show in the Winter-Spring Report, 1949. A glance at the chart above, will give you a quick idea of WFDF's popularity with the Flint audience. And, just for the record:

WFDF—registered *more listeners than the other four local stations combined* in every time period.

WFDF—had two to five times as many listeners throughout the day as any local station.

WFDF's quarter of a million audience spends over $288,000,000 retail annually in Flint. Get your share the way Flint's own merchants and national advertisers do by presenting your sales story over Flint's consistent audience dominator—WFDF. It's a natural, because it's a favorite with Flint folks.



910 Kilocycles **WFDF FLINT MICH.**

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

BROADCASTING
TELECASTING

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FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; How's Business
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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TORONTO

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James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

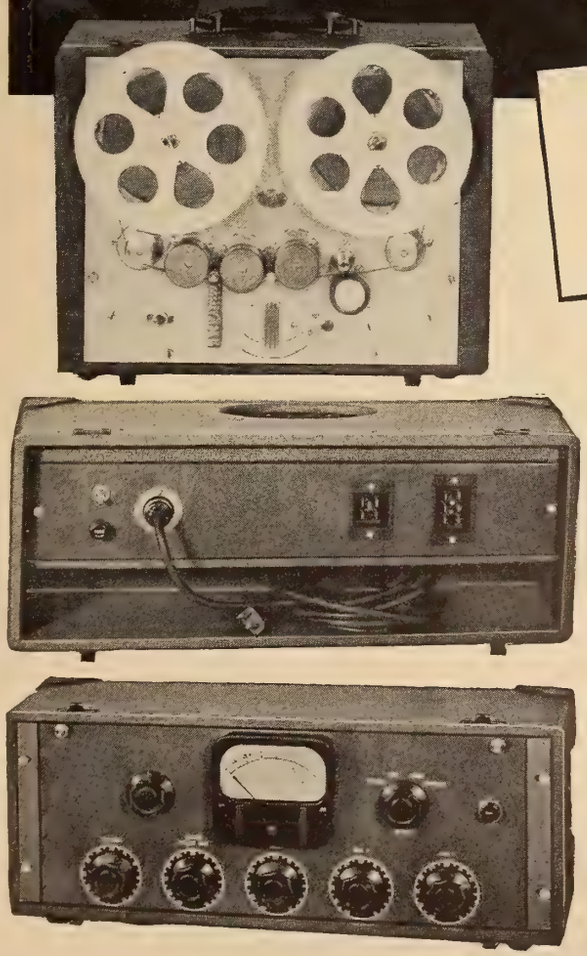
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"Top Fidelity...the most dependable Tape Recorder yet!" says WOR's STAN LOMAX



NEW PRESTO
PORTABLE TAPE RECORDER

PRESTO'S PT-900 is the answer for delayed sports broadcasts—field recording—wherever there is a need for a portable recorder of complete broadcast quality. Look at these outstanding engineering features:

• Three separate heads for superior performance (and for monitoring direct from tape). One head each to erase, record and play back. • 3 microphone channels with master gain control in recording amplifier. • Large V.U. meter with illuminated dial to indicate recording level, playback output level, bias current and erase current, and level for telephone line. • 2-speed, single motor drive system. Toggle switch to change tape speeds from 7½" to 15" per second.

Don't choose your tape recorder until you see the *new* Presto Portable Tape Recorder. Write for complete details today.

PRESTO
RECORDING CORPORATION
Paramus, New Jersey
Mailing Address: **P. O. Box 500, Hackensack, N. J.**
In Canada: WALTER P. DOWNS, Ltd., Dominion Sq. Bldg., Montreal

WORLD'S GREATEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS



Get the desired reaction with

HARRY STONE, GEN. MGR. • IRVING WAUGH, COMMERCIAL MGR. • EDWARD PETRY & CO., NAT'L REPRESENTATIV

For talent, programs and production of top caliber and for results in sales of your product, WSM is your station in the Central South.

Here's a staff of 200 entertainers, ready to write, produce and present a network quality show.

Here's an audience of millions of loyal listeners—living on farms, in small, medium and large cities.

Here's a background of dealers who know the potency of WSM, and who give shelf-room and enthusiastic selling to goods promoted over their favorite station.

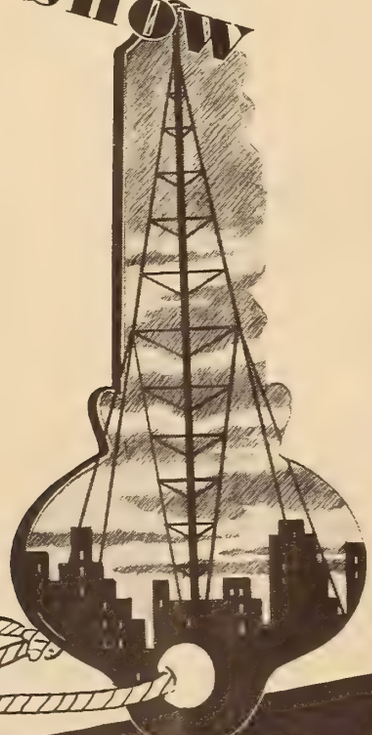
And, above all, here is a station whose listeners believe what they hear—and act on what they believe.

We'd like to work with you...and we'll do a job.





WSM network quality show



KEY TO SALES IN THE CENTRAL SOUTH

WSM NASHVILLE

0,000 WATTS • CLEAR-CHANNEL • 650 KILOCYCLES • NBC AFFILIATE

WFBC

is

owned,

operated,

and—

PROMOTED

by

THE Greenville News

MORNING AND SUNDAY

and

THE Greenville Piedmont

EVENING

Agencies



ROBERT H. RUSSELL, formerly with Lester Harrison, joins Foote, Cone & Belding International Corp. to serve as field merchandising coordinator for Watchmakers of Switzerland. He will be in charge of western U. S. activities in Los Angeles. Joining corporation on same account are **JOHN Mc MANEMIN,** formerly with Jewelry Industry Council, who will cover Midwest with offices in Chicago, and **WALLACE H. GOLDSMITH II,** formerly with McCann-Erickson, who will work in New York as eastern coordinator.

J. E. ERICKSON, vice president formerly in charge of Hollywood office of Caples Co., transferred to agency's Chicago office. **R. R. RULLMAN,** formerly account executive in Chicago, goes to Hollywood to head that office.

JOHN C. MORSE, executive vice president of Dan B. Miner Co., Los Angeles, elected to board of governors of Southern California chapter, American Assn. of Advertising Agencies. He is currently member of AAAA National Research Committee.

HARRY HITES Jr., radio-TV director of Williams, Stark & Hinkle, Washington, and Elmorine Rankin have announced their marriage.

NATHAN A. TUFTS, for past three years manager of Hollywood office of W. Earl Bothwell Inc., resigns effective Dec. 1. Prior to joining agency he was for three years with Ruthrauff & Ryan Inc., and for 12 years before that with J. Walter Thompson Co., both Los Angeles.

BILL PRESCOTT, formerly account executive and radio-television representative of Bishop & Assoc. Inc., Los Angeles public relations firm, joins Ball & Davidson Adv., Denver Div., in same capacity.

TOM CONNOLLY of Young & Rubicam Inc., Hollywood media department, is the father of a girl, Karen Ann.

BRENNAN ADVERTISING AGENCY, Houston, elected to membership in American Assn. of Advertising Agencies.

DARWIN H. CLARK Co., Los Angeles, joins Southern California Advertising Agencies Assn.

H. J. McGRATH & Assoc., Seattle agency, moves to 605 Lloyd Bldg. New phones: MUtual 0111-0112.

WILLIAM ROSS HOWARD 3d, account executive, Ruthrauff & Ryan Inc., Hollywood, is the father of a boy, Richard Thomson.

BEN SUGARMAN & Co., 430 King St. West, Toronto, enfranchised as advertising agency by Canadian Assn. of Broadcasters.

JAMES FELTON, account executive, Foote, Cone & Belding, Los Angeles, is the father of a boy, Richard Wallace.



ENJOYING the proceedings during a lighter moment of the recent annual convention of Pacific Council of American Assn. of Advertising Agencies are (l to r): C. Burt Oliver, general manager, Hollywood office Foote, Cone & Belding, and chairman of convention; Mrs. Warren Kraft; Warren Kraft, vice president and manager, Honig-Cooper Co., Seattle; Mrs. C. Burt Oliver.

NBC FOR ALL THREE

GREENVILLE-SPARTANBURG-ANDERSON MARKETS

WFBC

5000 Watts 19 Hours Daily

and WFBC-FM

93.7 Channel • 60,000 Watts

GREENVILLE, S. C.

THE NEWS-PIEDMONT STATION

REPRESENTED BY AVERY-KNODEL, INC.

k-nuz presents



THE WORLD'S LARGEST DISC JOCKEY SHOW!

Yes, each Saturday these top recording artists spin the discs, in quarter-hour segments, from 1:45 to 5 p.m.

BENNIE HESS
TINY SMITH
LEON PAYNE
BEN CHRISTIAN
BENNY LEADERS
JIMMY SHORT
COLLIE CORNPATCH
LITTLE MARGE
PETE HUNTER
FLOYD TILLMAN
HANK LOCHLIN
JERRY JERRICHO
JERRY IRBY
WOODY & SMITTY

Saturday's Share of Audience July, 1949, Hooper rating for K-NUZ—12.8. This super buy available at K-NUZ's low rates.

NATIONAL REP. FORJOE & CO.
Dave Morris, Gen. Mgr.

"Your Good News Station"

k-nuz

9th Floor Scanlan Bldg.
HOUSTON 2, TEXAS



Business is always better in Washington, D.C.

Almost half of your customer-families in Washington, D. C., got pay raises this fall. Government workers and military personnel—275,000 of them—have even higher pay than before; 18,000 of these also got a year's retroactive pay! Statisticians are still figuring out what this does to income in the nation's 9th retail sales market. But Pulse has already figured out that WTOP has more listeners than any other station in 3 out of every 5 quarter-hour periods. The next station has only 1 out of every 6. WTOP dominates this always-better market.

WTOP
THE WASHINGTON POST–CBS STATION

WASHINGTON'S ONLY 50,000 WATT STATION · REPRESENTED BY RADIO SALES AM • FM

Open Mike



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Davis Lauds

EDITOR, BROADCASTING:

I read BROADCASTING [Nov. 7] with more than usual interest. After all, there was a Hal Davis by-line in the issue!! Inasmuch as I have a large family, please discount the immediate rise in circulation.

However, the opening does give me a chance to tell you something which I should have passed on years ago. I've known your book through years at CBS and the agency. Your staff members have always been favorites of mine. . . .

Hal Davis
Vice President
Kenyon & Eckhardt Inc.
New York

* * *

'High Readership'

EDITOR, BROADCASTING:

I know you'll be interested to know that I have received innumerable comments on the article ["Our Respects To"—BROADCASTING, Oct. 31]. It certainly proves that BROADCASTING must have an exceptionally high readership. I want you to know how much I appreciate your interest in printing this eulogy even before I have died.

Russell W. Tolg
Radio Director
BBDO, Chicago

* * *

Prudential's Program

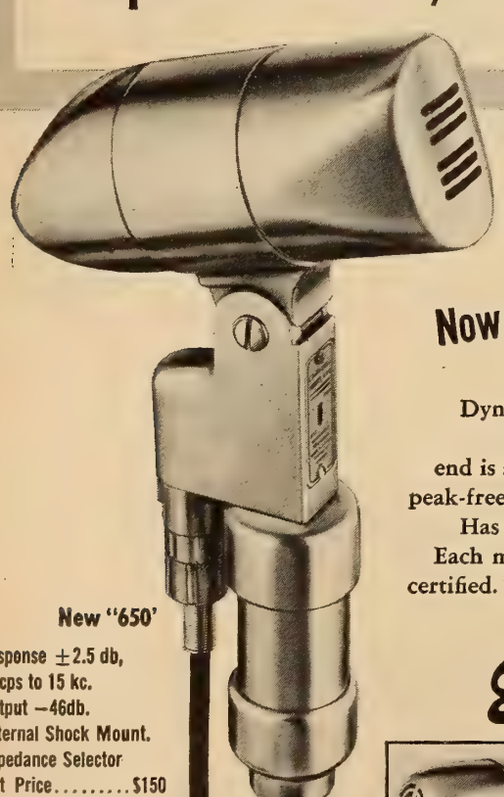
EDITOR, BROADCASTING:

I have been reading BROADCASTING Magazine for a number of years, and it was with a mixed feeling of satisfaction and surprise that I noticed your excellent article on the radio policies and goals of the Prudential Insurance Co. of America. [Oct. 31]. Especially so since Prudential's utilization of radio as a meduim of sales and public relations has enabled me to pursue personal ideas of service beyond the ordinary scope of the entertainment field. . . .

Jack Berch
Jack Berch Show
New York

* * *

Response ±2.5 db, 40 cps to 15 kc; Output -46 db



Broadcast Engineers Helped Design it!

Network Shows Use it!

Now Compare it with Any in Your Studios!

You've wanted High Fidelity Broadcast Dynamic Microphones like these! Performance meets the highest FM and AM broadcast standards. The bass end is smooth and flat. The highs are particularly clean and peak-free. Construction is extremely rugged and shock-resistant Has E-V Acoustalloy diaphragm. Omni-directional. Each microphone individually laboratory calibrated and certified. Try one. Compare it with any mike in your own studios.

Write for full facts today!

New "650"
Response ±2.5 db, 40 cps to 15 kc.
Output —46db.
External Shock Mount.
Impedance Selector
List Price.....$150

Electro-Voice INC., BUCHANAN, MICH.

Export: 13 E. 40th St., New York 16, U.S.A. Cables: Arlab



New "645"
Response ±2.5 db, 40 cps to 15 kc.
Output —50 db.
External Shock Mount.
Impedance Selector.
List Price.....$100

The "635"
Response ±2.5 db, 60 cps to 13 kc.
Output —53 db.
Impedance Selector.
For Hand or Stand.
List Price.....$60

Re: 1950 Census

EDITOR, BROADCASTING:

In reference to recent stories in BROADCASTING concerning the 1950 census. . . .

The census director has stated that any attempt to obtain FM data would, due to confusion on the part of the public, leave the accuracy of the results open to grave doubts. If that is the case, an all-inclusive question on radio set ownership will also be subject to grave doubt inasmuch as there will be millions of sets which have FM reception but no AM . . .

In light of these facts it would appear that none of the figures obtained in the proposed radio count would be accurate unless a separate question on FM is included. Even the census bureau would presumably have to admit to this which leaves me no alternative but to believe that they are knowingly and willingly discriminating against the FM portion of the broadcasting industry.

. . . I am greatly pleased by the proposed changes which will be integrated into the new 1950 BROADCASTING YEARBOOK. The new log arrangement seems to me to be the only really fair way to present radio facts.

E. J. Hodel
Manager
WCFC-FM Beckley, W. Va.

* * *

Give New Ideas

EDITOR, BROADCASTING:

. . . The many items which appear in your magazine are of great interest to myself, because they provide new ideas for operation of stations, and in small markets such as this it is necessary to keep on your toes to keep ahead of the game.

Bob Reel
Station Manager
KSPA Santa Paula, Calif.

* * *

More on P.I.

EDITOR, BROADCASTING:

Your editorial , "Class 'Q' Time," in the Oct. 31 issue of BROADCASTING should be framed and hung on the wall in every radio station in the country. I certainly agree with Linnea Nelson that the broadcaster who falls for today's fast P. I. buck is indeed shortsighted. It may be all right for those broadcasters who only want to hit and run, but for those of us who hope to stay in the business it's bad medicine. The broadcaster who's having trouble meeting his payroll and tries to do it with P. I. business is only putting off the evil day.

Harold Essex
V. P. and Mgng. Dir.
WSJS Winston-Salem, N. C.

* * *

Keeping Abreast

EDITOR, BROADCASTING:

The life of a broadcaster is a very busy one. He must keep abreast of not only what is happening in the industry, but trends of business, local, state and national events. As a result he selects the

(Continued on page 18)

YOU MIGHT BAG A 9′-6″ TIGER*—



BUT . . .

YOU NEED WKZO-WJEF TO WIN TROPHIES IN WESTERN MICHIGAN!

WKZO, Kalamazoo, and WJEF, Grand Rapids, give radio advertisers the best coverage and the biggest audience in Western Michigan—*and at the lowest cost.*

Latest Hoopers prove that both WKZO and WJEF are tops in their home cities, Morning, Afternoon and Night. For example, WKZO gets a 73.7% Share of Audience, Weekday Mornings in Kalamazoo; WJEF gets 27.1% in Grand Rapids (Mar.-Apr. '49).

WKZO-WJEF cost about *20% less* than the next-best two-station choice in the area—*yet deliver 41% more listeners!*

What's more, BMB figures prove that these two CBS outlets give superlative coverage *throughout* the prosperous Western Michigan area.

Write today for whatever facts you want about the job WKZO-WJEF can do for you in Western Michigan.

**Denis P. S. Conan Doyle bagged a tigress this size in Mysore State, India.*

WKZO *first* IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

WJEF *first* IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES



If you think *your* business is different, consider *ours* for a moment... and discover perhaps how our difference can help you with yours.

You see, we have devoted nearly 15 years to the business of being a different kind of network.

This gives us quite an edge, in these times when extra-efficient, better-than-average marketing techniques are required.

And it gives *you* several new ways—all of them well-tested—to make your dollars do double duty.

For instance...

On no other network can you raise your sales voice in 500 transmitter-markets—300 of them being the *only* network voice in town. On Mutual you can...**The Difference Is MUTUAL!**



On no other network can you enjoy maximum flexibility in selecting your station hook-up... routing your program as you route your salesmen. On Mutual you can...**The Difference Is MUTUAL!**



On no other network can you locally—at no extra cost—tell your customers *where* to buy what you are selling, as well as why. On Mutual you can...**The Difference Is MUTUAL!**



On no other network can you buy the proven benefits of coast-to-coast radio—and save enough to explore the high promise of television too. On Mutual you can...**The Difference Is MUTUAL!**



On no other network can you s-t-r-e-t-c-h your hardworking dollars to the point where you get *six* listener families for the price of five. On Mutual you can...**The Difference Is MUTUAL!**



These are five of the points which add up to a big plus for the Mutual advertiser. Interested in the proof of any or all of them? Let's sit down together and discuss our differences.

the **mutual** broadcasting system

for profitable selling—
INVESTIGATE

WGAL
WGAL-TV
LANCASTER
PENNA.

WKBO
HARRISBURG
PENNA.

WORK
YORK
PENNA.

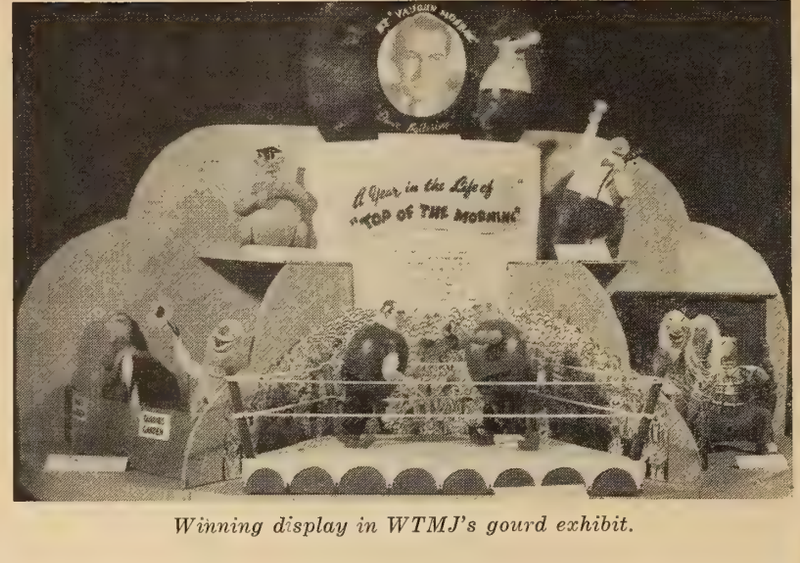
WRAW
READING
PENNA.

WEST
EASTON
PENNA.

WDEL
WDEL-TV
WILMINGTON
DEL.

Represented by
ROBERT MEEKER ASSOCIATES
Los Angeles · New York
San Francisco · Chicago
STEINMAN STATIONS

Feature of the Week



Winning display in WTMJ's gourd exhibit.

IN tropical countries, the gourd has long been known as a useful fruit. Dried, it has served as a household utensil and, in a number of instances, has been used as a medium of exchange.

Now, in untropical Wisconsin, far from its native habitat, the gourd is making thousands of Badger Staters gourd conscious. It all started seven years ago.

Each year of the seven, Gordon Thomas, m.c. of the *Top o' the*

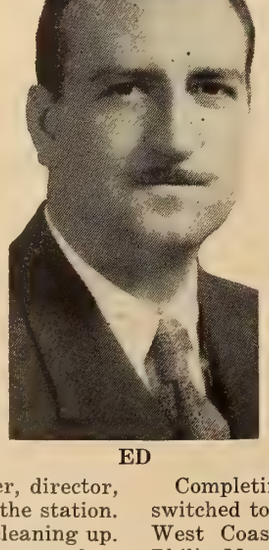
(Continued on page 18)

On All Accounts

SENDING a man to do a kid's job in a Chicago studio in 1940, resulted in launching one of the most sustainedly successful programs of its genre in the history of commercial radio.

The man was Edward Simmons, radio and television director of Cecil & Presbrey, New York. The job was that of a director on the first of the original *Quiz Kids* programs.

Long before that, it had been conceded that when Eddie Simmons got a show on the air it was not only "on the nose" but also "on the beam."



ED

Mr. Simmons began riding that beam as far back as 1925 when, as a youth of 21, he strolled casually into the now defunct 50 watter, WJAK Marion, Ind., to survey the operation. His casual stroll developed into a frenetic romp when he was hired instantly to serve as an announcer, director, producer and writer on the station. Another fellow did the cleaning up.

A year later Mr. Simmons doubled his wattage—though it threatened to halve his life expectancy—by assuming the same duties on WKBB Joliet, Ill.

In 1931, he moved to Chicago and WAAF (a 250 watter) as program manager. During his six year tenure with the station he inaugurated, among other things, the celebrated WAAF *Symphony Hour*, a stirring program departure for a small station at that time.

In 1937, Mr. Simmons' destiny began to measure up to his talents as he migrated to the powerful WGN outlet in Chicago as a director in charge of a covey of musical programs and daytime serials.

In October 1938 he heeded the summons to the agency field joining Wade Advertising, Chicago, as director and producer where, besides his *Quiz Kid* inauguration, he produced and directed *Alec Templeton Time* and directed the *Barn Dance*.

He left the agency to join the Army in 1944 but in 1946 he returned to direct the *Roy Rogers Show* for Wade on the West Coast.

Completing that assignment, he switched to Cecil & Presbrey as its West Coast man supervising the Philip Morris daytime programs.

In February of '49 he moved to the agency's New York office as assistant to Jack Wyatt, and when the latter resigned in April of this year to join Grey Adv., Ed Sim-

(Continued on page 18)

LOCAL PROGRAMS THAT Click!

- *Bow-Ties and Bow-Kays*
- *Music for the Mrs.*
- *Piedmont Farm Program*

Plus NBC'S
PARADE OF STAR
NETWORK SHOWS

ALL ON WSJS AM-FM
THE STATIONS WHICH
SATURATE
NORTH CAROLINA'S
GOLDEN TRIANGLE

WINSTON-SALEM
GREENSBORO
HIGH POINT

No. 1 MARKET
IN THE
SOUTH'S No. 1 STATE

WSJS
AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS

NBC
AFFILIATE
Represented by
HEADLEY-REED COMPANY

Radio Sells...

Likewise, WGN has proven a result getter for its advertisers. Advertisers know they can depend on WGN's extensive coverage to get the most out of their advertising message. WGN reaches 3,529,000 homes each week (more than any other Chicago station)*. These homes mean millions of consumers for your advertised products . . .

Whether You Sell...

M**a**sks for **m**asqueraders' **m**erriment . . . **m**arble **m**antels for **m**agnificent **m**ansions . . . **m**anuals for **m**atriculating **m**ath n' **m**ed **m**ajors . . . **m**anicures n' **m**assage for **m**isshapen **m**agnates . . . **m**ufflers n' **m**anifolds for **m**arine **m**otors . . . **m**ink for **m**ercenary **m**atrons . . .

M**e**rry **m**istletoe for **m**elancholy **m**isses **m**aneuvering **m**atrimony with **m**eek **m**ales . . . **m**ilk for **m**ewing **m**ousers . . . **m**aps for **m**eandering **m**instrelers . . . **m**odern **m**attresses **m**ade for the **M**orpheus **m**otivated **m**asses . . . **m**achinery for **m**anufacturers' **m**ills . . . **m**andolins for **m**usic-**m**aking **m**aestros . . . **m**anipulatable **m**anikins for **m**agicians' **m**ysticisms . . .

M**o**ccasins for **m**iserable **m**en after **m**ilitary **m**arches . . . **m**armalade n' **m**aize **m**uffins for **m**orning **m**eals . . . **m**eters for **m**easuring **m**echanical **m**ovements . . . **m**ortar **m**ixers for **m**asons' **m**asonry . . . **m**arinated **m**ackerel, **m**ussels, **m**iscellaneous **m**erchandise for **m**erchants' **m**eat **m**arkets . . . better buy radio . . .

Better Buy WGN!

*1949 Nielsen Annual Report—February-March

WGN reaches more homes each week than any other Chicago station. — 1949 Nielsen Annual Report

A Clear Channel Station...
Serving the Middle West

WGN

MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

PROBLEM:

How To Meet Varying Recording Channel Needs

SOLUTION:

Select from 14 Basic Units of the FAIRCHILD Unitized Audio System



You can assemble numerous combinations of complete recording channels with the Fairchild Unitized Amplifier System, which includes 14 basic units.

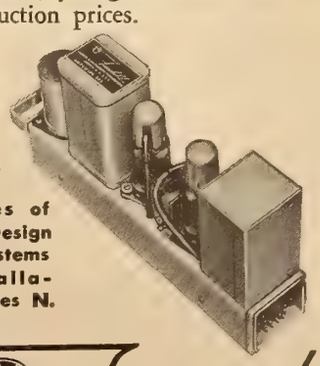
Related units are simply plugged in, or cabled together. It's that easy . . . that quick. Units can be combined to meet the special requirements of a given installation. If requirements change later, the units can be rearranged and the system expanded with no loss of initial investment. With this versatile Fairchild System, you get custom construction at production prices.

14 BASIC UNITS

- Power Amplifier
- Preamplifier
- Pickup Preamplifier-Equalizer
- Line Amplifier
- Output Switch Panel
- Input Switch Panel
- NAB Equalizer
- Variable Equalizer
- Diameter Equalizer
- Mixer Panel
- VU Meter Panel
- Bridging Device
- Auxiliary Power Supply
- Cuing Amplifier

Consult us about your specific needs.

Write for series of helpful articles, "Design of Recording Systems and Actual Installations." Ask for Series N.



Fairchild

RECORDING EQUIPMENT CORPORATION

154TH ST. AND 7TH AVE. WHITESTONE, L. I., N. Y.

Open Mike

(Continued from page 12)

publications which will keep him abreast of radio's fast moving events. I subscribe to practically all radio publications, but cannot find time to read all of them. BROADCASTING magazine, however, is one publication I consider a must and I read it from cover to cover weekly. Your keen appreciation of what the broadcaster needs to know has been on a consistently high level. I for one am deeply grateful to you and to your publication. . . .

C. L. Thomas
Gen. Mgr.
KXOK St. Louis

* * *

Re: Newscasts

EDITOR, BROADCASTING:

Why didn't Mr. Dimitman call his piece "Effective Programming" and be done with it? His little critique ["Effective Newscasts" BROADCASTING, Nov. 7] contained some criticism all right, but little of it was constructive, and most of it seemed naively uninformed.

Lord only knows radio news stands in need of criticism—lots of it. But what Mr. Dimitman has castigated is not the newscast, but radio programming. Were radio news editors to compile individual newscasts with one eye on a particular public at a particular time of day, it may well be that the station would build up something of a steady listenership among that one public. But arbitrarily to allot three or four minutes of each newscast to news of interest to the businessmen of one city would be inviting the other 95% of the station's listenership potential to dial the competition at newscast time. . . .

We agree with Mr. Dimitman that newscasts should be identified with some sort of associated tag (most of them are); yet at most stations, "News for the Homemaker" is presented by the Woman's Director, and is in no way represented as being a NEWSCAST. . . .

. . . People listening to a newscast do so primarily to get the NEWS. . . .

On the other cheek, Mr. Dimitman says the usual worthwhile things about local news.

Robert Lindsay
News Editor
WKOW Madison, Wis.

* * *

Dept. Stores Ban

EDITOR, BROADCASTING:

We appreciate . . . the tear sheets of the department store article in your Oct. 24 issue.

We are gathering all material of this kind that we can find in an attempt to break down the ban which local department stores have put on radio advertising here.

We think your story on the Milwaukee-St. Paul situation will be a helpful addition. . . .

Gene O'Fallon
Manager
KFEL Denver

* * *

Banks, Note!

EDITOR, BROADCASTING:

. . . The radio program of the Bridgeport City Trust Co. . . . has done a job. . . . I do know this: To reach the broad public market no bank can afford to omit radio.

Herbert Flint
Advertising Counsel
Westport, Conn.

Feature of the Week

(Continued from page 16)

Morning show on WTMJ-AM-FM Milwaukee, *The Milwaukee Journal* stations, has been offering packets of gourd seeds to listeners writing in for them. Last spring he filled a record 16,685 requests.

In the fall, gourd growers are invited to send or bring in their best gourds and novelties made using gourds. This year, the fourth annual WTMJ-sponsored gourd exhibit held at Milwaukee's Radio City attracted 3,652 gourds.

Overflow crowds totaling nearly 4,000 viewed the one-day exhibit. Most of the time there were long lines of people waiting to enter the large studio reserved for the showing. One hundred dollars in prizes was awarded in two classifications —one for the most perfect large gourd, the other for the most unusual novelties made from gourds.

This promotion by Mr. Thomas on his daily 5:30 to 8:30 a.m. show has attracted attention from beyond the borders of Wisconsin. Listeners in Illinois and Michigan are becoming gourd-conscious and have requested seeds and submitted entries, according to WTMJ.

On All Accounts

(Continued from page 16)

mons was appointed director of radio and television for the agency.

Mr. Simmons supervises the *Ed Wynn Show* for Spiedel Watch Bands on CBS-TV, the *George Burns & Gracie Allen Show* on CBS for Block Drug Co., *Stop The Music* on ABC for Spiedel and the two Philip Morris daytime shows on ABC—*One Man's Opinion* and Johnny Olsen's *Ladies Be Seated*.

He also is in charge of the firm's spot output, currently including Lamont-Corliss, Polident Tooth Powder and Tops-Gum.

The Simmons' have been married 18 years. They have three sons. Tom 17 years, Eddie 15 years and Michael, 15 months. The family lives in Fresh Meadows, L. I.

Jamison has something on his mind...



As a matter of fact, our Mr. Jamison, one of the brightest young men in town, has *plenty* on his mind.

Although he is much more salesman than statistician, he has a a ready fund of facts and figures on the broadcasting business that is the envy of many a representative twice his age.

"I look at it this way," he will tell you. "There is nothing secret about most of the information I carry around in my head (where I can always find it). Most of it is available in various standard or special sources of information. The rest you can get for the price of a phone call to the right man. But the point is this: when an advertiser or a broadcaster wants information, he is very likely to want it fast. And the man who can give him the most information fastest is the man who is serving him best. Radio representation, as you know, is a *service* business. We don't actually own anything but the furniture—Spot Radio, the product we sell, we sell for somebody else.

"The fact that my clients appreciate this fast service helps me sell more time—the *right time*—either to them or for them. And the fact that any Weed and Company representative can do the same lets us today do more business for our clients (advertisers and broadcasters alike) than ever before."



Weed and company

radio and television station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

Watch the New WDSU

No Other New Orleans Station Affords Sponsors Such Economic, Hard-Selling Programs.

RADIO

Dixieland Jazz

Jazz Authority Roger Wolfe spins waxings and adds colorful tidbits from his own voluminous library of Jazz records and facts.

(Available for Sponsorship)



VIDEO

Racing

Mid-Winter racing televised again this season from the New Orleans Fair Ground's fast oval.

(Available for Sponsorship)



See your JOHN BLAIR Man!

AFFILIATED WITH THE N. O. ITEM



EDGAR B. STERN, JR.
President

ROBERT D. SWEZEY
Executive Vice-President

LOUIS READ
Commercial Manager

New Business



AMERICAN EXPRESS-CATHOLIC TRAVEL LEAGUE for 1950 Holy Year of Jubilee plans concentrated radio advertising campaign, based on tests to be conducted first in New York market. First to be chosen are WQXR (English) WOV (Italian) and not yet selected "quality Polish program." Campaign to hit major cities across country, with emphasis on cities where Catholic prelates are personally conducting pilgrimages to Rome. Agency: Ray McCarthy Adv. Service, New York.

GROVE LABS., St. Louis, appoints Sullivan, Stauffer, Colwell & Bayles, New York, to handle advertising of its newest product, Antamine, anti-histamine drug to prevent colds. Radio spots will be used.

RESTAURANTS-OF-THE-MONTH Inc., New York, group of dining-out spots where members eat half-price upon presentation of membership card, appoints William Warren Agency, New York, to handle its advertising. Participations on such shows as *This Is New York* on WCBS, *The Fitzgeralds* on WJZ and *Dorothy and Dick* on WOR, all New York stations, being considered. Use of one-minute video spots also is being considered.

"THANKS" DOG FOOD begins test radio campaign on hour-long morning *Emerson Smith Show* on KDYL Salt Lake City. Expansion to other markets expected following test.

CHATTANOOGA MEDICINE Co., Chattanooga, Tenn., appoints Street & Finney Inc., New York, to handle entire Cardui account, effective Jan. 1. Spot radio will be used.

IMPERIAL KITCHENS Co. (storm windows and kitchen products) appoints Harold Kirsch Co. Adv. to direct advertising. Radio will be used for St. Louis market.

SKELLY OIL Co., for Skelgas, begins one-minute test campaign in 75 markets Nov. 28 for one month, through Henri, Hurst & McDonald, Chicago. Further expansion will be determined by sales results.

B-Z-B HONEY Co., Alhambra, Calif. (honey packer), **KERMIN FOOD PRODUCTS**, Los Angeles (frozen meat pies), and **ROBERT WILLIAM FOOD Co.**, same city (Miller spaghetti, macaroni) appoint Jordan Co., Los Angeles, to handle advertising. All firms plan to use radio and television.

Network Accounts • • •

STERLING DRUG Inc., New York, through Dancer-Fitzgerald-Sample Inc., New York, signs 52-week renewal contract with ABC for sponsorship of *Bride and Groom*. Contract, effective Jan. 2 covers 222 ABC stations, and programs are aired Mon.-Fri., 2:30-3 p.m.

AMERICAN FEDERATION OF LABOR in contract placed directly with MBS, will sponsor commentator Frank Edwards in a Mon.-Fri., 10-10:15 p.m. broadcast from Washington. [CLOSED CIRCUIT, Sept. 19].

THE TEXAS Co., New York, will for second consecutive year sponsor telecast by ABC-TV of complete opening-night performance of New York's Metropolitan Opera tonight (Nov. 21). Telecast of season's premiere, "Der Rosenkavalier," was arranged through Kudner Agency, New York.

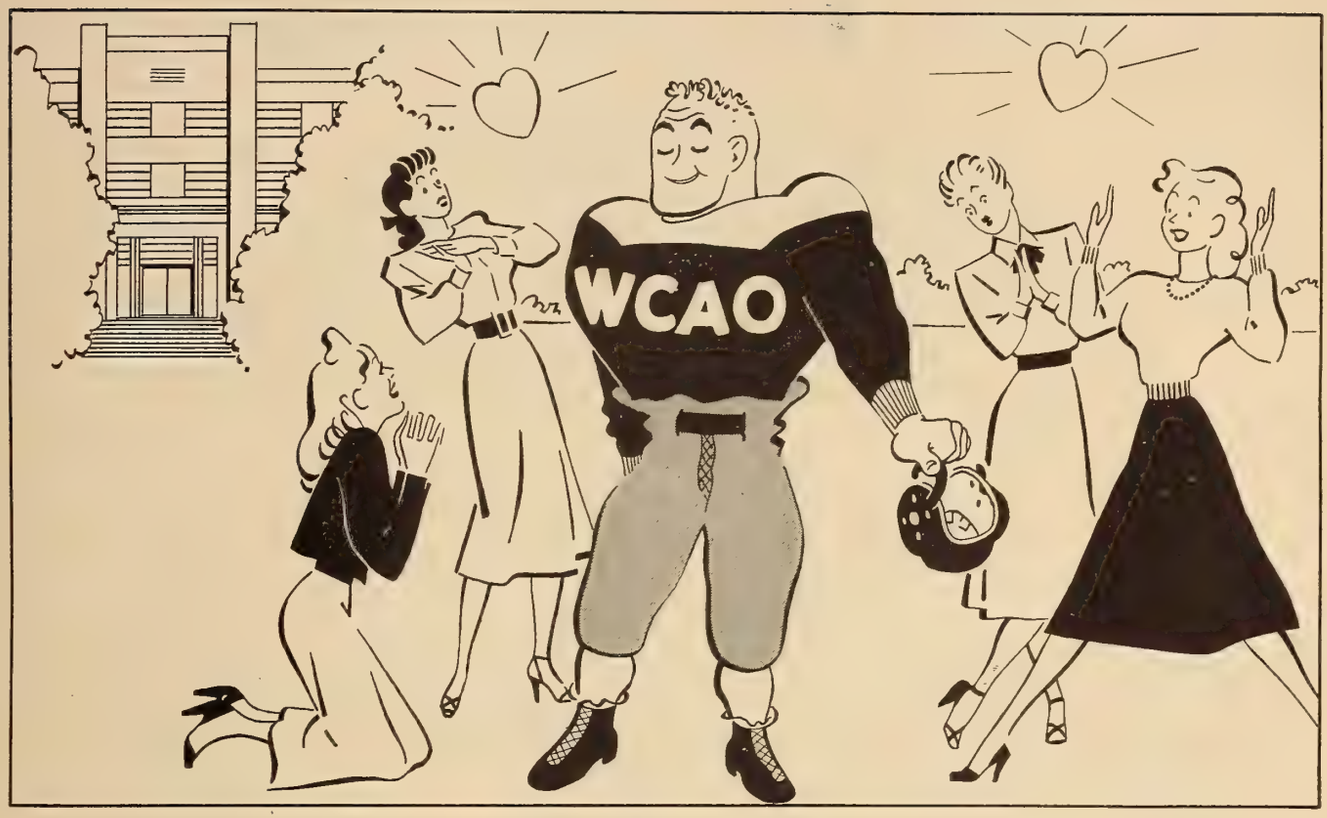
HALLICRAFTERS Co., Chicago, (radio, TV, electronics equipment), to sponsor *Hollywood Quiz* on Mutual network starting Dec. 10 through Sorensen & Co., also Chicago. Show will be aired Saturday, 5:45-6 p.m. in each time zone, and will originate in lobby of Chicago Theatre.

C. H. MASLAND & SONS CARPET Co., New York, renews its sponsorship of *Masland at Home Show* on CBS-TV effective Dec. 14 for another 13 weeks. Show is five minute program, Wednesdays, 7:45-8 p.m. Anderson, Davis & Platte, New York, is agency.

ANAHIST Co., Yonkers, N. Y. (anti-histamine drug for cold symptons), sponsors Thursday night *Counter-Spy*, on 60 ABC stations effective Dec. 1. Agency: Foote, Cone & Belding, New York.

MARS Inc., Chicago (Candy), renews for 26 weeks effective Dec. 5, sponsorship of *Howdy Doody* on NBC-TV Network. Show is telecast Mon.-Fri. from 5:30-6 p.m. Grant Adv., Chicago, is agency.

(Continued on page 74)



How Popular Can You Get?

The campus hero has nothing on WCAO these days. Smart advertisers take a gander at the super-colossal CBS programming job this Fall —and rightly figure that WCAO is a better buy than ever in the Baltimore market. ☆ Ask your Raymer representative about availabilities on some of these popular WCAO local favorites—"MUSICAL CLOCK"—"HOLD EVERYTHING"—"YOUR FRIENDLY NEIGHBOR"—"AFTERNOON CAROUSEL"—"THE HAL VICTOR SHOW"—"SATURDAY NIGHT FROLIC"—and many others. It's a *bonus* audience—backed up by constant WCAO local promotion and showmanship.



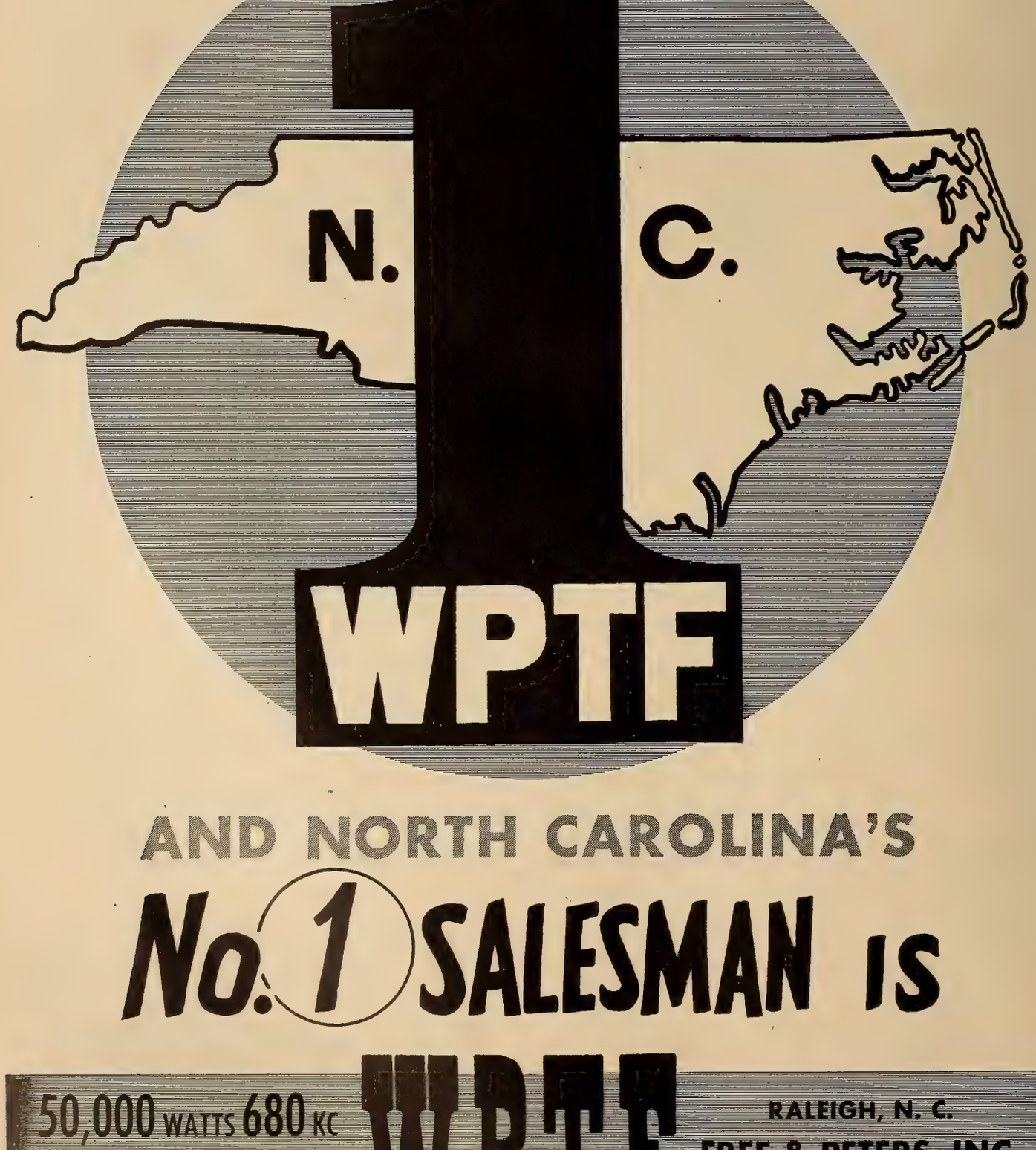
. . . and every program and announcement on WCAO is duplicated on WCAO-FM (20,000 watts) at no additional cost to the advertiser!

WCAO

"The Voice of Baltimore"

CBS BASIC • 5000 WATTS • 600 KC • REPRESENTED BY RAYMER

NORTH CAROLINA IS THE SOUTH'S NUMBER ONE STATE



AND NORTH CAROLINA'S

No. 1 SALESMAN IS

50,000 WATTS 680 KC
NBC AFFILIATE

WPTF

★ also WPTF-FM ★

RALEIGH, N. C.
FREE & PETERS, INC.
NATIONAL REPRESENTATIVE

BROADCASTING
TELECASTING

Vol. 37, No. 21 WASHINGTON, D. C., NOVEMBER 21, 1949 $7.00 A YEAR—25¢ A COPY

NAB REVAMPING

BMB, BAB Actions; Urges Strong NARBA Treaty

By J. FRANK BEATTY

DEMAND for a NARBA treaty that will stop "severe damage" to U. S. station coverage and action to strengthen NAB's two sales-getting units—Broadcast Advertising Bureau and Broadcast Measurement Bureau — topped a fast-moving meeting of the NAB board held last week in Washington.

As part of its job of revamping NAB's structure the board voted to dissolve the present BMB and set up an industry-controlled program-station measurement corporation.

It decided to keep Broadcast Advertising Bureau within the NAB fold, reversing a policy adopted at the time of BAB's creation last April.

The three-day meeting ended late Thursday with this additional series of actions:

- FM Assn. invited to merge into NAB.
- Formation of joint radio-movie committee to serve common interests (see story page 44).
- Election of two television members to board (story TELECASTING 3).
- Present $701,000 budget continued to February.
- Dues discount of 12½% continued to February for AM stations; TV rates unchanged.
- Membership drive approved.
- Committee created to act on court and government appearances by NAB.
- Standing committee structure sharply curtailed, with new TV committee created.

Much of the board's time was taken up by reorganization and budgetary problems that have come up since the streamlining operation was started last July. This task was simplified by advance work done by the board's Structure Committee and the Audience Measurement Committee, which drew up detailed recommendations. These were adopted in large measure.

The streamlining job was not completed, however. Reports covering work of the Radio (formerly Audio) and Television (formerly Video) Divisions and the relation of these new units to the NAB departments and the president were deferred to the next board meeting in February.

The always exciting BMB problem was approached from two angles by the board. First it adopted a report of the Structure Committee recommending that the present BMB be closed up and a new corporation formed.

Then it placed its blessing on a detailed plan of the Audience Measurement Committee for a new type of BMB corporation and referred the plan to the present BMB board which was scheduled to meet last Friday in New York.

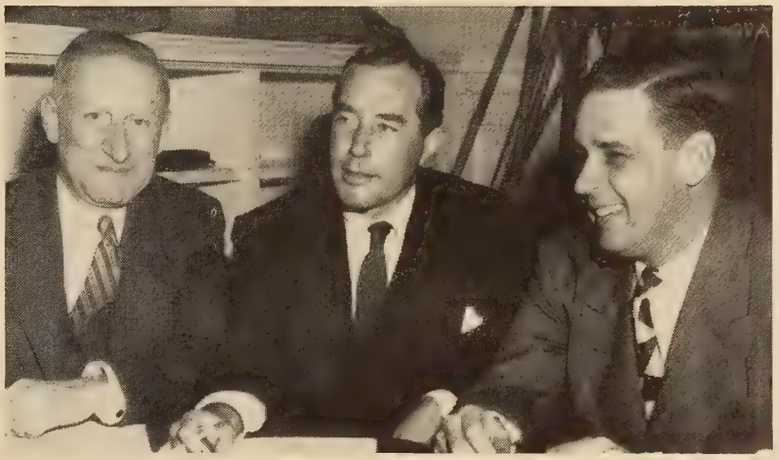
In adopting the NARBA resolution just before adjournment the board pulled no punches in pointing out that Cuba's appropriation of frequencies was arousing "a steadily growing expression of public indignation" toward the island (see text of resolution and NARBA story page 40). The U. S. Congress, State Dept. and FCC as well as the U. S. delegation at Montreal were urged to insist that Cuba "rescind all licenses issued" since the second NARBA expired in March.

While the resolution was a strong one, informal opinion of some of the delegates attending the third NARBA conference in Montreal was that the board's action would aid rather than embarrass negotiators in their attempt to bring the conference to a successful conclusion in the near future.

Several NAB districts had adopted resolutions this autumn sharply criticizing Cuban use of broadcast frequencies. In one or two cases some of the U. S. delegates had felt the resolutions hurt rather than helped their negotiations.

A detailed review of the Montreal situation was given to the board by Forney Rankin, NAB's government relations director, and

(Continued on page 40)



Directors Thomas, Swezey, Bitner at first meeting.

* * *

WNEW

Sold to Cherry, Judis, Herbert

RADIO'S BIGGEST independent station transaction—sale of WNEW New York by Arde Bulova and his associates to a new corporation headed by William S. Cherry Jr., Rhode Island industrialist and broadcaster, for a gross in excess of $2 million—was consummated last week, subject to usual FCC approval.

Among those associated with Mr. Cherry are Bernice Judis, vice president and general manager of the outstandingly successful 10,000 watter, and Ira Herbert, vice president and sales director, each of whom will acquire 12½% interest and will continue in active direction. Mr. Cherry, 44-year-old chairman of the Cherry & Webb Department Stores in New England and owner of WPRO Providence, is president of the new WNEW Inc., and holds 42¾%.

Miss Judis becomes executive vice president and a director of the new company and continues as general manager. The executive staff and personnel, it was reported, will remain unchanged. Mr. Herbert also will serve as a director and Ted Cott will continue as vice president in charge of programs.

The sales price of more than $2 million, it is understood, embraces net quick assets in excess of $500,000. The new corporation, now in process of formation in Rhode Island, will acquire the assets of the Greater New York Broadcasting Corp. Mr. Bulova, chairman of the Bulova Watch Co. and one of the largest advertisers in radio and TV, is 60% owner of Greater New York. Milton Biow, president of the Biow Co. Inc., is 30% owner, and Vincent Dailey, New York businessman and associate of Mr. Bulova, holds 10%. It is expected the formal application for transfer will be filed within a fortnight.

Mr. Cherry, a veteran of more than 20 years in radio, told BROADCASTING that he was "pleased to be associated in the ownership

(Continued on page 46)

* * *



Mr. CHERRY



Miss JUDIS



Mr. HERBERT

'49 AD EXPENDITURES

'Trends' Shows Increase Over '48

By TYLER NOURSE

WITH advertising expenditures this year running well ahead of 1948, 30.6% of advertising agency executives report they are spending more client dollars in radio. Television also is gaining with increased expenditures reported by 70.8% of the agencies.

BALLOT

A Continuing Study of Executive Opinion

Sounding a note of warning to station executives, 94.4% of agency respondents said competition for advertising dollars is becoming more intense.

Displeasure with radio's job of promotion and merchandising in support of sponsors' products was expressed by 62.8% of agency executives who said radio performed this function inadequately.

These conclusions were drawn from replies received in BROADCASTING'S 21st TRENDS Survey—a continuing study of executive opinion in radio and its allied fields. For this survey questionnaires were directed to a representative sample of advertising agency executives in all parts of the country.

More Spent in Advertising

Considering total advertising expenditures for all media, 52.9% of the agency executives said they were spending more money this year for their clients than they did last. Of those who expressed this increase as a percentage, the average gain over last year was approximately 10%. A continuation of 1948 expenditures into 1949 was shown in 26.5% of the replies—these agencies indicating they were spending the same amount of money for their clients this year as last. Curtailment of advertising monies was shown by approximately one-fifth of the agencies, 20.6% saying they were spending fewer advertising dollars this year for clients than had been the case last year. Although the sample which expressed this decline as a percentage was rather small, the average of these replies indicated a 5% curtailment in client's advertising dollars.

In the redistribution of advertising dollars—comparing the placement of client's money this year with last—30.6% of those answering the radio section indicated an increase. Unchanged radio appropriations continued at 30.6% of the agencies and 38.8% of those answering said they were spending less in radio.

Television expenditures, following the natural growth of the medium, have expanded to an extent that 70.8% of the agencies answering this section said they were spending more of the client's dollars in this advertising field. Only 4.2% indicated a decline in television money expended for clients. The remaining 25% said TV appropriations were unchanged.

Newspapers, also, are receiving a goodly amount of increased business with 52.9% of the agencies answering this section of the question indicating they are spending more of the client's money in this field. Unchanged expenditures in newspapers were shown by 38.3% of the agencies with 8.8% saying their clients had cut the amount of money spent in this medium.

Of agencies indicating activity in the magazine field, 57.2% said their clients had not changed the amount of money spent in this medium from last year to this. An increase of appropriations for magazine space prevailed at 35.7% of the agencies answering this section. Cuts in magazine expenditures by clients were shown in 7.1% of the replies.

Other Media Unchanged

Other media—direct mail, billboards, etc.—remain relatively unchanged in 1949 from 1948. The 26.7% of the agencies who indicated their clients are spending more money here is counterbalanced by an equal number showing less activity. An average of replies which were shown in percentages, however, indicates a slight edge to increased expenditures—money increases surpassing money decreases.

Of the money spent radiowise, 50% of the agencies said they were channeling more of the clients funds into spot business. A decrease in the spot field was indicated by 40% of the respondents while 10% showed no change from last year. Network placements, however, were reversed. There, 60% of the agencies said less of the clients money was going to the networks. The other 40% said network expenditures had increased.

An evaluation of radio's effectiveness now as compared with a year ago shows 57.6% of the respondents feel the medium is still as potent as before. A more cautious 12.1% of the agency executives say they feel radio results are better while the remainder indicated a feeling that poorer results are now obtained.

Selling Cost

Although 57.6% of the agency executives said they felt the results from radio advertising to be the same this year as last, 54.5% indicated they believe the cost of selling through radio to be higher. A third said the cost appeared to be the same as last year while 12.1% indicated a lowering of the cost of radio selling.

As in the past, the agency sample contended that stations should provide greater merchandising aids in support of sponsor's products. A station may take the position that its only duty to an advertiser is the presenting of his message. Advertisers and agencies, however, take a dim view of this attitude as attested by the fact that 62.8% of the respondents to this question said individual stations inadequately support sponsors' products. The feeling that stations handle this function adequately was expressed by 22.9% of those replying. A slim 14.3% said individual stations did very well in promoting and merchandising for advertisers.

A prevalent notation with answers to this question was "it depends on the station." Where stations do a good job on this added service, and let the agencies know about it, it's a fairly safe bet that these stations are the ones that get the first nod on radio business. Taking the industry as a whole, however, agency executives just aren't satisfied with the job done to support the advertiser's product. This always has been the plaint of the agencies.

When compared with promotion and merchandising support given by newspapers, this agency dissatisfaction becomes even more evident. On a comparative basis 74.2% of the agency executives said radio support is not as good as that given by newspapers. Giving radio a pat on the back for its support were 16.1% of the respondents while 9.7% said they felt the two media do an equal job.

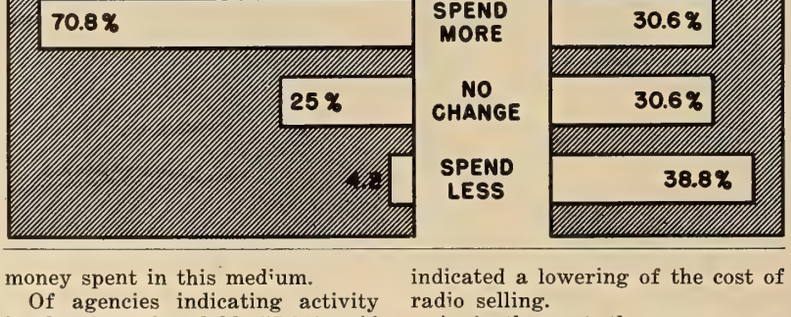
With the ever increasing number of stations—AM, FM, TV—and other outlets for advertisers' dollars, the competition among media is becoming more intense. Not only is there an increase in inter-media competition for advertising dollars, it also is intra-media. In reply to the question: "Do you find that competition among media for the advertiser's dollar is becoming more intense?" 94.4% of those agency executives replying said yes.

As to which media do the best job of selling themselves, agency people gave the nod to newspapers and magazines. In the evaluation these two tied for top honors. The advertising newcomer, television, evidently is learning fast the tricks of selling itself. This new contender for advertising dollars was voted second place for its job of selling the agencies. Radio, which sells millions of dollars worth of goods for advertisers each year, has apparently forgotten to sell itself. That, at least, is the expressed opinion of the agencies which rated it below the three other main contenders for advertising dollars.

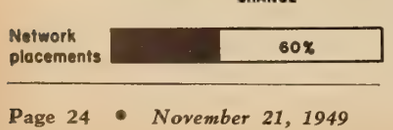
As this competition becomes keener among media, an increasing number of individual stations evidently are accepting per inquiry business. That, at least, is the opinion of the agency executives—76.9% of those answering said they found more stations interested in per inquiry business. Some stations which have ventured forth into this uncertain field evidently have not enjoyed the experience

(Continued on page 45)

Clients Advertising Expenditures on Media



Money Spent on Radio . . .





CONTRACT details on Zippy Liquid Starch sponsorship of *Kate Smith Sings* are checked by Theodore S. Streibert (l), WOR New York president, and Otto Weber, president of Otto Weber Assoc. Inc., distributor of Zippy starch in the New York area. Program will be sponsored Tuesday and Thursday, 11:45 a.m. to noon. Contract was placed through Martin Agency, Philadelphia.

AVCO SHIFT

Shouse, Dunville Advanced

CHANGE in the high command of Avco Mfg. Corp., parent firm of Crosley Broadcasting Corp., was announced last Thursday by Victor Emanuel, Avco president. James D. Shouse, Crosley Broadcasting president, becomes a member of Avco's executive committee, and is succeeded as Crosley president by Robert E. Dunville, Crosley vice president and general manager.

In his new capacity, Mr. Shouse, an Avco vice president and member of its board of directors, is one of three management members charged with corporate supervision of the firm's operating divisions and subsidiaries. These include, in addition to Crosley Broadcasting: Crosley, New Idea, American Central, Nashville & Lycoming-Spencer divisions; the Crosley Distributing Corp. and the Carrollton Furniture Manufacturing Co.; ACF-Brill Motors and the New York Shipbuilding Corp.

Mr. Shouse remains chairman of the board and executive officer of Crosley Broadcasting, of which he has been president since 1946.



Mr. SHOUSE



Mr. DUNVILLE

Dunville's New Duties

As president of Crosley, Mr. Dunville takes over administrative responsibility for WLW, 50 kw Cincinnati clear channel station; Crosley's three video stations in Cincinnati, Dayton and Columbus as well as three FM outlets in the same cities and shortwave stations which Crosley operates for the U. S. State Dept. at Mason and Bethany, Ohio.

Election of Mr. Shouse Thursday climaxed the 46-year-old executive's 20th anniversary in the broadcasting field. Last year he was elected board chairman of Crosley Broadcasting which he joined in 1937. At that time, he was vice president in charge of broadcasting and led WLW to a number of awards in programming, promotion and related fields.

A native of Cynthiana, Ky., Mr. Shouse received his schooling in Bellevue and Ft. Thomas, Ky., and studied at Miami U. at Oxford, Ohio, and the U. of Cincinnati. After two years as a high school teacher he joined the staff of *Liberty* magazine in Chicago. Radio debut was in 1929 when he joined CBS as its first Chicago sales representative and five years later he became associated with Stack-Globe Advertising Agency from which he resigned after a brief stay to become manager of KMOX St. Louis.

In the same year of Mr. Shouse's arrival at WLW, Mr. Dunville joined the station's executive staff as his assistant. Mr. Dunville held the successive posts of general manager of WSAI Cincinnati, then owned by Crosley interests; general sales manager of WLW and WSAI, and in 1944, vice president and general manager of Crosley Broadcasting. For the past two years, he has supervised the development of the three Crosley TV stations. With Mr. Shouse he was responsible for the establishment of the firm's merchandising and promotional program.

Mr. Dunville, 42, is a native of St. Louis. He was graduated from the U. of Missouri. After a stab at the automotive field, he joined the sales department of KMOX where he became assistant general manager. At KMOX, Mr. Dunville's close-working relationship with Mr. Shouse began.

Both men are active in civic and fraternal affairs. Mr. Shouse holds membership in the U. of Cincinnati and the Cincinnati College of Pharmacy boards of trustees; Foreign Policy Assn. of Cincinnati, and the executive committee of the Cincinnati Summer Opera Assn. He is also a director-at-large of NAB, trustee of Cincinnati College of Music and board member of the Cincinnati Convention Bureau and that city's American Red Cross chapter.

Mr. Dunville is a member of the Masons and the Shriners, The Cincinnati Club, Bankers Club, Cuvier Press Club, Propellor Club, Sigma Chi, Variety Club and the Confrerie du Tastevin in New York.

GIVEAWAYS

Court Test Delayed

AS ANOTHER week passed without setting a trial date in the suits brought by ABC, CBS and NBC to challenge the validity of the FCC's rules banning giveaways, it became likely last week that the whole time table previously projected for the cases would be thrown out of kilter.

One reason the networks had wanted an early trial was so that the U. S. Supreme Court might pass on the appeal before next summer. That was regarded as important because if the high court ruled adversely to the networks they would have the entire summer, with its hiatuses, to plan and test new shows replacing giveaways and to get stable schedules underway for the following fall.

As it is, unless almost unprecedented speed is exercised in the legal proceedings, the final decision may come after next summer, perhaps breaking into programming and advertising campaigns in what itself may be an interruption unprecedented in radio history.

Blame for the delay could not be attributable fairly to either side.

However, one cause of delay was the fact that the FCC did not file its answers until close to the deadline fixed by court rules.

Next step is expected to be a meeting between networks' counsel and FCC lawyers to fix a trial date with the consent of the Federal Statutory Court in the Southern District of New York which will hear the cases.

FREEDOM AWARDS

Slated for Today

SOME 200 awards are to be made today (Monday) by Freedoms Foundation in recognition of contributions to the American way of life on "Speaking Up for Freedom." Top winners in many categories, including radio, were to receive their awards from General Dwight D. Eisenhower at ceremonies to be held at Valley Forge, Pa. An audience of 200 distinguished guests were expected to witness the occasion.

Some of the winners, in the opinion of a jury of 21 made up of State Supreme Court Justices and officials of American patriotic societies, are as follows:

Best radio programs—1st place: *The Greatest Story Ever Told*, sponsored by Goodyear Tire & Rubber Co. on ABC; 2nd place. *Cavalcade of America*, sponsored by E. I. duPont De Nemours Co., on NBC. Prizes were $2,000 and $750 respectively and gold medals for each winner.

Other radio winners who received awards ranging from $600 to $50 and the gold medals, were:

George Tunnell, Negro disc jockey on WDAS Philadelphia, for his *The Bon-Bon Show.*

CBS, for its *You Are There* show on the battle of Gettysburg.

Dr. George S. Benson for *The Land of the Free*, on the Don Lee-Mutual network.

Willard Wilson, script-writer for "It Might Have Been You" show one of *Northwest Neighbors* series sponsored by Pacific Power & Light Co.

WWJ Detroit, for *24 Hours Under Communism.*

WCAU Philadelphia, for *The Blessings of Liberty.*

Spiritual Mobilization for *The Freedom Story* on KFAC Los Angeles.

WJR Detroit for series, *Know Your America.*

Medals were awarded to the following:

Knox Manning for the program, *Open Letter To Paul Robeson* on KNX Los Angeles.

Jack Beall for his "Anti-Communist Series" on ABC.

Radio Council of Chicago Public Schools for *These Things Are America* on WBEZ Chicago.

NBC for its documentary series, *Living 1949.*

Col. Robert R. McCormick for his talk, "Responsibility in a Free Enterprise State" on the *Chicago Theater of the Air* (MBS).

In the category "Unclassified Awards," there were 10 winners, each of whom was to receive $1,500. Included was Howard Reynolds, a Negro of 2522 N. 23 St., Philadelphia, for his song, "Speak Up For Freedom." This song was first heard on WDAS Philadelphia on *The Bon Bon Show* which also won an award. Mr. Reynolds is a regular performer on the show.

"Best Ad Campaigns"

Included in winners in the classification "Best Advertising Campaign" was the Advertising Council, New York, for its "American Economic System" campaign.

Winner of sixth place in the "Best Sermons" category was Dr. Paul J. Goodwin, minister of the First Presbyterian Church, San Jose, Calif., for a sermon "Can A Good Christian be a Good Communist?" delivered on KLOK San Jose last July 24.

A medal in the "Best Company Employe Publications" category was won by *Prairie Farmer—WLS Round-Up*, a monthly publication of WLS Chicago.

WORLD WIDE CORP.

FCC Sets Hearings

IN A MOVE for which FCC authorities could cite no parallel, the Commission last week called hearing on the privately produced program service of World Wide Broadcasting Corp.'s international broadcasting stations, the audience they seek to reach, and various representations made on their behalf to both the public and FCC.

With the hearing on the license-renewal applications of the international stations FCC consolidated a hearing called simultaneously on an AM application of Greenwich Broadcasting Corp., operator of WGCH (FM) Greenwich, Conn. and controlled by Walter S. Lemmon, principal stockholder of World Wide. The consolidated hearing was set for Feb. 6 in Boston.

World Wide Broadcasting Corp. is licensee of international stations WRUS, WRUL, WRUW, WRUX and WRUA, all located at Scituate, Mass. Facilities of international stations are leased by the State Dept. for Voice of America broadcasts, but World Wide reclaims a portion of the time and uses it for broadcasts by the non-profit World Wide Broadcasting Foundation. Under the law, up to 25% of the time may be thus reclaimed; World Wide is the only international licensee to reclaim any.

Twelve Issues Involved

Twelve issues designated by FCC for the hearing range from inquiries into the past and proposed program service of the stations (aside from portions under State Dept. direction) to questions as to whether program time has been made available "in return for monetary contributions"; representations concerning the "non-profit and non-commercial character" of the stations, and whether FCC's rules on the announcement of sponsored programs have been met.

Another issue: "To determine whether the applicant has in the past and will in the future employ directive antennas and other technical facilities so as to deliver maximum signals to the country or countries for which the service is intended."

Another: "To determine whether the applicant has or will broadcast programs directed solely or primarily to an audience in the continental United States."

The Commission said it also wants to know whether it has been correctly and fully informed about "the real party or parties in interest" and their qualifications and "monetary investments in the licensee corporation," and about the status of construction undertaken pursuant to FCC grants.

Another question raised by FCC involves the inter-relation of World Wide Broadcasting Corp., World Wide Broadcasting Foundation, and Radio Industries Corp., a holding company controlled by Mr. Lemmon which owns stock in the licensee corporation.

On the basis of this information FCC said it would seek to determine "whether representations and information given members of the public by the applicant corporation, its officers and stockholders, or the World Wide Broadcasting Foundation, its officers and directors, have accurately set forth the nature of the applicant's operations, the real parties in interest, and the interrelations of the applicant corporation and the non-profit World Wide Broadcasting Foundation."

Many of the issues reportedly date back to pre-war inquiries made by the Commission.

In addition to the license renewal and AM station applications, the hearing includes World Wide's bid for increased power for WRUW.

The AM application is for a new station at Greenwich using 1490 kc with 250 w fulltime.

Issues in this case include the qualifications of Greenwich Broadcasting as they may be affected by the World Wide investigation, in view of Mr. Lemmon's dominant position in both companies. Other issues relate to the possibility of interference with WHOM Jersey City, WNLC New London, Conn., WBUD Morrisville, Pa., or with services proposed in other pending applications.

The World Wide international stations operate for the most part with 50 kw, but FCC has authorized one to test with power up to 120 kw. Frequencies are 25.6-26.6 mc; 21.45-21.75 mc; 17.75-17.85 mc; 15.10-15.35 mc; 11.7-11.9 mc; 9.5-9.7 mc; 7.2-7.3 mc, and 6.0-6.2 mc.

UNITED FRUIT

KBS Opens Banana Campaign

FEATURING the famous "Chiquita Banana" song, the United Fruit Co. last Monday started a spot campaign on all Keystone stations located in 23 Eastern, Midwestern and Southern states.

The shifting schedule calls for use of eight variations of the "Chiquita" song on a 13-week cycle with cooperation by retail outlets. The campaign was planned by advertising executives of United Fruit and BBDO. Keystone's arrangements were handled by Noel Rhys, Eastern sales manager.

Borden Renews

BORDEN Co., New York, effective Dec. 1, renews sponsorship of *County Fair*, Saturday 2-2:30 p.m. on CBS. The program is now in its fifth consecutive year. Kenyon & Eckhardt, New York, is the agency.

LORAIN CASE

Preliminary Arguments Heard

PRELIMINARY hearing in the case which may determine the legal bounds of radio-newspaper advertising competition was awaiting decision in the Federal District Court in Cleveland late last week.

It is the case in which the Government accuses the *Lorain* (Ohio) *Journal* of anti-trust law violations in the treatment of advertisers who use WEOL-AM-FM Elyria-Lorain or the weekly *Lorain Sunday News* [BROADCASTING, Sept. 26].

The hearing, held Tuesday before Judge Emerich Freed, was on the Justice Dept.'s request that, pending full trial of the case, the *Journal* be enjoined from rejecting lawful advertising copy merely because the advertiser also used the rival media.

Counsel for the *Journal*, which had the support of the American Newspaper Publishers Assn. in opposing the request, contended any limitation upon a newspaper's right to accept or reject advertising would violate the Constitutional guarantee of freedom of the press.

To grant the Government's request, *Journal* attorney Parker Fulton of Cleveland argued, would mean the paper might have to accept patent medicine ads, "sexy material" and similar advertising which the *Journal* has traditionally banned.

Victor H. Kramer, assistant chief of the Trial Section of the Justice Dept.'s Anti-Trust Division, insisted that the right to choose one's own customers is not an unlimited right and may not be used to create a monopoly. He said it is not a question of whether a newspaper must accept any advertising which is offered, but whether it may condition its acceptance upon the advertiser's non-use of rival media.

The Justice Dept., he said, would have no objection to an injunction permitting the *Journal* to reject advertising which it normally refuses from any source.

Mr. Fulton maintained that no damage was being caused to WEOL or the competing Sunday newspaper. In fact, he said, the *Journal* was helping them by telling their advertisers to use these media exclusively. He also insisted that evidence to be presented in the full trial will show there has been no conspiracy in restraint of trade.

Affidavits claiming the *Journal* had refused advertisements of local merchants because of advertising on WEOL were presented by the Justice Dept., and counter-affidavits were offered by the *Journal*. Mr. Kramer told the court that the counter-affidavits, though denying or questioning some of the department's claims, by no means refuted all of them.

Elisha Hanson, Washington attorney appearing on behalf of ANPA against issuance of a preliminary injunction, maintained that the temporary relief sought by the Government was broader than the final relief it seeks after trial. If the trial shows the existence of anti-trust law violations, he said, the court then may grant appropriate final relief.

Judge Freed left the way open for the participants, if they wish,

(Continued on page 45)



Drawn for BROADCASTING by Sid Hix

". . . And now our next guest on 'What's Your Hobby'."

NIELSEN COMPARES MEDIA

Warns Against Underrating Radio

By BRUCE ROBERTSON

IT WOULD be a "serious error" for advertisers to conclude now "that radio is washed up and that appropriations should be shifted to other media," Arthur C. Nielsen, president of A. C. Nielsen Co., said Wednesday in an address to the Grocery Manufacturers of America at New York's Waldorf-Astoria Hotel. This is true, he said, despite the serious inroads that television viewing has made on evening radio listening in TV homes.

However, he urged his audience to study television closely. "Unless you act now to acquire a thorough understanding of this new development," he said, "you may not only miss the great profit opportunity it offers, but you may make some costly mistakes in your use of other advertising media—for television will exert a profound effect on other major media."

Disclosing facts developed in recent weeks from the Nielsen Radio and Television Index Services, Mr. Nielsen reported that when a video set comes into a home the effect on daytime radio listening is negligible, but in the evening this is what happens:

HOURS PER EVENING

	Radio	Television	Total
Before TV	1.65	0.00	1.65
After TV	0.45	3.22	3.67
Change	—1.20	+3.22	+2.02

With the number of TV homes rising from 60,000 in January 1947, to 2,150,000 as of August 1949, "television is coming rapidly," Mr. Nielsen said, but he also reported that radio homes have increased from 28,800,000 in 1940 to 39,281,000 this year. He added that this increase in radio homes has been accompanied by an increase in hours listened per home, creating this trend in home hours of daily radio listening:

1943 (January-March)	129 Million
1946 (January-March)	156 Million
1949 (January-March)	198 Million

"Even during the past year (when television has exerted its maximum effect to date) and even for the evening hours (when the television effect is greatest), radio listening trends are not particularly unfavorable," he said, noting:

SHARE OF TOTAL HOMES USING RADIO

First 4 mos. of year—6 p.m. to 11 p.m.

	1948	1949	% change
All Areas	38.4	37.7	—2%
Metropolitan Areas	42.5	40.2	—5%
Medium Cities	36.1	37.2	+4%
Small & Rural Areas	34.0	34.8	+2%

"The rather satisfactory total picture for radio is merely the inevitable result of the fact that the number of television-equipped homes is still very small in comparison with the number of radio homes," Mr. Nielsen said, adding that the effect of television is even smaller during the daytime hours.

Admitting that any predictions as to the future effect of television on radio involves assumptions of such unresolved questions as the rate of introduction of TV stations into smaller cities and the rate at which the public will buy TV sets, Mr. Nielsen offered this estimate of the trend in radio and video set ownership in the next few years:

	Oct. 1949	Jan. 1954
Metropolitan Areas (over 500,000 population)		
Total Radio Homes	12,000,000	13,100,000
Percent With Radio Only	85%	20%
Percent With Radio Plus TV	15%	80%
Medium Cities (5,000-500,000 population)		
Total Radio Homes	12,500,000	13,800,000
Percent With Radio Only	97%	64%
Percent With Radio Plus TV	3%	36%
Small-Town and Rural (under 5,000 plus farm)		
Total Radio Homes	14,800,000	16,100,000
Percent With Radio Only	99%	96%
Percent With Radio Plus TV	1%	4%

Combining these estimates of set-ownership with NRI and NTI data on competitive evening listening and viewing gives the following picture of audiences by city-size divisions:

	Now	Jan. 1954
Radio Program (typical evening show, rated 8.7%)		
Total Homes Reached	3,422,000	2,634,000
Metropolitan Areas	31%	15%
Medium Cities	33%	34%
Small-Town & Rural	36%	51%
TV Program (typical evening show, rated 12.2%)		
Total Homes Reached	.....	1,960,000
Metropolitan Areas	....	65%
Medium Cities	....	31%
Small-Town & Rural	....	4%
Radio and TV Programs Combined		
Total Homes Reached	.....	4,594,000
Metropolitan Areas	....	36%
Medium Cities	....	33%
Small-Town & Rural	....	31%

These figures, Mr. Nielsen stated, show why he feels "justified in making the following suggestions" to food product manufacturers:

"1. The food industry could scarcely make as serious an error, at this time, as to conclude that radio is washed up and that appropriations should be shifted to other media.

"2. Television, from now on, will create profound changes in the character of radio, magazines and other medio. The food advertiser who fails to watch these trends, and act accordingly is likely to suffer serious losses or miss some important opportunities for profit.

"3. The potential of television is so great that this medium deserves an immediate or early spot in your budget—even if it has to be viewed as a 'capital expendi-

(Continued on page 46)

RMA MEET

Set Production Running Behind Demand

ESTIMATES of set production for 1950 and general review of current activities by various committees dominated the industry-wide fall meeting of Radio Mfrs. Assn., held last week, November 14-16, at the Roosevelt Hotel in New York.

In addition, RMA set up special committees to investigate a threatened ban on football telecasts and to obtain government opinion on certain regulations involving non-military purchases; reviewed progress of National Radio & Television Week and the national "Town Meetings" program, and reported on various facets of television activity.

The RMA board of directors also authorized a plan urging organization of a National Television System Committee to gather data relative to allocation of UHF frequencies and lifting of the freeze on VHF, and to recommend basic standards for development of color television. Proposal will be submitted to FCC (see TELECASTING, page 15).

Max F. Balcom, chairman of the Tube Division and former RMA president, predicted production of 3,750,000 TV receivers next year—based on an informal poll of division members. TV receiver output for 1949 is expected to reach 2½ million sets, exceeding early year estimates by nearly 500,000, he added.

Radio set production, broken down into FM-AM and FM, AM only and auto radios, will approximate some 10 million units by the end of the year (see story, page 39), Mr. Balcom said, conceding that supply had fallen short of demand through industry cutbacks.

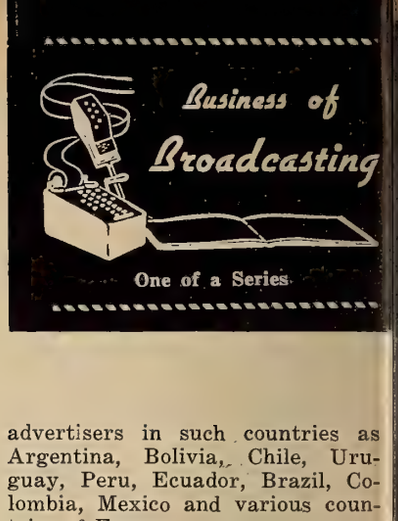
Overall radio-television dollar volume will approach the $800 million mark on the production level this year, RMA said—it seems assured of surpassing 1948's record peak of $750 million—with TV accounting for roughly 65% of all sales.

A proposal that the "Town Meetings" program in some 60 TV areas be held by manufacturers

(Continued on page 43)

EXECUTIVES of the Borden and Vick companies were guests of the Spot Radio Clinic of the National Assn. of Radio Station Representatives, at the November session. L to r: Seated—William D. Howard, assistant to the general manager, Vick Chemical Co.; Fred F. Hague, George P. Hollingbery Co.; Henry M. Schachte, national advertising manager, the Borden Co.; standing—Jones Scovern, vice president, Free & Peters Inc.; T. F. Flanagan, managing director, NARSR; Jerry Lyons, Weed & Co.; Richard Gerkin, John Blair & Co.; Thomas Campbell, The Branham Co.; Robert Eastman, John Blair & Co., and Robert Reuschle, Headley-Reed Co.





The Foreign Radio Market

U. S. Advertisers Find Success

By HERMAN BRANDSCHAIN

A MAN with a shotgun went into a bleak wasteland, pointed his weapon blindly in the air, pulled the trigger and hoped the scatter of the shots would hit something.

That's the beginning of an old, old story but it is none the less true that many Americans have looked on the purchase of radio time in stations outside the United States as being the same kind of aimless operation.

That view, however, apparently is not shared by many of America's big radio advertisers, who have been buying radio time abroad for years.

Reports from authorities on buying time in foreign markets indicate that such purchases have been at a peak and are going higher and higher.

Such a constantly accelerating business volume has been attained in spite of two discouraging influences—dollar shortages and import restrictions.

Now, however, because of the currency devaluations in Great Britain and other countries in the past weeks, some foreign timebuyers believed it possible that the dollar shortage eventually may be licked.

At any rate, some of the experts tended to view currency devaluations abroad as likely to bring an immediate impetus to foreign radio and later a long-term increase.

* * *

AN immediate boost was looked for from advertisers who might rush to buy time at old rates before stations change their cards. Rates to Americans are quoted in terms of local currencies and it was expected that such rates would go up, although even after increases it was expected they would be less in terms of dollars than before devaluation. Meanwhile, until such card changes, an American advertiser was in for a windfall caused by the new exchange differences.

Also, it was expected that American companies might buy more time, for devaluation might mean that many foreign countries would find it economical to switch from an American product to a product of another country. The American advertiser was expected to react to that competitive situation by harder selling and hence more advertising.

Ultimately, it was considered that if devaluation is successful, the volume of all trade will rise and so also trade with the United States. Should that happen, then the dollar shortage itself eventually might be licked.

Should the dollar shortage disappear, many American advertisers who have been building up huge sums in local currencies abroad would finally be able to get their money out in dollars.

The dollar problem has been troubling more and more American advertisers in such countries as Argentina, Bolivia, Chile, Uruguay, Peru, Ecuador, Brazil, Colombia, Mexico and various countries of Europe.

Some American companies, however, have not been content to build up foreign currency accounts. Instead, they have been buying local goods with their local currency surpluses and shipping the goods to the U. S. for resale. Others have been setting up branches in foreign countries, where surpluses may eventually rebound to the profit of American stockholders.

* * *

THE currency problems, however, are part of an old story to the foreign advertiser and foreign timebuyer. Though they were being studied more intensively in the past weeks because of the devaluation moves, they are only a part of the foreign time buying picture.

Also in the picture are these facts and trends:

- Billings through foreign station representative offices in New York are way up.
- Many foreign stations are doing well. While most still have time to sell, some are booked almost completely.
- In the Latin American field, the tendency is for American advertisers to buy spots instead of programs—a reversal of the former practice.
- Many foreign stations are now willing to offer more services, such as contest administration, than formerly.
- There is some evidence that time buying by American companies is increasing faster than newspaper and magazine buying abroad.

The problems in buying foreign

* * *

ESSO AND COCA-COLA are two of the names exploited on the foreign airwaves.

At left—Actor Ray Milland appears as guest star on *Esso Reporter*, one of the more important news services in South America and carried four times daily on Radio America and its network of eight stations and Radio Continental, powerful voice of the interior.

At right—Among Coca-Cola's selling efforts is sponsorship of Genaro Salinas, "The Golden Voice of Mexico" on CX16, Radio Carve of Montevideo.









radio time are considerable. Among them:

- Blue sky nature of the purchase. Lack of audience data on many foreign radios makes time buying difficult.
- Lack of contract standards.
- Lack of rate standards.
- Difficulty of finding adequate talent in many foreign countries.
- Danger many stations are over-spotted and bad bunching of commercials.

* * *

IN New York, Albert M. Martinez, vice president of Melchor Guzman Co. Inc., is one of the specialists in the radio export buying field.

Thus far this year, the 150 stations represented by his company have had an increase in billings through his company of 24% over last year.

Mr. Martinez, a student of time selling in the foreign field since 1932, believes American companies have been big users of such time, particularly in the Latin-American field, because of their own background of commercial radio in U.S., a huge advantage over other foreign sellers of goods who've never cut their eye-teeth in commercial radio, he explains.

Thus, in Cuba for example, American companies' programs are able to dominate the entire market. There is adequate proof of that in surveys made every other month by the Assn. of Advertisers of Cuba—one of the few surveys made regularly in the foreign field.

That survey showed for a recent period, for example, that of the 12 top programs on weekdays, 11 advertised American products and were sponsored by American companies. Four of the first 12 programs were sponsored by Procter & Gamble and seven by Colgate.

The Cuban survey is made by visits to radio homes over a three-week period every other month. Visits start at 9 a.m. and continue to 10:30 p.m., totaling over 50,000 visits in the course of a given three-week period. Visits average not less than 900 per quarter hour and at the peak listening time at 9:30 p.m. as many as 3,000 an hour. It is nothing to find 60% of

QUAKER OATS' radio theatre on Radio America is another of the American-sponsored shows on Radio America and its network of stations.

* * *

all Cuba's estimated 700,000 sets turned on. Weekday listening is heavier than Sunday dialing, due to better weekday programming, in the opinion of Mr. Martinez.

* * *

ONE buying tool that Mr. Martinez and others like him are looking forward to is the 1950 census in South America. That is expected to count radios, refrigerators and other items in addition to the traditional noses. The census may give the first reliable set-ownership figures in many parts of the continent.

Mr. Martinez sees a trend in the employment of more spots in foreign countries by American companies. The volume of spots used in some of the foreign countries is practically unheard of in present-day U.S. radio. It is nothing for Miles Laboratories Inc., on behalf of Alka Seltzer, to buy 135 spots daily over one station. What impact such a campaign might have is indicated by the fact that such announcements might be as frequent as ten an hour.

Alka Seltzer itself is one of the great sales successes in radio export timebuying. It has completely dominated numerous markets around the world through its constantly reiterated radio messages.

* * *

AT Pan American Broadcasting Co., Arthur Gordon, sales manager, said its billings for stations around the world is up, with Latin America billings showing an 18% rise and Alaska a 38% rise. In Latin America alone the company represents over 60 stations in 20 countries.

J. J. Donelon, head of media at National Export Advertising Service, which handles foreign advertising exclusively, reported business of his agency in the radio field as holding about even but with South American placements out front. He foresaw that foreign stations generally would be offering more and more services to American advertisers, in addition

INTERVIEWS of visiting celebrities, such as Orson Welles (r), draws listeners for Radio Monte Carlo, Monaco. Conducting is Jean Manceau.

* * *

to merely offering time.

Irwin A. Vladimir, president of Irwin Vladimir & Co. Inc., whose advertising agency does a big foreign business throughout the world, reported that billings were holding up and that if the dollar shortage were to ease, billings would increase considerably. He noted that American sponsors were becoming "more choosey" in their selection of foreign programs for sponsorship. Among the problems of trying to build good programs in many countries, he said, were the lack of good talent and the local labor restrictions on the importing of "canned" talent.

* * *

GUY Bolam, representing Radio Luxembourg, reported that a recent influx of American and English advertisers on his station, one of the key outlets in all Europe, has resulted in its commercial time being practically sold out. That record was attained although Radio-Luxembourg had to start from scratch after the war and despite the fact that it boasts the highest rate structure of any station in the world—$500 per quarter hour.

Commercial radio in Europe has begun to make a comeback since the end of the war which should be important to ever increasing numbers of American exporters, according to Arno Huth, radio consultant and author of several books on international radio.

It is his belief that radio presents an advertising opportunity there which is especially important in view of the tight paper situation still constricting advertising in Europe's graphic media.

It also is his belief that many American companies which could sell to Europe under the Marshall Plan are missing a chance to funnel their products overseas via a demand whetted by radio.

Many European stations have been considerably concerned about streamlining their commercial operations, he said. That desire gave birth to a meeting in Paris last June of commercial broadcasters and agency radio executives from ten countries or areas—Andorra, Austria, Belgium, France, Italy, Luxembourg, North Africa, Saar, Spain and Switzerland.

Outcome of the meeting was to set up a secretariat in Paris under the leadership of Louis Merlin, president and director general of Informations et Publicite. Further meetings already are planned for 1950 and a permanent trade association may result.

At the June meeting, stations decided to study cooperatively allocation of frequencies, technical standards, program exchanges, copyrights and commercial organization. Agencies decided to coordinate their experiences, methods and research in promoting radio and to provide for advertisers materials on rates, length of commercial and audience.

* * *

GOAR MESTRE, president of CMQ Havana, shown behind the desk in his offices at the sumptuous headquarters of CMQ, is typical of the broadcasters in foreign markets whose aggressiveness and showmanship are selling American products.



NEWSCAST PROFITABLE

NARND Studies Techniques

RADIO NEWSROOMS pay off in profits, according to bookkeeping marshalled before the three-day annual convention of National Assn. of Radio News Directors, held Nov. 11-13 in New York.

Two station managers, Wilton Cobb, WMAZ Macon, Ga., and A. R. Vadeboncoeur, WSYR Syracuse, were among members of a five-man panel who discussed the economics of the newsroom. With them were these news directors: Orrin Melton, KSOO Sioux Falls; Bill Warrick, WJOB Hammond, Ind., and Bill Krueger, KDAL Duluth. Title of their inquiry was "Profitability of Professional Radio Newsrooms."

Their panel was one of a series of events during the convention which provided the newsmen with ammunition to take back to station managements in NARND's efforts to build up the role of the radio newsman. That managements would have the ammunition fired at them was a sure bet. Few conventions have been attended by so many assiduous note-takers.

Mr. Cobb detailed the finances of the news set-up in his 10 kw CBS outlet. Its five-man newsroom costs $1,500 per month, he said, of which salaries are 80%. For that expenditure, WMAZ receives 59 hours of programming monthly at a cost of $25.00 per hour. Since transcription service for his station runs from $40 to $100 an hour, news programs are "an economic programming service even if never sold," he argued.

Net from News Shows

But actually, a goodly portion of news programs is sold at WMAZ. Of the money brought in, 65% goes to maintain the news department and the rest can be credited to time sold. That net received for the time, said Mr. Cobb, equals what the station would receive, after all deductions, for the sale of its facilities for network programming.

"Actually, a station receives the same percentage — 35% — of the actual money paid by clients to networks that we receive from our news department," he said. The average value of the free time given on a network contract by a station of our size is exactly twice the cost of maintaining our news department.

"Now if you are willing to give a network $3,000 worth of free time each month, just for prestige, programming and the possibility of eventually making a profit from network time sales, aren't you justified in spending $1,500 a month to build a local news department with a proven ability and with the same future possibility of profit as pertains to the network?"

Further, Mr. Cobb insisted that news programming locally produced is superior programming, resulting in top listener ratings. One of his station's local news shows, a 7 p.m. program, has a 25.9 Hooper. The *Lone Ranger* on the same station is rated at 21.7.

Even WMAZ's daytime news at 1:15 p.m. rates at 15.1. That stands up against the top daytime soap operas on the same station as follows: *Ma Perkins*, 17.4; *Big Sister*, 16.1; *Guiding Light*, 14.4; *Nora Drake*, 12.8; *Perry Mason*, 14.1; *Dr. Malone*, 9.3; and *Hilltop House*, 8.7.

Mr. Vadeboncoeur reported that of the $600,000 to $700,000 a year gross of his station, 20% was from the sale of news. And of every dollar grossed from news, 41% was from local newscasts.

* * *

The WSYR formula, he said, was to hire the best reporter the station could find in Syracuse and to let him pick his staff. The result has been the building of popular local newscasts, all sponsored, with few switches in sponsorship, he said.

Mr. Melton cited his own station manager, George Hahn, and another, John Meagher, of KYSM Mankato, Minn., as stating newscasts added to a station's profit. Mr. Meagher was credited as saying that not only is the news department self-liquidating but that it adds immeasurably to the worth of the entire program structure.

Mr. Melton himself said that the news periods had the added value of making adjacencies valuable. Further, they have prestige value, promotion value, and enable the station to fulfill public service functions, he said.

High Returns

Mr. Warrick pointed out that his 250-w station spent $250 to $300 a month on news and received $500 to $700 in return—$2 back for every $1 spent. The monthly expenditure includes salaries for three men, wire service, telephone charges, supplies and travel or gasoline expenses, he said. The intake of $2 back for every $1 spent, did not, however, include the cost of air time.

He believed, however, that the station got other plus factors out of its news department. These included listenership, prestige and valued adjacencies. Particularly, he stressed listenership, stating that the news department enabled his station to compete with nearby big-time Chicago outlets.

"With us," he concluded, "if we are to have an audience, local news is not a luxury—it's a necessity."

Mr. Krueger told the directors that news also pays off as a loss leader even when it does not show a dollars and cents profit.

His 5-kw station spends $1,650 monthly for news operations, including its three-man news staff,

(Continued on page 81)



ATTENDING ceremonies for the award of a briefcase in appreciation to Sig Mickelson of WCCO Minneapolis, outgoing NARND president, for his service to the organization are (l to r): Mr. Mickelson; Gen. Omar Bradley, joint chief of staff of armed forces; Jack Shelley, WHO Des Moines, newly-elected president; Edward R. Murrow, CBS commentator; Jim Bormann, WMT Cedar Rapids, second vice president; Sheldon Peterson, KLZ Denver, treasurer, and Ben Chatfield, WMAZ Macon, Ga., first vice president.

K & E PROMOTES

Davis, Wolfe, Miller Are Vice Presidents

THREE executives of Kenyon & Eckhardt, New York, have been elected vice presidents of the agency. They are Hal Davis, publicity director; Robert D. Wolfe, manager of the Hollywood office, and Donald C. Miller, manager of the Detroit office.

Mr. Davis has been with the organization for the past four years after three years wartime service in the Navy. Prior to that he headed his own publicity organization and was with CBS for 6 years. Mr. Davis will continue as director of publicity and also will serve as a member of the basic plans board, to which he was appointed last week.



Mr. Davis

Mr. Wolfe has been with the agency for the past eight years. He has been manager of the Hollywood office for the past two years and prior to that he was associate radio director in New York.

Mr. Miller has been with K & E since February 1948 as manager of the Detroit office. Before that he was organizational manager of the Packard Motor Co. During 1942-43, he was with the U.S. Treasury Dept.



Mr. Wolfe



Mr. Miller



GREAT PROTECTOR

This little 2-pound Chihuahua feels safe on the paw of his 150-pound pal, the Great Dane. The big dog makes a great protector.

W·I·T·H is a great protector, too, for advertisers in the tough, competitive market of Baltimore. W·I·T·H protects your profits from advertising by providing real low-cost results.

It's easy to see why. W·I·T·H delivers more loyal *home* listeners-per-dollar than any other station in town. And *in addition* to this biggest home audience, a recent survey, made under the supervision of the Johns Hopkins University, showed that of all radios playing in barber shops, 49.3% were tuned to W·I·T·H. That means that a *little* money does *big* things on W·I·T·H.

Call in your Headley-Reed man today and get the whole W·I·T·H story.

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, *President* • *Represented by* HEADLEY-REED

FM HOURS

FCC Proposes Minimum Daily Operation

FCC PROPOSED last week to require FM stations to operate at least as many hours daily as their AM affiliates, and, in the case of FM-only stations, to reach a minimum of 12 hours per day after two years on the air.

The proposal, announced Wednesday, followed the recommendations advanced last August by the FM Assn. [BROADCASTING, Aug. 8]. Current rules (Sec. 3.261) require at least six hours' daily operation — three between 6 a.m. and 6 p.m., and three between 6 p.m. and midnight.

Under FCC's new plan, adapted from FMA's, the current requirement would stand as the minimum during a station's first year of operation. In the second year the minimum would be four daytime and four nighttime hours, and thereafter it would be eight hours daytime and four at night.

FM stations operated jointly with AM outlets would be required to meet these minima and also to operate as many hours daily as the AM station. Thus FM affiliates of AM daytimers would be required, like all other FM stations, to operate at least three hours at night during the first year and at least four thereafter.

Authorities said tentative surveys indicate about 40% of FM stations operate in the neighborhood of current minimum requirements and that about the same percentage operate fulltime, or close to fulltime, leaving around 20% whose hours fall into the "in between" category.

Of the estimated 740 FM stations now on the air, FMA figures indicate almost 85% have AM affiliates.

FCC pointed out, as RMA did in its petition, that the present minimum requirements were fixed when there were around 50 stations on the air as against today's 740, and that it was recognized at the outset that more time ultimately would be required.

FCC's proposal also made clear that "daily" includes Sundays.

The Commission said comments for and against the proposed change would be accepted through Dec. 19. Text of the proposed new rule:

Section 3.261. Time of operation. All FM broadcast stations shall be licensed for unlimited time operation. A minimum operating schedule per day, including Sundays, shall be maintained as set forth below.

(a) Where the FM broadcast station is owned or controlled by an individual or group (including all individuals and groups under common control), which does not also own or control a standard broadcast station in the same community, town, city, or metropolitan district, the FM broadcast station shall be operated as follows:

(1) During the first year of operation the minimum operating schedule shall include not less than three hours between 6:00 a.m. and 6:00 p.m. and three hours between 6:00 p.m. and midnight;

(2) During the second year of operation, the minimum operating schedule shall include not less than four hours between 6:00 a.m. and 6:00 p.m. and four hours between 6:00 p.m. and midnight;

(3) After the second full year of operation the minimum operating schedule shall include not less than eight hours between 6:00 a.m. and 6:00 p.m. and four hours between 6:00 p.m. and midnight.

(b) Where the FM broadcast station is owned or controlled by an individual or group (including all individuals or groups under common control) which also owns or controls a standard broadcast station in the same community, town, city or metropolitan district, the FM broadcast station shall, in addition to meeting the requirements of subsection (a), operate at least as many hours per day between 6:00 a.m. and midnight as the associated standard broadcast station.

(c) "Operation" includes the period during which a station is operated pursuant to special temporary authority or during program tests, as well as during the license period.

(d) In an emergency when, due to causes beyond the control of the licensee, it becomes impossible to continue operation, the station may cease operation for a period not to exceed 10 days; provided, that the Commission and the engineer in charge of the radio district in which the station is located shall be notified in writing upon cessation of operation and upon resumption of operation.

October Box Score

STATUS of broadcast station authorizations and applications at FCC as of October 31 follows:

	AM	FM	TV
Total authorized	2,229	815	112
Total on the air	2,063	744	90
Licensed (All on air)	2,021	472	23
Construction permits	208	334	89
Conditional grants		9	
Total applications pending	966	190	394
Requests for new stations	329	50	354
Request to change existing facilities	288	32	18
Deletion of licensed stations in September			
Deletion of construction permits	4	14	1

SMYTHE NAMED

To Arrowhead, WEBC Posts

THE ARROWHEAD Network and the Head of the Lakes Broadcasting Co. have announced the appointment of Marlin E. Smythe as manager of WEBC Duluth and Arrowhead's Minnesota group of stations. Mr. Smythe replaces H. E. Westmoreland, former director of operations, who has opened his own agency (H. E. Westmoreland Inc.).



Mr. Smythe

A veteran of 23 years in the radio industry, Mr. Smythe started as an entertainer at KYA San Francisco in the twenties. Besides his radio activities, he is known as an expert in the juvenile problem field.

WQXR NEW HOME

In Times Bldg. By Spring

NEW STUDIOS and offices for WQXR New York are now under construction in the building of the *New York Times*, owner of the station. Completion of the work, which will bring the station for the first time under the same roof with its parent company, is scheduled for the spring of 1950.

The station will occupy about 18,000 square feet of space, approximately half of which will be devoted to studios and a large record library. Five studios will be housed on the ninth floor of the building at 229 West 43 St., and offices will be located on the west end of the tenth floor. A private stairway will connect the two floors.

Two large and three small studios have been designed to accommodate the latest accoustical developments in AM and FM broadcasting. A master control and a subsidiary control room will be designed for utmost flexibility of operation.

Shreve, Lamb & Harmon, architects who designed the new addition, and Rheinstein Construction Co. estimate it will be completed by the end of March.





FROM Richmond and New York come reports of the outstanding success scored by *Tune-O*, a new show in which a bingo-type game is played by listeners at home involving identication of tunes. In both cities, listeners are reported flocking to grocery stores sponsoring the show for *Tune-O* cards. From $500 to $1,000 in prizes are distributed daily. Promotion involves full-page opening ads and daily radio page breaks. At opening program on WLEE Richmond (picture on left), Joe Mason (seated, l), announcer for *Tune-O*, takes a listener's call as Harvey Hudson (r), WLEE operations manager, points to master *Tune-O* chart. Looking on are Irvin G. Abeloff (l), WLEE general manager, and Marvin A. Kempner, vice president of Richard H. Ullman Inc., Buffalo, owner of show copyright. In picture on right, 250 Seeman Bros. Inc. salesmen gather for preview of *Tune-O* over WMCA New York. Last Minute details are ironed out by (l to r) Robert D. Buchanan, creator of the show; Mort Fleischl, WMCA account executive; Norman Boggs, WMCA general manager; John D. Scheuer, vice president and general manager, William H. Weintraub & Co.; Sylvan L. Stix, president of Seeman Brothers.

NAB SLIDE FILM

Radio Selling Power Cited

NAB'S slide film argument on behalf of radio's selling power was presented to the Washington Ad Club last Tuesday by Maurice B. Mitchell, director of NAB's Broadcast Advertising Bureau. The film is entitled "How to Turn People Into Customers."

The film has been shown by 375 stations, Mr. Mitchell said, and by the end of the year will have been seen by 80,000 retailers.

Attending the luncheon were several NAB board members and President Justin Miller. The directors were Frank U. Fletcher, WARL Arlington, Va.; George D. Coleman, WGBI Scranton; Eugene S. Thomas, WOIC (TV) Washington, and Robert Enoch, KTOK Oklahoma City.

Mr. Mitchell described the local retailer as radio's biggest customer. He traced the growth of radio as an advertising medium that gets results and told how to sell at lower cost with less effort via the airwaves.



Christmas reminder...

When you're thinking about what to give your business associates, customers, and friends, remember this...

Chances are they'd rather get Four Roses.

Your favorite retailer will be glad to make special arrangements for gift purchases and deliveries.



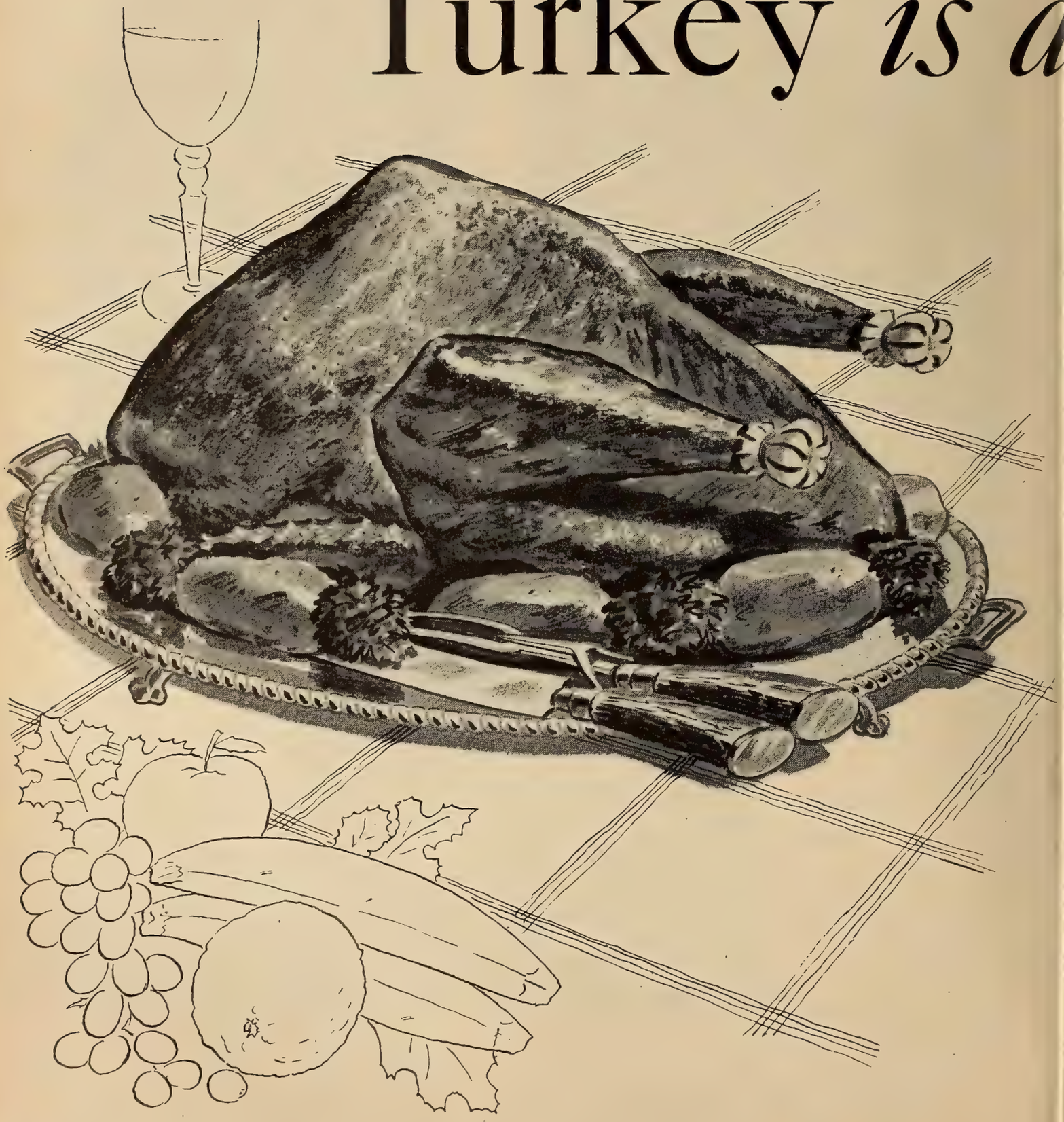
FOUR ROSES

AMERICA'S FAVORITE GIFT WHISKEY

FINE BLENDED WHISKEY in an attractive gift carton.

90.5 proof. 40% straight whiskies; 60% grain neutral spirits. Frankfort Distillers Corporation, New York City.

Turkey *is a*



state of mind

Say "turkey" to anyone but an American and he thinks of a country bordered by the Mediterranean. Say "turkey" to any American and he thinks of roast fowl, potatoes, and all the trimmings.

That's because roast turkey is an American symbol of Thanksgiving Day, of happy family gatherings on this holiday. Hence, the turkey is a sort of American institution.

Seven more American institutions, in a regional sense, are the seven Fort Industry Stations listed below. In the areas they serve, these stations have built up a record of public service that has made them community traditions. To advertisers this means prestige behind their products, attentive and responsive listeners to their sales messages.



THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va.
WLOK, Lima, O. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla. • WJBK, Detroit, Mich.
WSPD-TV, Toledo, O. • WJBK-TV, Detroit, Mich. • WAGA-TV, Atlanta, Ga.
National Sales Headquarters: 527 Lexington Ave., New York 17, Eldorado 5-2455

Editorial

Station Personality

THERE'S AN indefinable something involved in the sale of a station that departs from the ordinary business transaction. It is because stations are not mere chattels; not transmitters and microphones and studios and wires.

Stations acquire personality. Stations are people. The personalities of those people are reflected in the operations.

This has never been more evident than in the sale of WNEW New York to a new company. WNEW is a station with personality plus. It is highly successful in the most competitive market in the world.

The guiding genius of WNEW is Bernice Judis, for 14 years its general manager. She surrounded herself with able people—like Ira Herbert, in charge of sales, and Ted Cott, who directs its programs.

Why Arde Bulova decided to sell WNEW is not disclosed. Previously he had sold other stations along the Eastern seaboard, and his foreign-language WOV in New York. In the latter case, provision was made whereby the directing heads could acquire ownership-interests. Ralph Weil, manager and Arnold Hartley, program director, took advantage of the opportunity. It was good for the new principal owners and for the operating heads. The policies continued. The "personality" of WOV was unchanged.

The same can be expected at WNEW. Miss Judis and Mr. Herbert acquire substantial interests. William S. Cherry Jr., Rhode Island businessman and broadcaster, who heads the purchasing company, wanted it that way. So did Mr. Bulova, who obviously felt an obligation to them.

It is good for the *esprit de corps* of radio to witness such transactions. It proves that corporations, in radio in any event, are not all always cold and callous.

Colour Blind

THE VIGOR with which CBS and RCA have been promoting their rival color television systems is quite understandable and is an inherent quality in America's competitive economic system, but we wonder if the two corporations have not lost some control of their emotions in their exchanges of last week.

Upon returning from England a fortnight ago, Dr. Peter C. Goldmark, CBS director of engineering research, announced that the British Broadcasting Corp. was intending to begin color experiments based on the CBS system. Dr. Goldmark's report was countered by an RCA statement that BBC had advised it had no arrangements with any British or American firm for color television development. Dr. Goldmark then countered RCA's counter.

We can all agree that BBC, AM-wise as well as TV, could stand color—any kind of color. But whether BBC does or does not adopt color TV, whatever the system, is of slight importance in the United States.

British TV, like British radio, is Government-operated. It is non-commercial. It is moribund. BBC has had a television station for a dozen years. Today it still has a single station, as against nearly 100 in these United States, placed in operation in four short years.

British radio and TV is the antithesis of Radio by the American Plan. BBC is proselyting the world over against our system.

Why worry about whether they do or don't use color on their solitary transmitter?

NAB Realigned

NAB AND ITS adolescent progeny—BMB and BAB—today stands reorganized, after more than a year of arduous work by the board of directors.

Last week in Washington the board completed the last phase of its job. It was not wholly according to plan, but appears to be close enough to it to satisfy the majority of member-broadcasters.

The basic reorganization was charted last July at Portsmouth, N. H. There remained principally the disposition of BMB and of BAB. BMB, by board mandate, will be dissolved when the second nationwide study is completed this year. The board acted wisely in recommending that a new corporation be formed to plan research studies and other services, as may be determined by a tripartite group of broadcasters, advertisers and agencies. The project could, with needed modifications, follow the pattern of Broadcast Music Inc., the highly successful enterprise launched under the aegis of the NAB a decade ago, and which delivered radio from the chaos generated from a then monopolistic ASCAP.

The BAB, which sprang from a spontaneous movement at the NAB Convention last April to combat competitive media and bring new business to broadcasting, has been functioning as a unit of the NAB. The original plan was to separate BAB from the NAB. The board last week decided to retain BAB as an NAB function, with the issue of separation to be considered at a later date.

It is not hard to fathom the reason. Maurice B. Mitchell, the aggressive young BAB director, is enjoying phenomenal success in his NAB distict-meeting swing. He tells a straight-from-the-shoulder story on the competitive situation. He has the fire and the enthusiasm that salesmen love.

But it takes time and direction to build an organization that will give battle to the competitive giants. The directors decided that the board should figure in the strategy. They certainly have a point.

There are other considerations. All stations, of course, are avidly interested in business. The newer stations—because they have less of it—fervently look to BAB as the answer to their economic prayers. To many of them, other NAB activities may be regarded as secondary.

Hence a separate BAB, separately sustained, could result in defections from NAB membership, because many stations might be loath to pay into two tills. Conversely, many of the older stations have only cursory interest in BAB. Their interests lie in the broader aspects of association activity—in protection of the medium.

We go along with the concept that it's too early for a separation. BAB, cut loose from the NAB's apron strings, could get lost and hungry. NAB, without the numerical strength and incentive of newer and smaller entities, could suffer on the national scene.

The board, during its three-day session, covered a comprehensive legislative calendar. Joining of hands with the motion picture industry in the fight against censorship of the media of expression should yield tangible results, though they may not be immediately discernible. The most toward fusion with the FM Assn. certainly is desirable. Affirmative steps, at long last, were taken to combat the radio tax threat implicit in the U. S. Supreme Court's refusal to review the Little Rock occupation tax on stations and the $50 per man salesman's license fee.

This board, we feel, has done the best job it could with what it had. But the NAB won't operate on momentum. From now on it will take team-work, direction and leadership.

Our Respects To—



SYLVESTER LAFLIN WEAVER Jr.

SYLVESTER LAFLIN (Pat) WEAVER Jr., NBC's new vice president in charge of television, has been equipped throughout the 18 years of his radio and advertising career with a secret defense against occupational cholers that are apt to lay a more vulnerable man low.

Mr. Weaver, a onetime $35,000-a-year employe of the late George Washington Hill, has survived that and other rigors of the trade because of an ability to withdraw from the screeching market place from time to time and refresh his mind and spirit in the quieter company of ancient thinkers.

As an undergraduate at Dartmouth, Mr. Weaver majored in philosophy, a curricular choice which has since enabled him to restore himself after a vexing bout with a falling Hooperating, by browsing in the antidotal detachment of Aristotle or other inhabitants of the cosmic plane.

His present assignment promises to exert a severe strain on Mr. Weaver's metaphysical resources. He is charged with the creation of a semi-autonomous television network organization, one of three principal operating units into which NBC is being reorganized. And also with making it profitable.

Mr. Weaver, who has occupied a series of impressive offices in radio, television and advertising, did not have that career in mind when he entered Dartmouth and picked philosophy as his course. He wanted to be a writer. Philosophy, he felt, would provide the proper background for a literary career.

Upon graduation in 1930, he made a leisurely tour of Europe and the Mediterranean, roving through the remains of antique cultures he had come to admire in his studies of philosophy and history at Dartmouth. Returning from the peaceful ruins of the old country to a depression-ridden America of 1931, Mr. Weaver began his literary career by selling magazines door-to-door in New York, a community which at that moment seemed uncharitable if not downright hostile to fledgling authors.

After two months of foisting the *Ladies Home Journal* and *Country Gentleman* on resisting housewives while his heart was actually in the Acropolis or Thebes, Mr. Weaver decided to quit the path toward schizophrenia and confine his energies to modern civilization.

He returned to his family home, Los Angeles, and went to work for Young & McAllister, direct mail and printing firm, as a writer and salesman. He also was editor of the *Blue Pencil*, the magazine of the Los Angeles

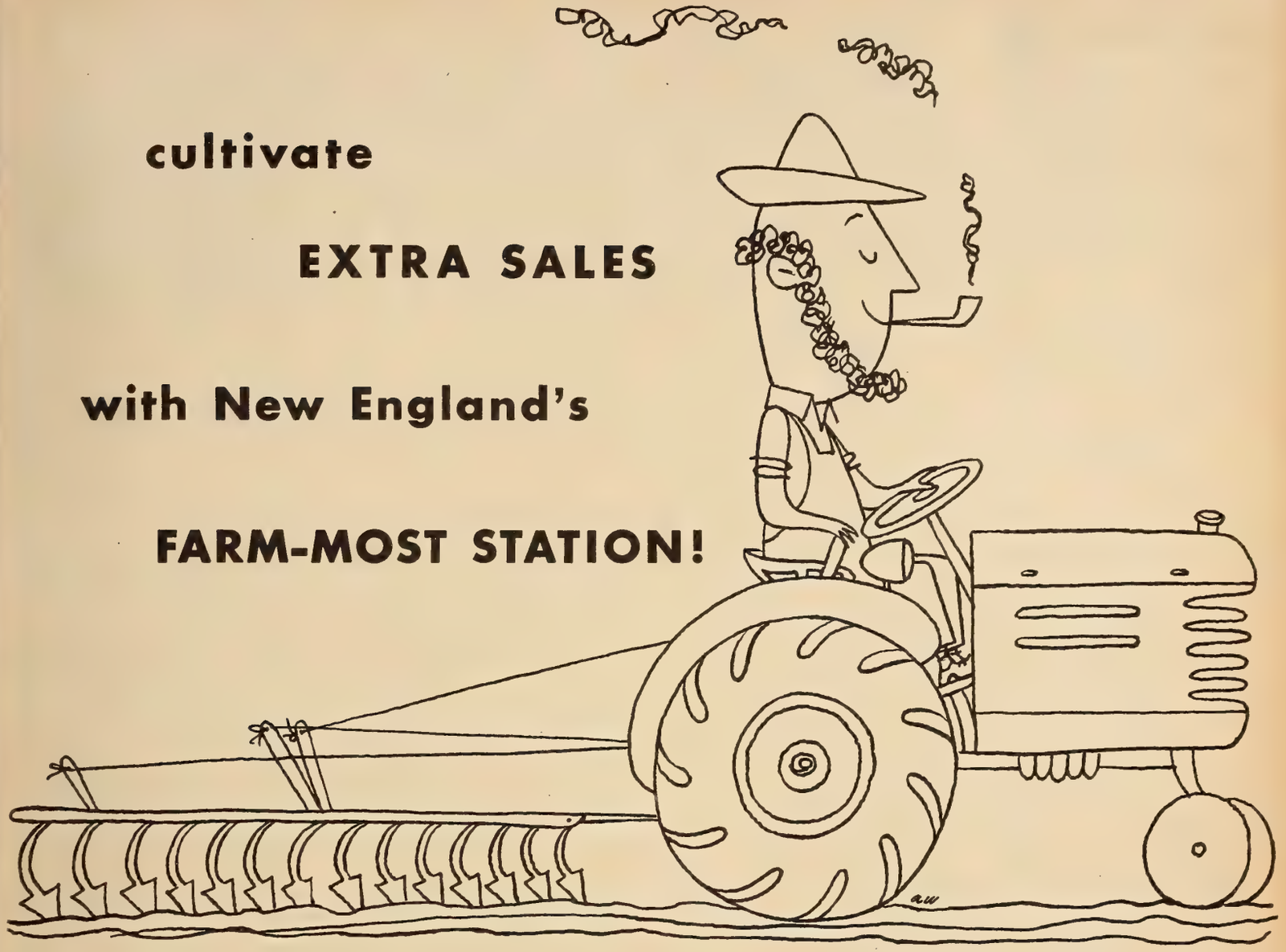
(Continued on page 38)

cultivate

EXTRA SALES

with New England's

FARM-MOST STATION!



Want to boost your farm market sales? *Do it in New England*.. where total agricultural cash receipts exceed $790,000,000* yearly!

Want top coverage among New England farmers? *Get it with WBZ and WBZA*.. the Westinghouse stations that reach 80 percent or more of all New England, both urban and rural!

Tell your story on the *New England Farm Hour*, the WBZ early-morning feature that helps start the day for so many Yankee farmers.** Well-placed participations available, as segments or announcements, from 6:00 to 7:00 AM, Monday through Friday. Check WBZ or Free & Peters.

* **Federal Reserve figures.**

* * **In a single week in October, more than 1,000 New England farmers *wrote in* for copies of bulletins mentioned by Roger Harrison, Farm Hour director.**

WBZ

BOSTON

50,000 WATTS

NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

KDKA • WOWO • KEX • KYW • WBZ • WBZA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Management

THAD M. SANDSTROM named general manager of KSEX Pittsburg, Kan. He has been with station since January as sales manager. Prior to that he was promotion manager of KTOP Topeka, Kan. He succeeds **JAMES M. GRIFFITH** who has purchased an interest in KVAK Atchison, Kan.

PHILLIP WOOD, for nine months assistant general manager of WKOW Madison, Wis., appointed assistant to **MILTON L. GREENEBAUM,** president and general manager of Saginaw Broadcasting Co. and WSAM Saginaw, Mich.

C. ROBERT RAY reappointed station manager of WBUY Lexington, N. C., after serving with WLOE Leaksville, N. C., as commercial manager for past seven months.

WENDELL B. CAMPBELL, recently appointed manager of WCCO Minneapolis, named member of board of directors of Minneapolis Aquatennial Festival.

MILTON H. MEYERS, general manager of WWCO Waterbury, Conn., and **FORD BILLINGS,** commercial manager for station, named to membership in Radio Pioneers Club. Minimum requirement for admittance to club is 20 years' service to broadcasting industry.

WALTER A. NIELSON, station manager of WCNX Middletown, Conn., and Emma Lou Kehler have announced their marriage.

FRANK BURKE Jr., general manager of KFVD Los Angeles, is the father of a girl, Shelley Glenn.

Respects

(Continued from page 36)

Advertising Club, through 1931.

The next year he joined the Don Lee network as a comedy writer. He wrote for such early-day radio successes as the *Blue Monday Jamboree* and *Hollywood Hotel.* In 1934 he was assigned to Don Lee's San Francisco operations as program manager. A year later he quit to try his luck again, on what he fervently hoped would be a higher level than his first experience, in New York.

Mr. Weaver's second professional venture into the big city was a success from the first. As a freelance writer, producer and director he worked on a number of network shows, and before his first year was out he was hired by Young & Rubicam to produce the Fred Allen program.

Two years later he became manager of the agency's radio department. Within a year after that Mr. Weaver joined the American Tobacco Co. in charge of Lucky Strike advertising. He was 30 years of age. Before his 31st birthday he rose to advertising manager of the American Tobacco Co., the right hand man to Mr. Hill in the company's advertising matters.

Mr. Weaver and Lucky Strike Green left for the war at about the same time. In 1941 he became associate director of communications for the Coordinator of Inter-American Affairs in Washington.

After a year of desk work, he applied for active duty in the Navy. Soon he was serving as commanding officer, a lieutenant, of a patrol craft in the South Atlantic.

During untroubled cruises of this period, Mr. Weaver's literary bents reasserted themselves. He wrote, among other things, a novel which he describes as "socio-political" in nature. Still unpublished, it awaits rewriting at some future date when its author is not so preoccupied with the broadcast word.

Joins AFRS

In November 1944, Mr. Weaver was transferred from sea duty to the Armed Forces Radio Service in Hollywood where he was program manager. Among other memorable programs that he produced at AFRS was a two-hour *Command Performance* on V-J Day.

The war over, Mr. Weaver returned to the American Tobacco Co. in charge of advertising. Two years later he went back to Young & Rubicam as vice president and director of radio and television as well as a member of the agency's plans board and executive committee.

It was from that position that he was hired by NBC last summer to take over the top television job.

Mr. Weaver was born in Los Angeles Dec. 21, 1908, the eldest in a family of four. A brother, Winstead Weaver, slightly younger than Sylvester, grew up to become widely known as Doodle Weaver, a comedian now with the Spike Jones act. A sister Sylvia, is now fashion editor of the *Hollywood Citizen-News,* and the other sister Mrs. Paul Fritz, is married to a prominent Los Angeles attorney.

The infant Sylvester arrived before his parents had settled on a name for him. For some time his father referred to him as Pat. The nickname stuck, and he has been called that all his life.

Mr. Weaver married an actress, Elizabeth Inglis, Jan. 23, 1942. They have two children, a 3½-year-old son, Trajan Victor Charles Weaver, on whose name, appearances to the contrary, his parents had definitely settled before he was born, and a daughter, Susan Alexandra, a month old.

Mr. Weaver's principal avocations are skiing and swimming. Each winter he has taken a month's vacation to visit Sun Valley. He is somewhat frustrated in water sports in recent years. Like many Californians transplanted to the eastern seaboard, Mr. Weaver finds the Atlantic mild. He yearns for the long, rolling waves of the Pacific which, unlike the choppy waters of the Atlantic, are good for surf riding.

His fraternal memberships are in Phi Beta Kappa and Phi Kappa Psi.

PARENT TEACHERS

Radio Ad Honesty Stressed

RADIO'S responsibility for honesty in advertising was stressed by Nick Nelson of the KFAC Los Angeles *Uncle Whoa Bill* program in a discussion on children's programs at a meeting of Hugo Reid Parent Teachers Assn. in Arcadia Nov. 7 [BROADCASTING, Nov. 7].

One of a four-man panel representing the Southern California Broadcasters Assn., he pointed out children's loyalty to sponsors of their favorite shows and stated that broadcasters should see to it that inferior products are not "foisted off on kids." He added that radio's "unwritten code of ethics" has succeeded in this.

Other panel members were Martha Gaston Bigelow, KFOX Long Beach account executive and regional chairman of the Assn. of Women Broadcasters; Allan D. Courtney, NBC Hollywood director of public relations, and Jeanne Gray, KMPC Hollywood women's editor.



INAUGURAL of WMAL Washington's new juvenile program *Firefighters* is marked at luncheon attended by sponsor, agency, station and civic officials, including (l to r): Kenneth Berkeley, vice president, WMAL; Chief Joseph A. Mayhew, District of Columbia Fire Dept.; Lewis Edwin Ryan, owner, Lewis Edwin Ryan Organization, agency on the account; Lewis G. Graeves, president, Chas. Schneider Baking Co., sponsor, and William B. Doores, Lewis Edwin Ryan account executive. *Firefighters* is broadcast over WMAL Monday through Friday, 4:45 p.m.

Commercial

GLEN A. HARMON joins KAKC-AM-FM Tulsa, Okla., as commercial manager. He was formerly commercial manager of WBBZ Ponca City and KMUS Muskogee, and was most recently account executive for KFMJ Tulsa. **LEE ABBOTT,** former commercial manager of KOME Tulsa, account executive of KFMJ Tulsa and KBYE Oklahoma City, also joins staff of KAKC-AM-FM.

SIDNEY R. HARRIS, formerly with Congressional Publishers, Washington, joins commercial department of WPAL Charleston, S. C., as regional account executive.

INDEPENDENT METROPOLITAN SALES, Chicago, appointed national representative for KLMS Lincoln, Neb.

EARLE BROOME appointed commercial manager of WBUY Lexington, N. C.

DOYLE OSMAN, formerly general manager of KXO El Centro, Calif., joins KFAC Los Angeles as account executive.

FORJOE & Co., national radio and television station representative, announces removal of its Los Angeles office to larger quarters at 1127 Wilshire Blvd., under management of **LAWRENCE KRASNER.**

ROBERT FRANKLIN ADAMS, previously with Jack Adams Concert Management, New York, joins sales staff of WINS New York.

WILLIAM REED Jr., salesman at WCBS New York for past year, appointed account executive in New York office of John Blair & Co., radio representative. Mr. Reed was salesman at WINS New York for four years.

RUDOLPH S. PETERSON, former president of Hollywood Recorded Features, Chicago, joins local sales staff of WBBM Chicago. He is former business manager of Schwimmer & Scott, Chicago agency.

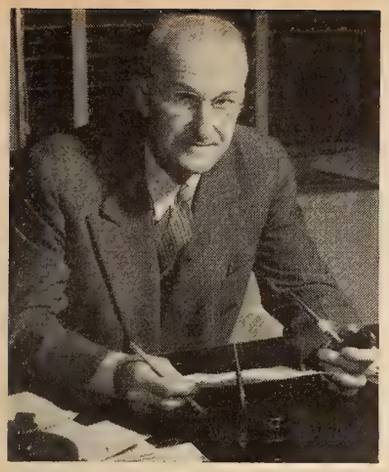
EDWARD LARKIN, formerly with Radio Sales, and **L. L. STEARNS,** formerly with WCBS New York, added to New York office of Radio Sales-Television as account executive. **HAROLD DAVIS,** formerly assistant commercial manager at WCAU Philadelphia, named to replace Mr. Larkin in his Radio Sales account executive post.

AL ALPERSTEIN, formerly advertising manager of H. H. Butler stores and general manager of Charles H. Rogers Adv. joins Pan American Broadcasting Co., New York, as sales promotion manager.

MELCHOR GUZMAN Co., N. Y., appointed U.S. and Canadian representative for Radio Program Continental Network of Republic of Panama.

MORT LOWENSTEIN, commercial manager of WCAM Camden, N. J., is the father of a boy, David, born Oct. 28.

CHUM Toronto has joined Canadian Tourist Assn., first station to do so. CHUM has featured tourist programs and commercials for some years.



WALLACE KADDERLY, KGW Portland, Ore., radio farm director and former U. S. Dept. of Agriculture director of radio, has been chosen to preside over this year's convention of the National Assn. of Radio Farm Directors in Chicago where some 175 radio farm directors are expected to discuss selling aspects of farm programming.

FARM DIRECTORS *Annual Session Opens Saturday in Chicago*

PROBLEM of selling farm programs to advertisers and the practical use of television in agricultural areas will highlight the annual convention of the National Assn. of Radio Farm Directors, scheduled to meet in Chicago's Stevens Hotel Saturday and Sunday, Nov. 26-27.

The convention will be held simultaneously with the National 4-H Congress for which extensive radio and TV plans have been made, according to the U. S. Dept. of Agriculture. Farm directors also will take in the congress, slated to get underway Sunday.

Maurice B. Mitchell, director of Broadcast Advertising Bureau, will address the group Saturday, speaking on "Farm Programs for Advertisers."

Also on the Saturday agenda is a video panel, tentatively titled "Practical RFD Television," with Mal Hansen of WOW Omaha as chairman. Others scheduled to participate include Bill Givens, WGY Schenectady; Layne Beaty, WBAP Fort Worth; Tom Page, WNBC New York, and a USDA representative.

On Sunday, following NARFD business and committee reports, the group will delve deeper into the selling phase of farm shows. Topics set for discussion are "Selling Farm Programs" and "Servicing the Farm Program and Keeping It Sold."

Speakers during the two sessions include:

Roy Battles, WLW Cincinnati; Joseph Bumgarner, agricultural account executive, E. H. Brown Adv. Agency; Lew Van Nostrom, sales manager, WMT Cedar Rapids, Iowa; Leo Alsen, DeKalb Agricultural Assn.; Charles Worcester, WMT; John C. Drake, WLS Chicago; William Weisman, WOW; Frank Jeter, WPTF Raleigh, N. C.; Bert Gittens, Bert Gittens Adv. Agency, and a representative from WCCO Minneapolis.

NARFD President Wallace Kadderly, of KGW Portland, Ore., will preside over the two-day meeting during which RFDs will elect new officers. A reception is being planned by the Citizens' Committee for the Hoover Report.

Plans also have been completed for three recording rooms, complete with tape recorders, to be placed at the disposal of farm directors, according to Joe Tonkin, chairman of the radio-TV group at the 4-H Congress. Reservation charts will be available for those desiring to make recordings.

RFDs and extension editors also will be able to use WJR Detroit's recording bus, according to Marshall Wells, station farm director. Many RFDs are expected to beam shows by direct wire from Chicago. Larry Haeg, WCCO director, plans a daily feed.

SET OUTPUT

Oct. High Point for '49

PRODUCTION of radio and TV receivers in October reached the highest point since December 1948 as member companies of Radio Mfrs. Assn. geared for the annual Christmas trade, according to tabulations released Friday by RMA.

October production showed appreciable gains in all set categories —TV, FM-AM and FM, and AM-only receivers. Member companies reported a total of 304,773 TV sets manufactured for an average weekly output of 76,193 — or 35.7% above that of September. In fact, the TV total climbed to within less than 100,000 of the number of conventional home AM sets produced in October, according to RMA. FM reception was provided in 50,545 of the TV receivers.

Comparisons with September showed these increases: TV—224,532 to 304,773; FM-AM and FM—70,936 to 83,013; AM only—461,532 to 587, 267.

Total of 412,627 home AM sets were turned out in October. Production of AM-only sets also had its second best month in 1949, falling short only of March's total of 607,570—a five-week period.

Following is a month-by-month tabulation of set production reported by RMA member companies for 10 months of 1949:

	TV	FM-AM and FM	AM Only	All Sets
Jan.	121,238	147,733	561,900	830,871
Feb.	118,938	98,969	498,631	716,538
Mar. (five weeks)	182,361	71,216	607,570	861,147
April	166,536	37,563	468,906	673,005
May	163,262	28,388	449,128	640,778
June (five weeks)	160,736	40,512	471,342	672,590
July	79,531	23,843	318,104	421,478
Aug. (five weeks)	185,706	64,179	559,076	808,961
Sept.	224,532	70.936	461,532	757,000
Oct.	304,775	83,013	587,267	975,053
TOTAL	1,707,613	666,352	4,983,456	7,357,421

KXXX COLBY SALE

KMMJ To Buy for $83,500

KXXX Colby, Kan., 5 kw daytime on 790 kc, has been sold by John Hughes and associates for $83,500 to KMMJ Grand Island, Neb., subject to FCC approval, it was announced last week by both stations. KMMJ is headed by Don Searle, chief owner, who also has interests in KBOL Boulder and KCOL Fort Collins, Col.

Mr. Hughes, 53% owner of KXXX, recently acquired control of that station upon approval by the Commission of his purchase of 50 shares owned by Robert H. Nugent [BROADCASTING, Nov. 7, 14]. Mr. Hughes now holds 350 of total 650 shares in KXXX, with remaining interest being divided among 20 other individuals, including station employes.

KXXX was authorized in 1947 and is licensed to Western Plains Broadcasting Co.

FCC Actions

FIVE new AM stations and one FM outlet granted by FCC. Seven transfers approved. Three FM authorizations deleted. Transfers of KDON Santa Cruz, KRWN Reno, WGNY Newburgh, N. Y., and WKIP Poughkeepsie, whereby Merritt C. Speidel sel's part interests to business associate John Ben Snow, with considerations totaling $1,273,000 reported along with other transfer requests. Details in FCC ROUNDUP, page 79.

WDZ CHANGES

Schroeder Is General Manager

TOP-LEVEL staff changes have been announced by WDZ Tuscola, Ill. Frank C. Schroeder Jr. succeeds James W. Fuson Jr., former resident manager and program director, as general manager. Howard G. Bill, commercial manager, replaces E. E. Dilliner, former director of sales.

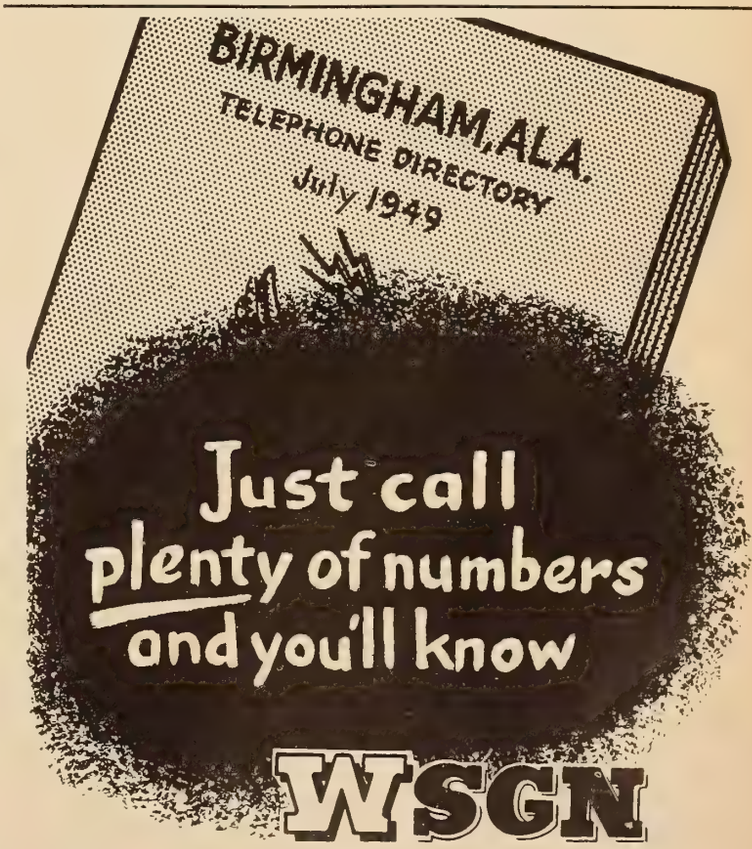
Edgar Bill and Charles C. Caley are president and executive vice president, respectively, of WDZ.

ROSE BOWL GAME

CBS Gets Radio-TV Rights

THE ANNUAL New Year classic, the Rose Bowl football game, to be played this year on Monday, Jan. 2, will be broadcast and telecast exclusively by the CBS radio and television networks under sponsorship of Gillette Safety Razor Co., Boston.

Red Barber, CBS sports director, will do the radio play-by-play, with the television announcer still to be selected. As in 1949, the video coverage will be set up so that KTTV (TV) Los Angeles carries the game, played in Pasadena, Calif., "live," with other CBS-TV affiliates telecasting filmed highlights the next day. Maxon Inc., New York, is the Gillette agency.



NAB Revamping

(Continued from page 23)

Neil McNaughten, engineering director, who left the Canadian proceedings long enough to apprise the board of developments.

BAB received an enthusiastic endorsement from the board for its achievements under Director Maurice B. Mitchell. Mr. Mitchell told of the bureau's activities including the cooperative card-index list of which about one-fourth comprises television business.

The special BAB policy committee under Robert Enoch, KTOK Oklahoma City, District 12 director, was dissolved by the board. Mr. Enoch had been active in sponsoring the BAB idea at the Chicago convention last April. BAB policy direction now is up to a new standing committee which reports to the board. BAB will continue to operate with New York as headquarters.

An annual budget of $242,000 was asked by BAB, a considerable increase from the present fund. The board was told that the present BAB staff is no larger than that of the predecessor Dept. of Broadcast Advertising though the whole BAB idea was conceived with the thought of a large staff. The board will take up the budget in February, and asked that a list of specific projects be submitted.

Special Committee

The idea of forming a special board committee to handle such matters as participation in legal proceedings and appearances before government agencies developed after consideration of the U. S. Supreme Court's decision refusing to review the Arkansas tax case [BROADCASTING, Nov. 14].

A detailed account of NAB's activities in the litigation was given the board. The new committee will study proposals for NAB court appearances and government contacts, and make recommendations "in view of the importance of proper decisions" as such matters arise. NAB is entering the petition for Supreme Court rehearing as *amicus curiae* of the Arkansas case. The board was told the fight may be continued even if the rehearing plea is denied. This would take the form of an entirely new proceeding.

Another special board committee was set up to study eligibility to attend district meetings and the annual convention. Most district directors have permitted nonmembers to attend meetings this autumn. The policy has been part of a drive to increase membership. This committee will report in February (see board election story, page 41).

Quick action was taken to intensify the membership drive. Arthur C. Stringer, director of FM and special services, was sent to the District 8 meeting starting today (Monday) in Detroit to contact non-member guests.

The board agreed that membership solicitation should be handled on a personalized basis. It was suggested NAB officials be sent around the country to contact nonmembers and acquaint them with NAB's services.

No indication was given of the status of FMA members if they are absorbed by NAB. Many FMA members also belong to NAB.

The special TV dues were continued. Member audio stations pay $10 a month for their TV affiliates. TV-only stations pay $1,500 a year. The 12½ cut in AM dues was extended from Dec. 31 to the February board meeting.

BMB recommendations of the Structure Committee, headed by Clair R. McCollough, WGAL Lancaster, Pa., all adopted by the board, provided:

The present BMB be terminated and its assets appraised; a new corporation be formed to take over the assets of BMB under the following conditions: 1. Subscribers, to extent of legal rights, be offered stock in new corporation or cash for their pro-rata share of the assets. 2. Additional stock be offered other stations and interested parties. 3. The corporation's board be representative of agencies, advertisers and broadcasters. 4. The new corporation proceed with research and other studies as determined by its board.

Dr. Kenneth H. Baker, acting president of BMB on leave from NAB's research directorship, reported on the bureau's financial condition. The bureau owes NAB $75,000 for a loan.

In plotting BMB's future the Audience Measurement Committee met until midnight the previous Saturday, Nov. 12. It made a series of recommendations that went deeper into corporate details of the measurement project than the general recommendations of the Structure Committee.

The committee felt that any new project should measure station and program audiences and appraise public opinion on questions of general interest. It did not suggest any special type of technique, however, desiring mainly to lay the groundwork for a measurement service that would meet the needs of agencies and advertisers as well as broadcasters.

Committee members agreed radio's customers demand this type of measurement service. BAB, as NAB's sales promotion weapon, wants it for use in the inter-media competition for the advertising dollar.

Measurement Study

The committee was reminded that all NAB district meetings this fall have adopted resolutions calling for a study of the situation.

Details of the corporate structure of the new service were referred by NAB's board, after hearing the committee's report, to the present BMB board which only last week had reviewed the status of the current BMB Study No. 2 [BROADCASTING, Nov. 14]. The American Assn. of Advertising Agencies and Assn. of National Advertisers, comprising two-thirds of the BMB board, went on record at that time as endorsing the need for BMB and urging continuation of this type of audience service.

Another meeting of the BMB board was scheduled for last Friday, Nov. 18. BMB's ruling body was scheduled to take up the NAB committee recommendations as submitted to NAB's board.

The NAB committee favored formation of a stock corporation with the same name. Stock would be offered present BMB subscribers, or as an alternative they would receive for their share of what assets the present BMB may have.

Recognizing broadcaster's continued complaints that they have only one-third of the present BMB directorate, the committee suggested that broadcast stockholders have board control, with agencies and advertisers also participating through committees.

The board would consist of 15 directors—one each for large, medium and small network affiliates; one each for large medium and



NARBA delegates learn about navigation equipment aboard an ice breaker (*SS Ernest Lapointe*) which took them on a cruise near Montreal and along the Saint Lawrence. L to r are Commdr. C. P. Edwards, Canada's Deputy Minister of Transport for Air, chairman NARBA conference; Capt. Marchard of *SS Ernest Lapointe*; FCC Comr. Rosel H. Hyde, U. S. delegation chairman; Dr. Jose R. Gutierrez, Director of Consults and vice chairman of Cuba's delegation, and Alan D. Hodgson, leader of the British West Indies delegation from the Bahamas.

* * *

NARBA SITUATION

Highlighted by NAB Action

ADOPTION by the NAB board of a firm resolution calling for cessation of Cuban interference and adoption of a satisfactory North American treaty featured the hemispheric allocation situation last week as the third NARBA conference continued in its third month (see NAB story page 23).

Word from Montreal indicates that bilateral meetings are trying to iron out individual allocation problems. A feeling of optimism prevails that the conference will succeed unless unjustifiable demands are not withdrawn.

In Washington, the FCC canvassed the latest NARBA developments in a lengthy Monday meeting of the Commission and top staff executives, with primary attention focused on the Cuban position. The upshot was reported to be reiteration of the "hold the line" position which both FCC and the State Dept. authorized in their appraisals of the Cuban demands earlier [BROADCASTING, Nov. 7].

NAB board members and President Justin Miller met Wednesday with Capt. John S. Cross, of the State Dept. Communication Division, to review the whole problem. The State Dept. called the meeting to hear broadcasters' views on the negotiations.

Text of the NAB board's NARBA resolution, which was communicated to delegates in Montreal:

WHEREAS, since the expiration of the Modus Vivendi on March 29, 1949, the Cuban Government has authorized the operation of radio stations on standard broadcast channels in such manner as to severely damage the coverage of United States of America broadcasting stations, resulting in the serious degradation of program service to millions of listeners in the United States of America and a steadily growing expression of public indignation toward Cuba.

BE IT THEREFORE RESOLVED that the NAB petition the Dept. of State and the United States delegation at Montreal to insist that the Cuban Government rescind all licenses issued since the expiration of the Modus Vivendi which are not in accordance with the provisions of that agreement, and

BE IT ALSO RESOLVED that the NAB reiterate to the Dept. of State, the Congress of the United States, the FCC and the United States delegation at Montreal the vital necessity of a new treaty based on a fair and equitable division of facilities within the standard broadcast spectrum in accordance with the needs and rights of the respective countries and that no treaty be agree upon by the American delegation at Montreal which does not fulfill this requisite or which would degrade the broadcasting industry in the United States of America.

Phoenix Picked

NEXT meeting of the NAB board will be held the first or second week in February at Phoenix, Ariz., the board decided just before winding up its three-day meeting in Washington (main board story this page). The meeting will concentrate on next year's budget. Last action of the board Thursday was adoption of a motion to sing "Happy Birthday" to President Justin Miller.

NAB ELECTIONS

18 Board Posts To Be Filled

ELECTION of all NAB directors-at-large will take place early next year under procedure adopted as a result of recent changes in the NAB by-laws [BROADCASTING, Oct. 31].

In addition, district directors will be elected in even-numbered districts, with directors in odd-numbered districts to be elected in early 1951. Directors elected at the next balloting will take office at the April convention though the board has abandoned its pre and post-convention meetings. (See main NAB board story page 23.)

Two TV directors were elected by the board at last week's meeting—Eugene S. Thomas, WOIC (TV) Washington, and Robert D. Swezey, WDSU-TV New Orleans (see TELECASTING, page 3).

Thus eight district directors and 10 directors-at-large will be elected this winter out of the total of 27 board members. NAB President Justin Miller also serves on the board.

Nominating forms and certified lists of directors will be sent to member stations Jan. 10. The forms are to be returned to NAB by Jan. 25. Nominees will be notified Jan. 26 and have a chance to accept or reject.

Final ballots will be mailed Feb. 4, returnable Feb. 19. NAB will certify results of all elections Feb. 28.

Under new election procedure, half the directors-at-large will be elected each year. To get this under way, the nominee in each at-large group receiving the largest number of votes will serve a two-year term. The second candidate will be elected for one year.

The by-laws revision provides that the NAB secretary-treasurer's office conduct elections. This action was taken as an economy move, since an independent accounting firm had conducted previous elections.

Nine new associates were received by the NAB board last week: Bruce Eells & Assoc., Hollywood, transcriptions; National Research Bureau, Chicago; and these consulting engineers, Adler Engineering Co., Rye, N. Y.; Chambers & Garrison, Washington; Craven, Lohnes & Culver, Washington; George C. Davis, Washington; William L. Foss, Washington; Jansky & Bailey, Washington; McNary & Wrathall, Washington.

The secretary-treasurer's membership report to the board, as of Nov. 10, showed 1,152 AM members, 518 FM, 36 TV and 77 associates. The number of TV members as of this week is 37.

Admission of consulting engineers represents a change in NAB policy. Following complaints that NAB associate membership for engineers involved ethical problems, the board voted to terminate their memberships effective Oct. 1, 1948. Last spring the NAB membership committee, following suggestion of the engineering committee members, recommended engineers be readmitted and the board accepted this suggestion at its meeting last July.

All but two board members were present last week. G. Richard Shafto, WIS Columbia, S. C., representing medium stations, was busy with the formal opening of new studios. Howard Lane, WJJD Chicago, representing large stations, could not attend because of illness in his family.

Those present:

Harold E. Fellows, WEEI Boston, District 1; Michael R. Hanna, WHCU Ithaca, N. Y., District 2; George D. Coleman, WGBI Scranton, Pa., District 3; Campbell Arnoux, WTAR Norfolk, Va., District 4; Allen M. Woodall, WDAK Columbus, Ga., District 5; Henry W. Slavick, WMC Memphis, District 6; Gilmore N. Nunn, WLAP Lexington, Ky., District 7; Harry M. Bitner Jr., WFBM Indianapolis, District 8; Charles C. Caley, WMBD Peoria, Ill., District 9; William B. Quarton, WMT Cedar Rapids, Iowa., District 10; John F. Meagher, KYSM Mankato, Minn., District 11; Robert D. Enoch, KTOK Oklahoma City, District 12; Clyde W. Rembert, KRLD Dallas, District 13; Hugh B. Terry, KLZ Denver, District 14; Glenn Shaw, KLX Oakland, Calif., District 15; Calvin J. Smith, KFAC Los Angeles, District 16; Harry R. Spence, KXRO Aberdeen, Wash., District 17.

Directors-at-Large: Large stations, James D. Shouse, WLW Cincinnati; medium stations, Kenyon Brown, KWFT Wichita Falls, Tex.; small stations, Clair R. McCollough, WGAL Lancaster, Pa., and Merrill Lindsay, WSOY Decatur, Ill.; FM, Everett L. Dillard, WASH (FM) Washington, and Frank U. Fletcher, WARL-FM Arlington, Va.; TV, Robert D. Swezey, WDSU-TV New Orleans and Eugene S. Thomas, WOIC (TV) Washington.

Participating for NAB were: President Justin Miller; C. E. Arney Jr., secretary-treasurer; G. Emerson Markham, director, Television Div.; Ralph W. Hardy, director, radio Div.; Don Petty, general counsel; Robert K. Richards, director of public affairs.

Stock ownership, it was felt by the committee, should be through broadcasters, agencies and advertisers rather than through associations. It was proposed to issue $1 million of $10 par common stock, to be sold in 1950 by the BMB board. Liquidation of the present BMB would start Jan. 1, 1950.

Under the committee's plan the new corporation would be authorized to take over BMB's cards, mailing lists and other assets. If any money is realized from the first two BMB studies, half this would be applied to a promissory note to be issued by NAB in helping the new project get underway.

FMA's Executive Committee was expected to consider NAB's merger invitation at a Friday meeting. The idea had developed Oct. 20 at a meeting of the NAB-FMA Liaison Committee. FMA's executive group was expected to submit the matter to a mail vote of the FMA board, which in turn would hold a referendum of the FMA membership to determine whether to accept the invitation.

The plan provides for a fulltime paid FM director, to be named by the NAB president. The FMA board would name three members to serve with two NAB members as the NAB FM Committee. It would advise the FM director.

The NAB's FM section would gather and compile information of FM operations and programs, including set distribution, and conduct continuing research studies on FM listeners and station coverage. Station data, sales plans, program and promotion ideas and management studies are included in the services. The FM director would cooperate with all departments.

Liquidation of FMA's assets was construed as strictly an FMA project.

Mr. Stringer, who normally handles news projects, management studies, the convention equipment exposition and other matters, has been directing NAB's FM operations as part of the Audio (now Radio) Division under Director Ralph Hardy. A series of FM management and coverage studies is underway.

The revised standing committee structure was recommended by the Structure Committee and accepted by the board. It provides for ten standing committees as follows: Assn. of Women Broadcasters, Broadcast Advertising, Employe-Employer Relations, Engineering, FM, Government Relations, separate Radio and Television committees (each representative of management, programs, sales, research, public affairs, and stand-

(Continued on page 42)





NAB Revamping

(Continued from page 41)

ards and education), Nonaffiliated Stations Committee and Standards and Education Committee.

Total number of committee members would be 58, about one-third the membership of the present 19 committees. This is expected to cut sharply the annual expense for committee meetings.

All committees would have five members except Radio and Television, each of which would have nine members. The president is authorized to appoint alternates to serve if regular committee members cannot attend meetings. There would be two alternates for each five-man committee and three for nine-man commttees. Alternates would be picked from former committee members and get copies of minutes.

In making functional changes the board decided to change the name of the Public Relations & Publications Dept. to Public Affairs Dept. After hearing the Structure Committee's recommendation the board voted on several titles including assistant to president, public affairs, public relations and publicity. Public affairs got the most votes.

The Assn. of Women Broadcasters department was transferred from public affairs to the president's office. At present the AWB department is operating without a director, Pat Griffith having resigned in October to accept a position at WHO Des Moines.

Information Service

The Public Affairs Dept. told the board it will soon start a new information service to acquaint stations with material of aid in daily operations. It will consist of "news about radio for radio" and "news about television for television," coming from the "NAB Radio-News Bureau."

The board approved a plan to hold a membership referendum on an amendment to the by-laws which would authorize the board to fix dues for various classes of stations without regard to the calendar year.

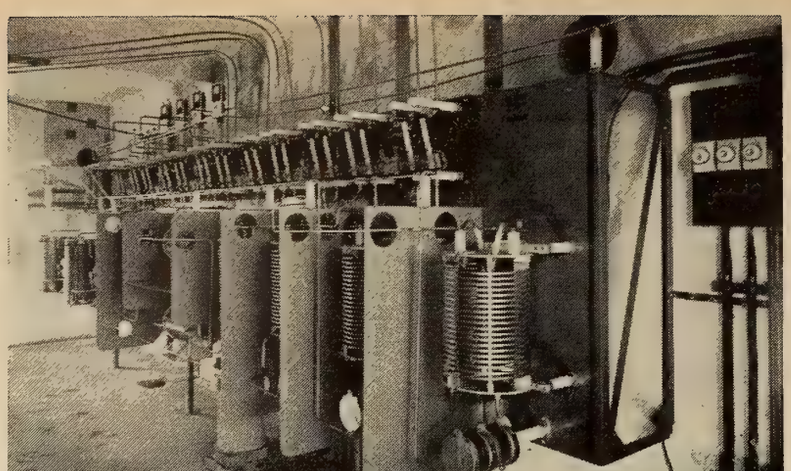
The Finance Committee's recommendation that the present budget be kept in effect, with a detailed budget review at the February board meeting, was accepted. Chairman of the Finance Committee is John F. Meagher, KYSM Mankato, Minn.

Under an interpretation approved by the board, the new by-law limiting directors' service to two consecutive terms will apply to all terms starting in 1949.

The board voted to make a study of station use of SESAC material.

C. E. Arney Jr. was re-elected NAB secretary-treasurer.

WDRC Hartford, Conn. praised by Hartford Hospital and Open Hearth, local community agency, for its public service policy of aiding hospitals.



Center tuning house including phasing networks, pattern transfer antenna and tuning house transmission line contactors Nos. 1, 2, 3 and 4.

'VOICE' TRANSMITTER

Munich Uses Complex Phasing Equipment

ELABORATE phasing equipment —perhaps the most intricate in the world—now is in use at the new 150,000 w medium-wave Voice of America transmitter in Munich. Station operates on 1195 kc.

Weldon & Carr, consulting engineers, who installed the equipment, call the job "probably the world's most elaborate . . ." The transmitter is equipped with a directional antenna system for transmitting on three different patterns. The patterns depend on the area to which the program is directed.

Any one of the three patterns, according to the engineers, can be selected by the control operators at the transmitter plant by means of pushbutton controls.

These controls instantaneously transfer switching mechanisms in the equipment to give the proper phasing and current ratios in the four towers which will produce the selected pattern.

Emergency non-directional operation also has been provided by manual connection of three leads in one of the coupling houses. The magnitude and complexity of the phasing and coupling equipment, which was built by the Continental Mfg. Co., Dallas, Tex., is illustrated by the photograph on this page.

CBS SALES

Month Total $3½ Million

WILLIAM WRIGLEY Jr. Co., Chicago, has purchased the CBS comedy series *Life With Luigi*, bringing to $3,500,000 the total of CBS radio sales for the past month, according to the network.

The program, a CBS package starring J. Carrol Naish as an immigrant faced with new-found problems in America will be aired, starting tomorrow (Nov. 22), on Tuesday, 9-9:30 p.m., changing time periods with *Escape*, which moves to the 9:30-10 p.m. slot.

Arthur Meyerhoff & Co., Chicago, is the Wrigley Agency.

ABC GROSS

Quarter Over $8 Million

ABC GROSS SALES for the quarter ended Sept. 30 were $8,524,338, less than the previous quarter but more than the same quarter last year.

Figure for the previous quarter was $10,438,546 and for the same quarter in 1948, $7,376,214.

MBS ACCOUNTS

Over $3 Million in 10 Days

NEW ACCOUNTS and renewals at MBS during the past 10 days have totaled $3,800,000, A. N. Hult, vice president in charge of sales, announced last week.

The amount represents three hours of new programs per week and two hours and 40 minutes of renewals by present sponsors.

Two of the sponsors, American Federation of Labor, on MBS for the first time, and Miles Labs, now in its fifth year with Mutual, will spend more than $1 million each with the network during 1950.

New programs are as follows (all for 52 weeks):

AFL, *News by Frank Edwards*, placed direct; Hallicrafters Co. (TV sets), Chicago, *Hollywood Quiz*, through Sorensen & Co., Chicago; Chamberlain Sales Corp, (hand lotion), Chicago, *John B. Kennedy and the News*, through BBDO, Chicago; Doubleday & Co. (books), New York, new program Mon.-Fri., 12:15-12:30 p.m., and Sunday 1-1:30 p.m. title not yet known, through Huber Hoge, New York; Benjamin Moore Co. (paint manufacturer), *Your Home Beautiful*, through St. Georges & Keyes; Wally Frank Ltd. (pipe manufacturer), *Bill Lang, Story Narrator*, through Huber Hoge, New York.

52 week renewals are: Mail Pouch Tobacco Co., New York, *Fishing & Hunting Club of the Air* through Charles W. Hoyt Co., New York; Christian Reformed Church, *Back to God*, through Glenn-Jordan Stoetzel Agency, Chicago; Radio Bible Class program same name, through Stanley G. Boynton, Detroit.

FCC FIRE DAMAGE

No Serious Record Loss Indicated

NO MATERIAL LOSS of records has been found as FCC surveyed the damage caused by explosions and fire in its Washington headquarters Nov. 1 [BROADCASTING, Nov. 7] and began to organize itself for "business as usual."

"We're right back in business," one official reported.

He said tentative examinations indicated that the files in the License Section, heart of the Commission's records-keeping activity, appeared to be "100% okay."

He noted that there naturally was some water and fire damage to files but that this appeared to be at a minimum and for the most part such losses could be replaced by duplicates on file elsewhere in the Commission.

Other officials said this was also true in the case of papers which were on desk-tops being processed when the blasts occurred and which in some cases were blown out of the building or destroyed or damaged in the debris.

A big hurdle to rapid return to normal activity was removed when authorities ruled that the License Section, with its room after room of records, need not be moved from its eighth floor quarters, near which the explosions originated. Serious delay might have been encountered if it had been necessary to move this section to other quarters, perhaps outside the New Post Office Bldg. where FCC maintains most of its Washington offices.

★

The docket section, also on the eighth floor and badly damaged in the explosion and fire, meanwhile was re-established on the sixth floor and repair work on all damaged sections—including "lawyer's row" along one seventh-floor corridor where the ceiling caved in—was reported moving rapidly. It was estimated, however, that several weeks if not months would be needed to complete the job.

Temporary quarters for staff members displaced by the damage —including General Counsel Benedict P. Cottone—were set up either in nearby offices with other personnel or by moving occupants of other offices into new quarters. Most of those moved into new space outside the Post Office Bldg. were given offices in Tempo U and Tempo T Bldgs., authorities reported.

The explosions and fire occurred Nov. 1 and originated in a transformer and master switch room on the eighth floor. Unofficially the blasts were attributed to a short circuit and resultant over-heating of oil in which a transformer was immersed. Damage was estimated at around $150,000.

ROCKY MT. UNIT

Carman Heads New Network

FORMATION of the Rocky Mountain Broadcasting System and election of S. John Schile, KUTA Salt Lake City sales manager, as vice president in charge of sales, have been announced by President Frank C. Carman, president and general manager of KUTA.

The RMBS group is comprised of six owned and operated stations: KUTA Salt Lake City; KGEM Boise; KLIX Twin Falls; KEIO Pocatello; KIFI Idaho Falls; KOPR Butte, Mont.; and nine affiliated stations: KMON Great Falls; KOOK Billings; KPRK Livingston, Mont.; KELK Elko; KENO Las Vegas; KFBC Cheyenne; KRAL Rawlins; KVOC Casper, Wyo.; KBIO Burley, Ida.; and independents: KVOG Ogden and KCSU Provo, Utah.

Mr. Carman has headed KUTA since its inception and during the



Mr. Carman (l) and Mr. Schile.

* * *

last five years has become associated with stations in Idaho and Montana. Mr. Schile has been sales manager at the station for the past two years to add to six years in radio sales and nearly ten years as an advertising executive in the Midwest.

The new regional network, which will maintain its offices in Salt Lake City and be represented nationally by George P. Hollingbery Co., will enable the national or regional advertisers to cover the entire Rocky Mountain area with a single contract, Mr. Carman said.

All of the stations are affiliated with ABC, thereby making it possible for them to offer a unified program service, he added.

The QUA in WQUA means QUAlity Service and QUAntity Audience among the 225,000 People in the QUAd Cities

DAVENPORT • ROCK ISLAND
MOLINE • EAST MOLINE

WQUA FULL-TIME MUTUAL

RADIO CENTER, MOLINE, ILL.

RMA Meet

(Continued from page 27)

and distributors through voluntary subscriptions will be acted upon by set manufacturers at a special meeting. Slide films would be prepared to encompass, in condensed form, topics already discussed by speakers at seven previous meetings sponsored by RMA.

Plan also provides for one-night "Town Meetings" for dealers and service technicians. Slide films would be shown to stimulate training for TV set servicing and to provide information on standard business practices, according to R. C. Sprague, chairman of RMA's "Town Meetings" committee.

Mr. Sprague reported that 71 TV stations now are showing the series of short films prepared by the committee and titled "Tips for Better Television." Success of the Washington "Town Meeting" in point of attendance also was recounted to the RMA board.

To Set Meeting

Chairman Sprague was authorized to set a meeting with manufacturers on the "Town Meeting" subscription plan following a recommendation by the RMA Set and Parts Divisions.

A research survey of the potential market for TV receivers in non-TV areas also was voted Wednesday by the Set Division Executive Committee. RMA industry statistics group would be asked to handle the survey under the chairmanship of Frank W. Mansfield.

The Set Division Executive Committee also decided to set up a special committee to investigate the chronic complaint that television hurts sports attendance. Group will work with Television Broadcasters Assn. in an effort to evolve a plan "acceptable to all interests."

This action was taken after the group heard reports that some colleges and universities are considering a united ban on football telecasts. Manufacturers referred particularly to refusal of certain West Coast colleges to grant television rights to games. It was pointed out, however, that telecasts of football games have stimulated TV set sales, and also boosted attendance in some areas.

Heading the probe is Director H. L. Hoffman, president of Hoffman Radio Corp., Los Angeles. Other members are Director J. B. Elliott, Camden, N. J.; Leonard F. Cramer, vice president of Allen B. DuMont Labs; A. A. Brandt, general sales manager, Electronics Dept., General Electric Co.

In another move, the Set Division Executive group approved eventual adoption of a series of official tests so that motor carriers will agree to transport TV receivers with cathode ray tubes mounted in place. The RMA-approved tests, fashioned by the Traffic Committee, are to be recommended to all set manufacturers.

The traffic group currently is gathering data on the percentage of set-mounted picture tubes damaged in transit.

A broad revision of the recommended RMA standard warranty, including its extension to cover TV receiver sales, was considered Monday by the RMA Service Committee under Chairman A. T. Alexander. The committee decided, however, to submit the proposed changes first to division executive committees and then to all RMA members—before presenting the revised warranty to the board for adoption.

Current TV set advertising practices also are being explored with a view to industry reforms, RMA's Set Division was told by Chairman W. L. Stickel of a Sales Managers Committee.

Dr. W. R. G. Baker, Engineering Dept., told RMA's board that FCC has requested information data in connection with a TV set radiation inquiry. Material is being gathered by the Radio Receiver Section, which will assist FCC within the limit of authority of the Commission regarding receivers.

A special committee also was established to consult government officials on U. S. regulations governing non-military purchases, and to report subsequently to RMA members.

Question of whether Parts Division members should report their sales figures confidentially for tabulation of industry totals also was discussed. Meanwhile the Transformer Section voted to inaugurate monthly statistics on dollar volume of sales by section members.

Hear Progress Reports

Progress reports on a number of activities were presented during the three-day meeting. Reports covered observance of National Radio & Television Week, Oct. 30-Nov. 5, and gratification expressed at wide-spread dealer participation in joint promotion; decision of the U. S. District Court of Pennsylvania exempting TV films from state censorship (which was pushed by RMA directors and its general counsel); international outlook for exports of American radio and television products.

Appointment of Harry E. Moon as chairman of the Record Changers & Phono-Motor Assemblies Section, also was announced. Mr. Moon succeeds Richard E. Laux.

The RMA board accepted an invitation from the Canadian RMA board to attend a joint conference April 20-21 at the Chanticler Hotel, Ste. Adele. RMA will hold its next board meeting at the Stevens Hotel in Chicago, Feb. 15-17.

A BIG PLUS FROM

WIBG

SPONSOR PROMOTION!

CAR CARDS



Car Cards . . . Big eye-catching posters publicizing WIBG programs—*with sponsor credit*—appear regularly throughout the year on street cars covering the city.

BILLBOARDS



Billboards . . . Over the entire area of the Philadelphia Market, hard-hitting, colorful 24-Sheet Posters promote WIBG features.

DIRECT MAIL



Direct Mail . . . Attractive, well-designed broadsides go out regularly to selected dealer lists, spotlighting a specific sponsor's campaign and urging aggressive store cooperation.

ON WIBG YOUR CLIENTS GET A BIG BONUS OF VIGOROUS SPONSOR-PROMOTION!

WIBG AM FM
DIAL 990

10,000 WATTS

PHILADELPHIA'S MOST POWERFUL INDEPENDENT

REPRESENTED BY

ADAM J. YOUNG INC.

RADIO-PRESS

Must Fight Jointly – Quarton

By WILLIAM B. QUARTON

IT occurs to me frequently that radio and the press have so much fun jabbing each other that one of these days they may knock each other senseless. That will do neither of them any good, and it certainly will not benefit the country, either.

The government's anti-trust suit against the *Lorain* (Ohio) *Journal* is a good example of the kind of knock-out blow that is likely to follow such jabbing. The newspaper in this instance is accused of conspiring to injure WEOL in nearby Elyria by refusing to accept advertising from firms which also sponsored radio programs. It's the first suit of this sort, and let's hope it will be the last.

In a fit of temper and business resentment, the Lorain publisher has placed himself and the rest of us in an untenable position. If the Dept. of Justice gets what it wants in this suit, it would win the power to force the *Lorain Journal* to accept advertising copy from ANY advertiser so long as such advertising does not violate any laws. The threat to the basic freedoms of press and radio inherent in such an extension of federal control are perfectly clear.

Need for Judgment

On the one hand, we resent the stupidity of the Lorain publisher; but on the other, we must help him resist this threatened intrusion of his rights and ours. We don't want the government to tell us we must take ANY copy so long as it conforms to law. If reputable radio stations and newspapers are to maintain their independence, they must exercise their own judgment in all matters and maintain their own standards. The government might put a *floor* under newspaper and radio morals, but most broadcasters and publishers would find the floor too low for their own standards of practice.

The government is not yet bold enough to interfere directly with the broadcast and publication of news. But advertising is information, too; and it would be detrimental to the public interest as well as our own, if we ever were put in the position of having to accept beer and liquor advertising, for example, simply because there is no state law against such advertising. We must retain control.

Another example of this radio-press jabbing is the circus-style handling by the press of reports on the suit to stop giveaway programs. As far as most broadcasters are concerned, it makes little difference program-wise whether the FCC does or does not stop the giveaways because radio management generally agrees it is fundamentally unwise to "buy" radio audiences.

Broadcasters should be able to see that the government is striking at a weak point—the giveaway program—to set a precedent for deeper penetration later into the broadcasters' right to control the programs they broadcast. And publishers should see the same type of government aggression in the attempt to force the Lorain paper to accept ANY advertising within the law. Both steps are in the direction of censorship; mild censorship in the beginning, but look out for what may follow!

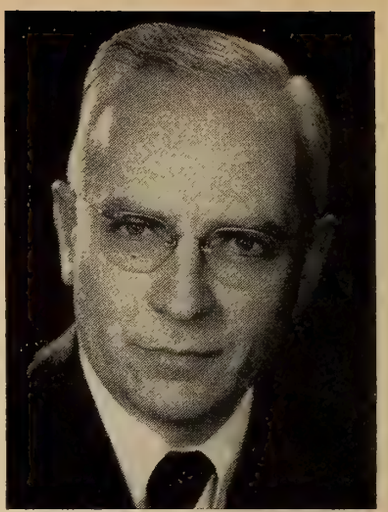
BROADCASTER of unlimited experience, William B. Quarton, WMT Cedar Rapids general manager, expresses need for joint effort by radio and the press to defend their basic freedoms. Mr. Quarton joined WMT in 1931 as salesman and rose in successive steps to its helm. A director of NAB, he has served on the NAB's Standards of Practice Committee and chairmaned the NAB's news clinic in April 1947 at Kansas City. He is a member of the CBS Affiliates' Advisory Board. Mr. Quarton's views parallel the essentials of a talk at the National Assn. of Radio News Directors convention a fortnight ago delivered by Erwin D. Canham, editor of the *Christian Science Monitor* and ABC commentator.

The newspapers are having too much fun poking radio to see the real point. The broadcasters should be smarter than that.

There is another group—the politicians—whose position in this matter should be thoroughly understood. As politicians, some are fine and some are not so fine; but as people, we like the great majority of them. The news fraternity knows that there is little abiding friendliness among the politicians for news people, as such. Facing facts, we must conclude the basis for this attitude is a gnawing realization that newsmen traditionally have served as the public watch-dog to discourage certain self-seeking practices among politicians. Other public servants in appointive positions beyond the reach of the voters also are sensitive to the constant watchfulness of the unshackled newsmen of press and radio. Such watchfulness is not the atmosphere in which many calculating politicians like to operate.

One hundred and 50 years ago, the only medium of mass communication was the printed page; and consequently, the first amendment speaks of "freedom of the press." Our founding fathers, to be consistent, unquestionably had in mind *all* sources of public information. Unquestionably, radio's newscasters and analysts and commentators have the same status in radio studios as the reporter and the columnist in newspaper offices. They have the same basic rights, and they should be given equal protection under law from any agency which might try to intimidate or gag them.

It's true and tragic that both radio and newspapers, with a common right to defend, have played into the hands of political forces which have been straining for an opportunity to extend their control over the mass information media. If the courts rule that a newspaper must print ANY advertising that comes within the law, then the press becomes a common carrier, subject to regulation like any utility or railroad. And if the government wins the right to outlaw the giveaways, then we will have lost our freedom to control our broadcast programs—all programs. And in both cases, government censorship will have encroached on the basic right of freedom of expression which press and radio should guard with equal vigilance.



Mr. QUARTON

* * *

It's time to join hands and work together.

RADIO AND MOVIES

NAB, MPA Pledge Joint Efforts

NAB and the Motion Picture Assn. of America have common problems and can work harmoniously if they understand them, they decided last week. A joint committee of broadcast and motion picture interests will work out solutions to these problems.

The committee was created at a joint dinner held Tuesday night in Washington with NAB President Justin Miller and Eric Johnston, MPA president, as co-hosts. Boards of the two associations, along with staff members, were guests (see NAB board story page 23).

While network presidents did not attend the meeting, they were informed of the action Wednesday morning in a conference call with President Miller. The dinner conflicted with the banquet in New York of the Grocery Mfrs. of America, a "must" event for network executives.

After the Wednesday conference call the network presidents held a meeting at which they agreed with the actions taken at the dinner and decided to participate in the cooperative project. Frank Stanton, CBS president, was named to inform the NAB board of the decision.

The dinner discussion went into the whole censorship problem. Movie interests have been critical of remarks of certain radio commentators.

Final result of the session was decision to form the joint committee. A resolution dealing with basic rights of free speech applying to all forms of expression, including press, radio and motion pictures, was adopted. The committee held its first meeting immediately after the dinner.

Other problems discussed at the dinner and informally among members included the Pennsylvania TV-film court decision which halts efforts to censor films for video use [BROADCASTING, Nov. 7].

Scope of the new committee's functions will cover such matters as public service in a national emergency and juvenile delinquency. Gilmore N. Nunn, WLAP Lexington, Ky., NAB District 7 director, presided at the dinner.

Members of the joint committee are:

RADIO: Mr. Nunn; Calvin J. Smith, KFAC Los Angeles; Clair R. McCollough, WGAL Lancaster, Pa.; Hugh B. Terry, KLZ Denver; Michael R. Hanna, WHCU Ithaca, N. Y.

MOTION PICTURES: Y. Frank Freeman, Paramount Pictures, and chairman of board Assn. of Motion Picture Producers; Louis K. Sidney, Metro-Goldwyn-Mayer Studios; Robert Mochrie, RKO-Radio Pictures; Theodore R. Black, Republic Pictures Corp.; Ulric Bell, Twentieth Century-Fox Film Corp.

Present at the dinner for NAB were all board members attending the Washington board session (see separate stories) and headquarters officials.

Text of the joint resolution:

Freedom of expression is the birthright of all Americans.

Tonight, representatives of broadcasting and the motion picture in America mutually pledge themselves to protect that birthright.

The men who wrote our Constitution knew full well that the keystone of the arch of freedoms is freedom of of expression. They knew that without this freedom no others would be possible. They could not foresee the giant printing presses of the future; much less could they dream of radio, the motion picture or of television. But they had seen free speech and their own free press suppressed and denied under a tyrannical government, and they understood its importance.

They knew, as we cannot in safety forget, that censorship of any kind is deadly to that concept. We are joined to oppose censorship from any source, on any front, from any direction.

It is fundamental truth that no one medium of expression can have its freedom abridged without peril to all others.

The citizen himself—the individual American—is unsafe in his constitutional guarantee of freedom of speech so long as the freedom of any agency of expression is encroached upon.

'49 Ad Expenditures

(Continued from page 24)

since 11.5% of the agencies reported fewer stations willing to accept this type business. The same percentage, 11.5, of respondents indicated they had noted no change in the number of stations willing to take P. I. deals.

Advertisers, naturally wanting to get as much station time for as little as possible, are turning in increasing numbers to per inquiry. A large majority of agency executives, 76.9%, said they have noted that more sponsors are interested in per inquiry advertising than a year ago. None of the agencies said fewer advertisers were interested, and 23.1% reported they had seen no change from last year.

As to the agency's attitude toward P. I., 54.5% indicated they would reserve judgment on accounts approaching them with this type business. Outright opposition was expressed by 30.3% of the agency executives and 15.2% said they were in favor of per inquiry deals.

With television continuing rapid gains in the number of facilities and volume of advertising dollars, where is this money coming from? Most agencies indicated television money was coming from several different sources, with 42.6% saying at least part of it was from radio budgets. Of those who indicated their clients were taking money from radio for TV, 20% said this was the only source advertisers were tapping. Second largest source of video funds was said by 23.4% of the agencies to be new money. Where new money is added other budgets are being cut to some extent to make up the required TV funds. Experimental budgets were given by 17% of the agencies as the source of TV money with 25% of these stating this was the exclusive source. Other established media are providing 8.5% of the funds, according to the agencies, while newspaper and sales department budgets provide 4.3% each. Although it is difficult to put a finger on the exact source of television's revenue, from agency replies received it would appear that new money and experimental budgets are being supplemented by radio money to foot the bill.

On a recent free time deal in television—the World Series telecasts where stations were offered coverage, complete with commercials on a no-pay, no-charge basis—agency executives were divided almost evenly. As to whether stations should have accepted the telecasts on this basis, 51.7% of the agency respondents said no. The remaining 48.3% said they felt stations were justified in giving the time in order to bring televiewers coverage of this extraordinary event.

Asked whether they thought it a violation of ethics for an agency to offer such an event under these circumstances, 45.2% said yes. The remaining agency executives indicated they saw no violation of ethics in this type deal.

We don't sell *"time"!*
We USE time to increase your sales and profits.
WGRD Grand Rapids, Michigan



IN the black, both financially and in popularity since 1941, is the boast of WLOG-AM-FM Logan, W. Va. One of its most popular shows is daily hillbilly hour with Peruna (Lucille Gallion) dishing out the gossip and music. Opening fan mail keeps Peruna busy, especially since FM brought a heavy increase. Station reports from Jan. 1 to Oct. 3 she received 10,000 letters, a mail count of over 1,000 per month for the independent operation.

J. L. BOGERT

Is Hooper Vice President

JOHN LYMAN BOGERT has been elected vice president and technical director of C. E. Hooper Inc., audience measurement firm.

Mr. Bogert has been technical consultant to the firm since last April. The announcement of his elevation to a vice presidency said he had been working on a new automatic interviewing device, the Hooperator, for measuring television audiences, but the company did not release details.

The new Hooper vice president has been in advertising since 1920, first as director of sales and advertising for Waltham Watch Co. In 1924 he became one of the founders of Day-Bogert Advertising Agency, Boston. Subsequently he has served as director of market research for Lever Bros., research director of the Lambert Co., a vice president and director of Benton & Bowles and director and vice president in charge of research and development of Standard Brands Inc.

WSUA Officers

WITH resignation last month of Warren G. Davis as president of Radio Station WSUA Inc., Bloomington, Ind., new roster of officers presiding at WSUA includes the following: L. C. J. Yeager, president; James C. Warren, secretary and treasurer, and A. E. Tyler, general manager.

Lorain Case

(Continued from page 26)

to submit supplemental written material in support of the points they argued. Presumably a decision will be announced within a few weeks. Date of the trial of the case has not been set.

First of its kind and being watched closely by both broadcasting and publishing industries, the case is expected ultimately to reach the U. S. Supreme Court, regardless of the outcome in the lower courts.

Journal Publisher Samuel A. Horvtiz has maintained, in an affidavit filed with the court, that the *Journal* has "never . . . interfered with, restrained or otherwise obstructed the dissemination of news or advertising throughout Lorain and vicinity by other newspapers, magazines, or radio stations."

The *Journal*, he said, has made it a policy to "protect the Lorain market in the interest of local business houses" and accordingly has attempted to attract new business to that area and has refused "advertisements of out-of-town establishments that would tend to withdraw business from the Lorain market" [BROADCASTING, Nov. 7].

Mr. Horvitz in his affidavit also challenged the Government to include in its case the statements of many Lorain merchants who were contacted by Justice Dept. investigators.

The Justice Dept. contended in reply that Mr. Horvitz's own statements supported the Government's position and that the publisher failed to answer many complaints of local merchants.

The *Journal* is owned by Mr. Horvitz and his brother, Isadore, who also operate the *Mansfield* (Ohio) *Journal*. The two papers were denied AM and FM permits by FCC more than a year ago on grounds that in Mansfield the owners had sought to suppress competition and gain an advertising monopoly [BROADCASTING, July 19, 1948]. The papers denied FCC's charges and currently have an appeal pending before the U. S. Court of Appeals for the District of Columbia.

When the anti-trust suit was first filed, Samuel Horvitz branded it a governmental 'reprisal' for editorial attacks on the FCC.

RWG PROPOSALS

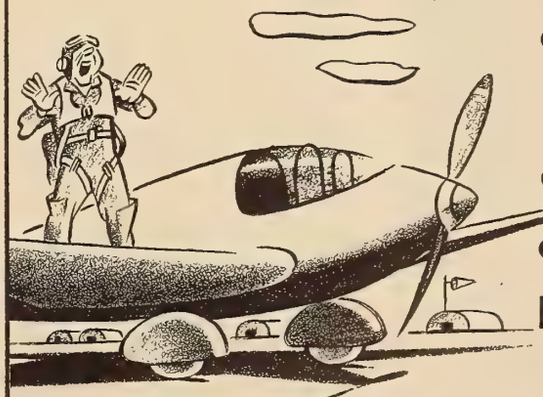
Will Be Presented Today

RADIO WRITERS Guild, bargaining for New York network staff news and continuity writers, today will present counter proposals to ABC, CBS and NBC at a mediation meeting presided over by Federal Mediator J. R. Mandelbaum.

RWG has turned down proposals of the networks which would have set a grievance procedure for discharges and which would have granted four weeks severance pay after one years service instead of after two years, as now. RWG considered the proposals unacceptable, as not providing sufficient job security and severance pay. Its counter proposals will not be made known until after today's meeting.

FIGURE THE ODDS... by KXOK

it's only 200 to 1 against your owning a plane by 1956

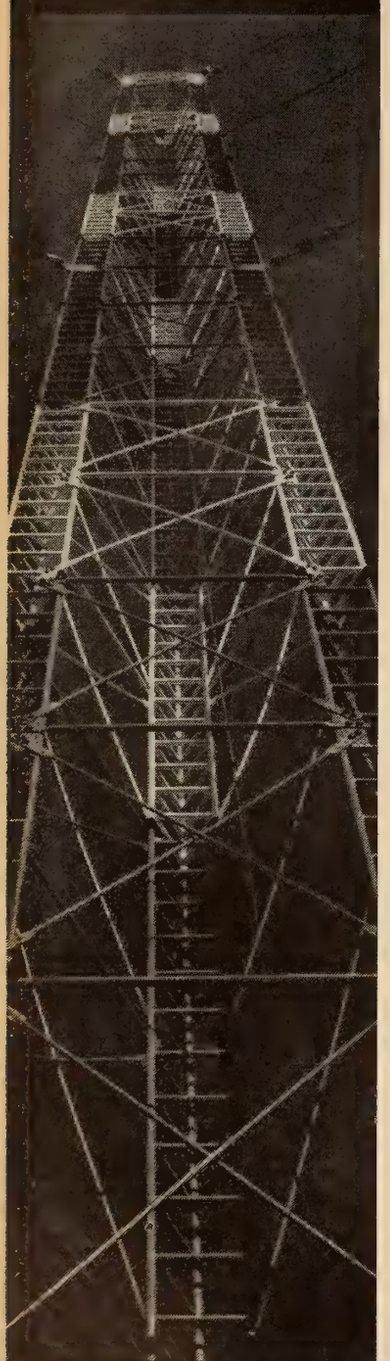


BUT THE ODDS ARE IN YOUR FAVOR when you pick Charley Stookey's "Town and Country" program on KXOK to sell farm products. Persuasive salesman, Charley Stookey, is widely known in KXOK-land, with legions of listeners from 6:00 to 7:30 a. m., Monday through Saturday. To build sales in the vital-to-advertisers 112-county, 5-state coverage of KXOK . . . phone, wire, write for availabilities today . . . or call your John Blair man.

630 KC 5,000 WATTS FULL TIME BASIC ABC
IN BIG ST. LOUIS

KXOK

AM • FM
TELEVISION
TOWERS



495'-0" TOWER AM-FM-TV
RADIO STATION WAZL
HAZLETON, PA.

STAINLESS, INC.
NORTH WALES, PA.
NYC Office:
50 CHURCH STREET
Western Office:
BOX 841, PHOENIX, ARIZ.

Nielsen

(Continued from page 27)

ture.' Those who are the first to experiment will, on the average, be the first to profit from the opportunities offered by television.

"4. As television grows, radio will become increasingly important as a means of reaching small-town and rural markets—which are difficult and costly to reach by other methods, but highly important to the food manufacturers. And these markets—larger than many advertisers realize—are seldom given the amount of promotion they deserve.

"5. As television grows, there will be a continual change in the city-size characteristics of both television and radio. While it will be possible, at every stage in this development, to achieve almost any desired balance or distribution of advertising effort by city sizes or markets, only those advertisers who make a thorough, continuous study of the subject can hope to get maximum sales results from their advertising dollars."

WNEW

(Continued from page 23)

of WNEW with Miss Judis and Mr. Herbert." He said that, upon FCC approval, there would be no change in management or policy direction of the station and that the individuals who were responsible for its great success would continue to operate it with the added stimulus of ownership-participation.

"I welcome this opportunity to expand my interests in radio," Mr. Cherry said. "WNEW is performing outstanding service in the world's first market and will continue to render what I regard as the finest public service in America."

With the sale of WNEW, Mr. Bulova relinquishes his remaining station ownership interest. He recently disposed of WOV in New York in a transaction in which the station executives participated. That sale was predicated upon the FCC's duopoly regulations but was delayed several years because of litigation. Mr. Bulova has held ownership interests in a half dozen stations during the past dozen years.

WNEW, which operates on 1130 kc, pioneered the disc jockey formula and has held consistently high ratings. It has been the bellwether among independent station operations and was among the first of the higher-powered stations to begin 24-hour operation.

Last year, it is understood, WNEW had gross time sales of more than $2,300,000, and its net income prior to taxes reportedly exceeded a half million dollars.

The ownership of WNEW under the new corporate structure will be as follows:

William S. Cherry Jr., president and director	42¾%
Charles W. Knowles (president of Cherry & Webb Co. and treasurer of WPRO), treasurer and director	7½%
Bernice Judis, executive vice president, general manager and director	12½%
Ira Herbert, vice president in charge of sales and director	12½%
Ted Cott, vice president in charge of programs	no stock
Harold B. Tanner (partner in the law firm of Tillinghast, Collins & Tanner, Providence, R. I.), secretary	1%
George V. Meehan (owner, Continental Mills of Maine, broadcloth manufacturers, and Apponaug Co., Apponaug, R. I., textile finishing plant), director	12½%
Frank F. Crook (automobile distributor and principal owner of WFCI Pawtucket, R. I.), director	7½%
Godfrey B. Simonds (partner, G. H. Walker & Co., investment bankers, Providence), director	3¾%

Applications for the transfer will be filed through the law offices of Dow, Lohnes & Albertson, Washington, attorneys for both WNEW and the new corporation, by Paul O'Bryan.

According to available records, there has been no individual station transaction exceding the amount involved in the WNEW sale. The projected sale of WHAS Louisville, 50,000 watt clear channel stations, by the *Louisville Times* and *Courier-Journal* to Crosley-Avco involved a price of $1,900,000 plus studio leaseholds, but this was rejected by the FCC last month largely because of the problem of overlapping coverage with WLW.

Negotiations have been in progress for sale of the Louisville station at the same terms to a syndicate comprising H. Leslie Atlass, CBS Central Div. vice president; P. K. Wrigley, chewing gum manufacturer, and Gene Autry, cowboy star and broadcaster, but there are no indications of consummation.

Telecasting
Insert
Pull Out for Filing

KLOK SALE

France Heads Purchasers

SALE of KLOK San Jose, Calif., to new group headed by Gordon D. France, West Coast broadcaster, for $150,000 was reported last week by William L. Ross, station broker. Papers are to be filed with FCC for approval soon.



Mr. France

Assigned 5 kw daytime on 1170 kc, KLOK has a bid pending for fulltime operation. Seller and station licensee, Valley Broadcasting Co., is headed by E. L. Barker, senior partner and general manager. Mr. France's firm is International Broadcasters Inc., of which he is president and general manager. He formerly constructed and was general manager of KVSM San Mateo, Calif.

WDLF Sold

WDLF DeLand, Fla., 250 w Mutual outlet on 1490 kc, has been sold by Lyle Van Valkenburgh for $50,000 to John B. Stetson U. there, subject to FCC approval. Mr. Van Valkenburgh, former NBC announcer, is now a freelance announcer in New York.

PEABODY AWARDS

Radio-TV Forms Are Mailed

ENTRY FORMS for the George Foster Peabody radio and television awards were mailed to station and network managers last week.

Dean John E. Drewry, of U. of Georgia's Henry W. Grady School of Journalism which administers the awards, said they will be announced next May 4 by Edward Weeks, *Atlantic Monthly* editor and Peabody board chairman, and Dean Drewry, at a Radio Executives Club of New York luncheon meeting.

Deadline on entries is Jan. 9, 1950. Awards will be based on 1949 broadcasts in eight classifications. Television entries will compete for the first time in four AM categories open to video—education, entertainment, news and children's programs.

The eight AM categories are program or series by a regional station above 1,000 w which made an outstanding contribution to community or region welfare; similar contribution by a local station 1,000 w or under; drama; music; children's programs; education, and promotion of international understanding.

Any station or network is eligible to receive the award for reporting, drama, music, education or international understanding, Dean Drewry said.

Each entry should give: Title of program, name of station or network, address, classification in which entry is submitted, name of person making entry, whether entry has transcription attached and brief description of program along with reasons it should be considered best.

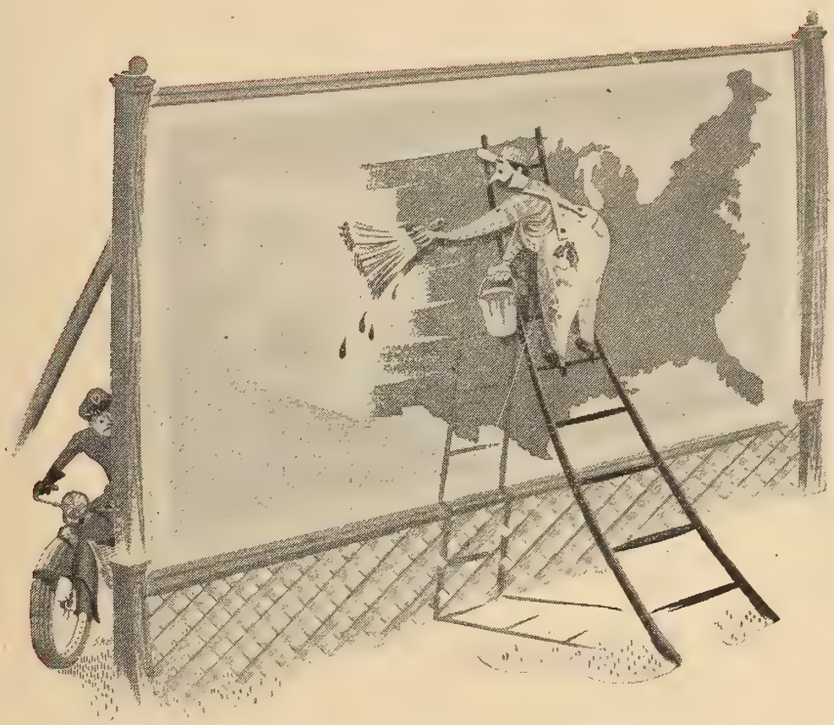
Robert H. Schofield

ROBERT HARTWELL (Penny) SCHOFIELD, 46, account executive at KOMO Seattle, died in his sleep Nov. 4. He had been active in Seattle radio for 16 years. Born in Schofield, Okla. in 1903, Mr. Schofield went to Seattle at the age of 13 and was graduated from the U. of Washington in 1924. His first employment in radio was at KIRO Seattle. Surviving are his mother, a sister, and a brother.

NOVEMBER 21, 1949

TELECASTING

A Service of BROADCASTING Newsweekly



if you want to cover the country...

talk to Du Mont. 99% of the television receivers in the country can receive your program over the Du Mont Television Network, either live or by teletranscription.

TELEVISION DUMONT NETWORK America's Window on the World

515 Madison Ave., New York 22, N.Y.

Du Mont programs shown live on these stations

WAAM.....Baltimore, Md.
WNAC-TV.....Boston, Mass.
WBEN-TV.....Buffalo, N. Y.
WGN-TV.....Chicago, Ill.
WCPO-TV.....Cincinnati, Ohio
WEWS.....Cleveland, Ohio
WTVN.....Columbus, Ohio
WHIO.....Dayton, Ohio
WJBK-TV.....Detroit, Mich.
WICU.....Erie, Pa.
WLAV-TV....Grand Rapids, Mich.
WJAC-TV.....Johnstown, Pa.
WGAL.....Lancaster, Pa.
WTMJ-TV.....Milwaukee, Wis.
WNHC-TV.....New Haven, Conn.
WABD*.....New York, N. Y.
WFIL-TV.....Philadelphia, Pa.
WDTV*.....Pittsburgh, Pa.
WTVR.....Richmond, Va.
WHAM-TV.....Rochester, N. Y.
WRGB.....Schenectady, N. Y.
KSD-TV.....St. Louis, Mo.
WHEN.....Syracuse, N. Y.
WSPD-TV.....Toledo, Ohio
WTTG*.....Washington, D. C.
WDEL-TV.....Wilmington, Del.

Programs shown on these stations by Du Mont teletranscription

KOB-TV.....Albuquerque, N. M.
WAGA.....Atlanta, Ga.
WBRC-TV.....Birmingham, Ala.
WBTV.....Charlotte, N. C.
KBTV.....Dallas, Tex.
WFMY-TV.....Greensboro, N. C.
KLEE-TV.....Houston, Tex.
WSAZ-TV...Huntington, West Va.
WFBM-TV.....Indianapolis, Ind.
WMBR-TV.....Jacksonville, Fla.
KTSL.....Los Angeles, Cal.
WAVE-TV.....Louisville, Ky.
WMCT.....Memphis, Tenn.
WTVJ.....Miami, Fla.
WDSU-TV.....New Orleans, La.
WKY-TV....Oklahoma City, Okla.
KMTV.....Omaha, Nebr.
KSL-TV.....Salt Lake City, Utah
KPIX.....San Francisco, Cal.
WTCN-TV.....St. Paul, Minn.
KING-TV.....Seattle, Wash.

**Du Mont owned and operated stations*

WWJ-TV

Detroit's major-league sports station



FROM Detroit Tiger ball games to University of Michigan football . . . and now to Red Wing hockey. That's the major-league sports line-up at WWJ-TV, first television station in Michigan.

Detroit has always been a sports-crazy town, and WWJ-TV has catered to sports fans ever since its beginning three years ago. Today, it's paying off! Detroiters not only look to WWJ-TV for the best in sports, but also for the best in everything else . . . local and NBC programming, clearer pictures, better engineering and production know-how. If you want to tell your product story effectively and visibly to the multi-billion dollar Detroit market, do it on WWJ-TV, tops in television in Detroit.

FIRST IN MICHIGAN — *Owned and Operated by* THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ

WWJ-TV

NBC Television Network

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg.
Washington 4, D. C.

NOVEMBER 21, 1949

BROADCASTING, Telecasting
$7 annually, 25c weekly

TV AUTHORITY BORN

Opposition Mounts in Screen Guilds

TELEVISION AUTHORITY, projected as the one big video talent union, was born last Wednesday and while still in swaddling clothes found itself in a fight with two of its brothers—Screen Actors Guild and Screen Extras Guild.

The screen guilds protested TVA's birth because they view jealously the assignment of jurisdiction over video films to another union.

It was in spite of negative ballots by the two film unions that the international board of the Associated Actors and Artistes of America (AFL), parent organization of all performers' unions, voted TVA into existence at a board meeting in New York.

But when born, TVA took a position alongside the two film guilds as a branch of the 4A's. Among other 4A branches, all of whom voted for creation of TVA are: American Federation of Radio Artists, American Guild of Variety Artists, American Guild of Musical Artists, Chorus Equity Assn. and Actors Equity Assn.

Indeed, it was the radio union, AFRA, which was among the leaders in the fight to bring TVA into being. George Heller, AFRA's national executive secretary, has often been put forward as the man most likely to be TVA's top paid officer.

Mr. Heller was among those who acted as midwife while the four suffered excruciating labor pains over the film jurisdiction question.

Other Talent Union Seen

Even so, the new union was born with the threat that there will be more than one talent union in television. It is the intention of the 4A's to treat this problem by mediation.

According to Paul Dullzell, international president of the 4A's, TVA was voted into existence under the following limitations: "With the express understanding that Television Authority shall agree to mediate all matters that may be in dispute with Screen Actors Guild and Screen Extras Guild."

"The offer of mediation," Mr. Dullzell continued, "points the way to a peaceable and just settlement, fulfills the need of the television performers to organize and will preserve harmony among all actors no matter where they work.

"It is inconceivable that actors should be involved in any controversy when a way to avoid it could so easily be accepted. It is sincerely hoped that the actors of America will compose their differences through the peaceable and traditional procedure of mediation. I earnestly urge them to do so since the need for organization is pressing and cannot be long delayed."

The Screen Actors Guild, immediately countering the Dullzell statement, said that the 4A's board has not at this time vested authority in TVA over video films and, in effect, too, said that had better not happen or a war would be on.

SAG Statement

The SAG statement was issed under signature of Kenneth Thompson, SAG television administrator, who came from the West Coast with Pat Somerset, SAG assistant executive secretary, to attend the 4A's board meeting. Mr. Thompson's statement was framed after long-distance telephone communications with SAG in Hollywood. It said:

The . . . statement issued by the 4A's regarding Wednesday's action by the 4A's board, in creating a new actors union, omits a most important fact, namely, that the resolution voted by the board specifically withholds action on the issue of jurisdiction, that is, the 4A's board has not attempted at this time to vest in TVA authority to represent performers in motion pictures made for television.

In accordance with the previously announced position of Screen Actors Guild and Screen Extras Guild, these film guilds would resist any such move. The guilds await word from the eastern talent unions regarding a proposal for an equal partnership in the field of television which is being explored by the various talent unions. The guilds' previous offer of mediation, where necessary, still stands.

The reference to an offer by the SAG to mediate is different from the mediation proposal of the TVA proponents. The latter want to mediate the entire film jurisdiction question. SAG wants to mediate only a "so-called gray area or shadowland" comprising film spot commercial announcements and film inserts, retaining jurisdiction of all the rest of the film video field.

That difference of the area to be submitted to mediation is said to be the major issue which set the two screen guilds against their new brother even before his birth.

Hollywood Action

That the screen guilds would reject the TVA at the international board meeting Wednesday was taken for granted. At the annual meeting of the guilds in Hollywood Nov. 13, the entire membership voted against participation in the TVA. Reason for that action was that the TVA plan provided for giving TVA "control over actors in motion pictures made for television and thus sets up two unions for actors working in motion pictures."

At the same time, however, the guilds membership voted that efforts to find a peaceful solution be continued, including partnership agreement. If a peaceful solution failed, it was voted, the guilds were to proceed immediately to organize the field of motion pictures made for television. A subsequent guild announcement stated that such organization work already was under way.

WTTV (TV) OPENS

Is Indiana's Second Outlet

WHEN WTTV (TV) Bloomington, Ind., owned and operated by Sarkes and Mary Tarzian, began formal operation Nov. 11, it became Indiana's second video outlet. At the same time Bloomington laid claim to being the nation's smallest city to have a television station.

Sen. Homer Capehart (R-Ind.) together with other state and local officials dedicated the new TV outlet. Station Manager Glenn Van Horn, while outlining program policy, said some film would be used but emphasis would be placed on local public service TV shows.

WTTV, the first to apply for a television station in Indiana, followed WFBM-TV Indianapolis into operation because its engineers made most of the major equipment used, station officials report. Highest praise of Mr. Tarzian went to Engineer Morton Weigel and his staff, whose ingenuity and hard work made the station a reality.

NAB TV DIRECTORS

Swezey, Thomas Elected

TWO television directors-at-large were elected by the NAB board last Tuesday morning at its Washington meeting (see main board story page 23). They were Robert D. Swezey, WDSU-TV New Orleans, and Eugene S. Thomas, WOIC (TV) Washington.

Mr. Thomas took part in the meetings starting the same morning. Mr. Swezey arrived in Washington Tuesday evening and joined the board the next morning.

A third board member sat for the first time—Harry M. Bitner Jr., WFBM Indianapolis, representing District 8 (Ind., Mich.). Mr. Bitner was elected last July 11 to fill the vacancy created by resignation of Harry Bannister, WWJ Detroit.

Eligibility of the 38 TV members of NAB to two directors-at-large arose from revision of the by-laws last month [BROADCASTING, Oct. 31]. TV became entitled to two directors when the membership reached 25. The same requirement applies to FM.

Mr. Swezey has been executive vice president of the WDSU stations in New Orleans since last Feb. 1. He had previously been vice president and general manager of Mutual network and had served as chairman of the subcommittee that drafted the NAB Standards of Practice.

Mr. Thomas became manager of WOIC (TV) Washington in the summer of 1948. He had been sales manager of WOR New York. He, too, has served on a number of NAB committees and is exchairman of the Sales Managers Executive Committee. Last May Mr. Swezey presided at the TV session of the Advertising Federation of America convention. Mr. Thomas, AFA director, spoke then.

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Telefile:

PIONEER WRGB (TV) MOVES INTO SECOND DECADE OF REGULAR PROGRAMMING

By BRUCE ROBERTSON

WRGB(TV) Schenectady, video member of the General Electric Co. headquarters broadcasting triumvirate which also includes WGY (AM) and WGFM(FM), this month celebrates the completion of ten years of regular program service to viewers in New York's Troy-Albany-Schenectady "Capitol District."

Nov. 6, 1939, marked the inception of this regular TV program service, which has continued uninterruptedly since that date, except for a "time out" interval in 1941 while WRGB's equipment was being adjusted to comply with changes in TV broadcasting standards effectuated that year. But that date by no means indicates the beginning of GE's interest in video broadcasting.

As early as 1926, Dr. E. F. W. Alexanderson, GE engineer, developed a mechanical method of television, using mirrors mounted on a wheel. The following year images were successfully scanned in the GE laboratory with a rotating perforated disk and in January 1928 this system of television was given its first public demonstration at Dr. Alexanderson's home.

In May 1928 WGY became a TV as well as an AM station, broadcasting video programs on a regular schedule of three afternoons a week. In August, WGY ventured its first TV outdoor remote pick-up, broadcasting from Albany Gov. Alfred E. Smith's speech accepting the Democratic nomination for President.

September 1928 became a red letter date in TV history when WGY broadcast the first television drama, "The Queen's Messenger." The pick-up range of the cameras then used was so limited that the entire drama was done in close-ups, with the faces and hands of the cast indicating all the dramatic action.

* * *

The following year, with the introduction of the cathode ray tube, GE dropped its experiments with mechanical television to concentrate on the all-electronic system of picture transmission and reception. In 1930, an audience in Procters Theater in Schenectady watched a demonstration of GE video reception on a seven-foot screen. A year later, GE engineers transmitted geometric patterns to Berlin, Germany, using a 30-line, 15-picture-per-second system.

The Helderberg Hills outside of Schenectady, where the WRGB transmitter is located, is the site of the first long-distance reception of modern high definition television. On June 10, 1939, pictures of the King and Queen of England visiting New York's World's Fair, broadcast from New York, were received in the Helderbergs, 129 miles from New York and 7,900 feet below the theoretical line of sight.

If a program could be received it could be rebroadcast and on Jan. 12, 1940, only two months after WRGB had inaugurated regular local program service, it added a number of big-time shows originating at WNBT, NBC's New York TV station, to its schedule. After more than seven years of this direct-reception network operation, GE engineers installed a microwave relay between New York and Schenectady via three mountain-top relay stations, operating with 5w at frequencies of 2,000 mc.

* * *

Once this relay system was in use, in the fall of 1947, WRGB dropped its exclusive tie-up with NBC, adding ABC, CBS and Du Mont affiliations giving WRGB its pick of network programs for Capitol District viewers. On Dec. 1, 1947, WRGB also discontinued its experimental operating set-up and began charging advertisers for time on a straight commercial basis.

WRGB's program policies are set forth in the following statement by Robert S. Peare, GE vice president in charge of public relations, a post which includes responsibility for all of the company's broadcasting activities:

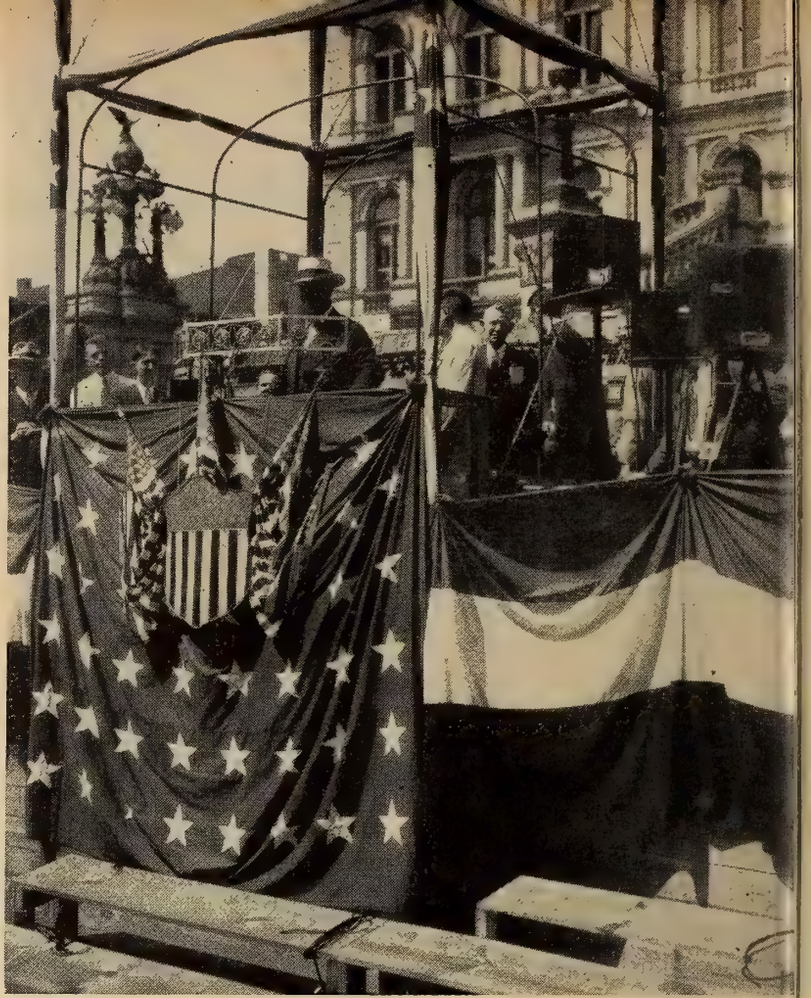
* * *

"As the only television outlet in the Capitol District of New York state, WRGB is very much aware of its responsibility to area viewers. To fulfill this obligation, the station is very fortunate in being able to present the best of all four networks, including the 10 top-ranking shows of those networks, thereby giving its viewers the same opportunity to see quality shows as those viewers in multiple-station cities.

"Early WRGB philosophy was to present only those programs which could be done well, and production was limited chiefly to quiz and audience participation programs, film, simple dramatic shows.

"With a gradual transition away from film programs, however, sports and news assumed increasing importance. Dramatic and musical shows also were augmented and helped round out a complete schedule of home entertainment, until the leading programs available from the four

(Continued on Telecasting 6)



AMONG the more treasured possessions in the General Electric Co. archives is this photo taken in August 1928 as former New York Gov. Alfred E. Smith accepted the presidential nomination of the Democratic party as the WGY cameras picked up the action from the state capitol in Albany.



PROGRAMMING and technical sides are represented by (l to r) B. W. Cruger, in charge WRGB (TV) technical operations; R. B. Hanna, stations manager of WGY, WGFM (FM) and WRGB (TV); A. G. Zink, program supervisor, WRGB (TV); and W. J. Purcell, engineer in charge of technical operations for the three GE stations.

Cincinnati's

WCPO-TV

Channel 7

1st. AGAIN and AGAIN and AGAIN

NOW . . . 1st again in OCTOBER PULSE SURVEY

		WCPO-TV	TV-STATION 'B'	TV-STATION 'C'
MON thru FRI	NOON TO 6:00 PM	28%	24%	8%
	6:00 PM TO MIDNIGHT	35%	24%	17%
SAT	NOON TO 6:00 PM	33%	26%	1%
	6:00 PM TO MIDNIGHT	38%	20%	17%
SUN	NOON TO 6:00 PM	38%	24%	2%
	6:00 PM TO MIDNIGHT	32%	22%	18%

Record of "Firsts"

WCPO-TV

1st Telephone Survey, August, "Cincinnati's Favorite Station"

1st PULSE, August

1st PULSE, September

1st Telephone Survey, September, "Cincinnati's Most Watched TV Station"

. . . And Now Again FIRST in October Pulse.

WCPO-TV—Channel 7. Affiliated with the Cincinnati Post. Represented by the Branham Company.



WEWS, Cleveland is another Scripps Howard TV Station—1st in the market!

Telefile: WRGB

(Continued from Telecasting 4)

major networks were available to area viewers."

Program schedule for a typical week in the fall of 1949 shows a total broadcast time of 48 hours, of which 21% or 10 hours was local and 79% or 38 hours was network. The sports telecasts included both college and pro football. Broken down by program types, WRGB programs lined up as follows:

Type	Hours	Per cent
Dramatic	9:00	18.7
Variety	7:30	15.6
Sports	7:30	15.6
Children's	6:15	13.0
News	4:05	08.5
Popular Music	4:00	08.3
Women's	2:30	05.3
Serious Music	1:45	03.7
Science, Agriculture, Education, and miscellaneous	5:25	11.3
	48:00	100.0

This sort of programming seems to suit Capitol District viewers very well. A survey made by WRGB last March showed 91.7% of all sets in the area were turned on sometime in every day, with an average home viewing time of 4.7 hours a day and an average viewing audience of 3.7 persons per set, made up of 39.4% men, 39.0% women and 21.6% children. TV sets in public places also get a good workout, being in use 4.1 hours a day on the average. The public place viewing audience averaged 21.4 persons, 85.1% men, 14.7% women and 0.2% children.

Another kind of evidence of WRGB's successful program service is offered by the figures of set-ownership in the station's service area. From 1,919 video sets in March 1948, the number of receivers increased to 17,900 in March 1949 and in the last eight months has more than doubled to a total of 38,000 in November of this year. As WRGB is the sole source of TV program service for the Albany-Troy-Schenectady area, these sets could have been bought for no other reason than to receive the programs of this station.

The emphasis on network programs at WRGB is reflected in its advertiser line-up. More than half of the station's sponsors in October were network advertisers—42 out of 75, with 13 spot and 20 local accounts completing the list. The 42 network clients were, of course, program sponsors.

WRGB's 13 spot accounts, including such familiar names as Benrus, Bulova, Lucky Strike, Oldsmobile, Ronson, and Schick, comprised two program sponsors and 11 users of announcements. The 20 local advertisers on the station included five who sponsored programs, 15 who used announcements. The local advertisers include seven radio and TV set dealers, three department stores, three auto dealers, a clothing store, a bank, a laundry, etc.

From its file of commercial success stories, WRGB selected these three as typical. Reives-Freeman, distributors of Capehart video sets, sponsored a half-hour late evening studio quiz show, *Nickel for Nothing*. A one-time announcement that a $2.50 book, "Life of Mr. Farnsworth," would be given away to the first 25 persons applying the next morning at Barney's Department Store in Schenectady assembled a line of 125 persons in front of Barney's before the doors were opened, with many more asking for the book during the day.

* * *

APEX Department Store has been using one-minute announcements on Friday nights. One spot for men's shirts at $2.99 sold 294 the following day, a pure TV success as the shirts were not advertised in any other way or displayed in the store's windows. During the summer, a single announcement of a sale of $25.95 suits at $19.98 cleaned out the store's entire stock and sent the manager to New York that night for a new supply.

Montgomery Ward, largest department store in the area, uses five-minute programs following the Sunday football telecasts to demonstrate a combination lathe, saw, drill press retailing for $199. The first telecast produced 11 direct inquiries the following day, seven of which resulted in sales.

Owned by a major manufacturer of TV equipment, WRGB from the start has served as a laboratory for testing new GE video apparatus and as a showroom for displaying the latest GE television devices to visiting broadcasters. In recent months the station has been completely overhauled and reequipped with the latest GE equipment, from studio cameras on through transmitters and antenna, at a cost of some $300,000.

* * *

THE new transmitter equipment comprises a 5 kw low channel transmitter operated into a three-bay antenna. Programs are carried from the studio to the transmitter by a microwave link operating at 2000 mc.

The studio has been enlarged to make room for a new master control room which acts as control center and distribution point for programs from the local studio, from the mobile unit or from New York via the GE microwave relay system. The studio measures 42 by 70 feet and is equipped with two image Orthicon cameras and has a control room containing the camera control motors for the studio, monoscope for test pattern and the film channel. A new program console integrates the functions of audio control, video control and program direction.

This control room is located on the second floor level, overlooking the studios through large windows. Beneath it is the projection equipment—two film cameras, two 35 mm projectors, two 16 mm projectors and several slide projectors for transmitting both transparent and opaque material.

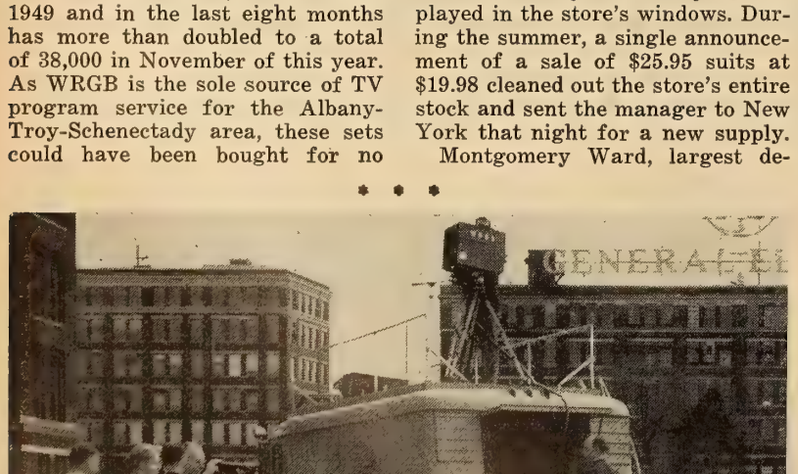
Rounding out the station equipment is a new mobile truck fitted with a GE two-camera field pick-up unit for covering outside events. Signals from the truck are sent to the studio via microwave relay or are beamed directly to the transmitter.

Headed by Mr. Peare, the management of WRGB includes B. J. Rowan, assistant manager of the GE advertising and publicity department; R. B. Hanna, stations manager (WGY, WGFM, WRGB), R. W. Welpott, assistant stations manager; A. G. Zink, program supervisor; W. J. Purcell, engineer in charge of stations technical operations (WGY, WGFM, WRGB); B. W. Cruger, engineer in charge of WRGB technical operations. Mr. Zink is in charge of the day-to-day programming operations of WRGB, with Mr. Hanna director of overall operations and Messrs. Peare and Rowan representing the company in making policy decisions.

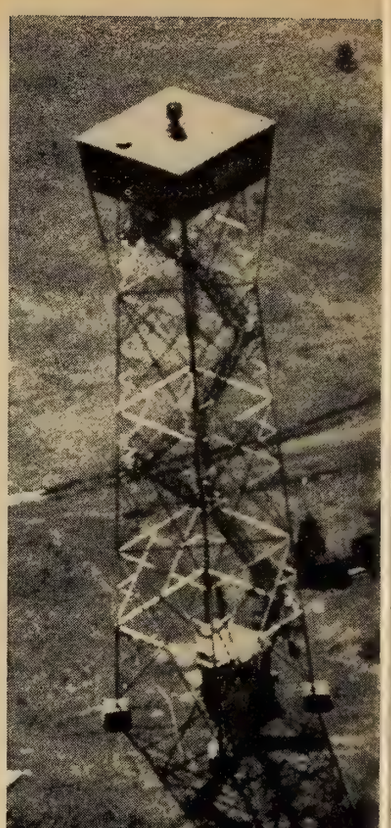
WRGB's rate card shows a base rate of $200 for an evening hour. Its network base rate is $325 per evening hour. Like most other video stations, WRGB is still losing money.

"We don't expect to reach the break-even point by 1951 due to heavy depreciation now absorbed against current operations," Mr. Hanna states.

* * *



BEFORE installation in the camera atop WGRB (TV)'s mobile unit, a telescopic lens is inspected by GE's television technicians. The mobile transmitter has telecast more than 30 "remote" shows in its first year of service for WRGB (TV). A crew of seven includes two cameramen, three controlmen, a program director and an announcer.



FINAL relay point in the WRGB (TV) three-tower television relay from New York City is this tower in the Helderberg Hills near Schenectady. Relay equipment is located in the 29-foot square structure atop the 125-foot tower. The relay is the first multiple point, unattended relay of its length, according to GE engineers.

WICU (TV) RATES

Card 2 Is Effective Dec. 1

WICU (TV) Erie, Pa., has announced its national Rate Card No. 2, effective Dec. 1. The card gives rates on live programs and film and is divided into two classes, A and B.

Class A time is designated 6 to 11 p.m. weekdays, 12 noon to 11 p.m. Saturday and Sunday. One-time rate in Class A ranges from $15 for 10-second time signal to $300 for one hour.

Class B is weekdays prior to 6 p.m., Saturday and Sunday prior to 12 noon. Ten-second time signal costs $10 with no discount. One time, one hour rate in this class is $200.

According to the card, announcements and programs may not be combined to earn lower rate. Rates on Card 2 are guaranteed for six months period from date of first telecast.



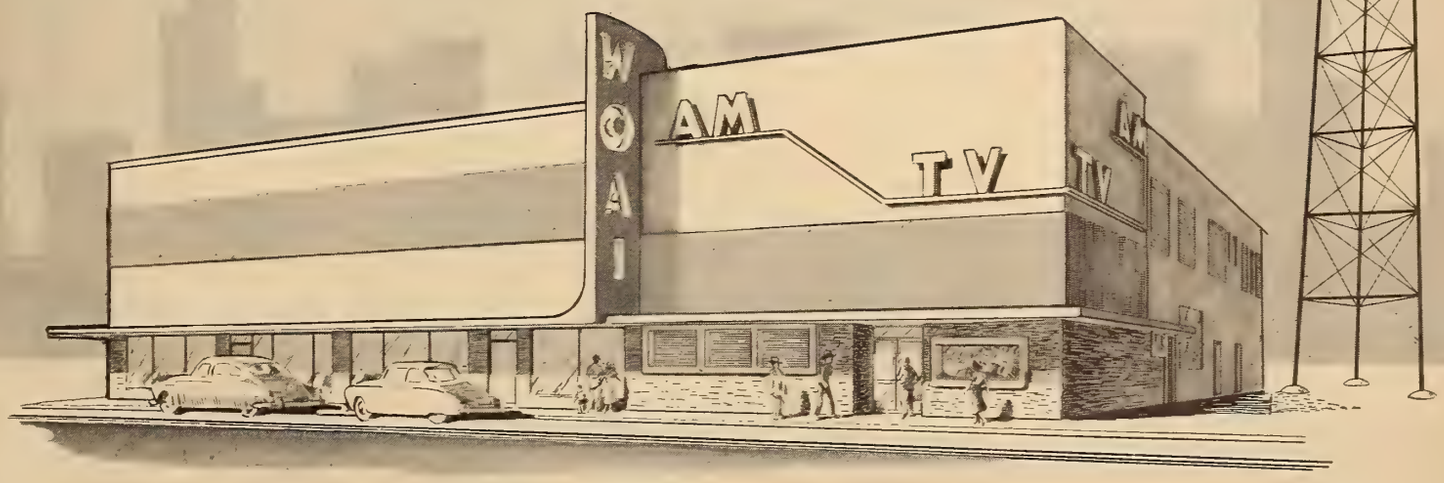
WOAI-TV

CHANNEL 4

SAN ANTONIO

"T-DAY"

DEC. 11, 1949



PIONEERS

Represented by Edward Petry & Company, Inc.

WCAU-TV Sells Mrs. Housewife



EVEN when the housewife is away from home and her TV set, she takes time out from her downtown shopping duties to attend the telecast of WCAU-TV's *Lit's Have Fun-TV*.

DAYTIME television is successful in Philadelphia and WCAU-TV as well as an imposing list of sponsors are quite happy about it.

After 15 months of intensive daytime television programming the station has acquired an audience and a file of success stories. They provide convincing evidence, the station says, that a new vehicle to reach women in daytime has been discovered.

Moreover, they offer what they feel is convincing proof the oft-heard theory that women won't look at television in the daytime is fallacious, phoney and fit for the ash can.

So convinced is WCAU-TV that daytime television is here to stay, and in a big way, that it is preparing a promotion piece in which the story will be related in detail with documentation to back up its claims.

They chuckled when WCAU-TV started its experiment a little over 15 months ago. Who'd look in daytime? Why Monday's wash day, Tuesday housewives iron, and on and on; and anyhow they could listen while doing household chores but they'd need two sets of eyes to wash the dishes and watch television at the same time.

That's what they said 15 months ago. And what are they saying now? Well, October ratings show high daytime audiences that compare with the top nighttime shows in the city, according to WCAU-TV, and one of them, *Children's Hour*, is said to be rated higher than the top local nighttime TV program.

WCAU-TV's daylight programming, almost entirely live productions, was guided by findings of a national research organization about what women do in the daytime. For example, it was shown that Monday is not necessarily washday. The number of women who do the family wash Monday through Friday doesn't vary more than 5%, it was found.

On the basis of the data on Mrs. Housewife's day, WCAU-TV figured it must get to her, as the family budget director, when messages would have the strongest impact—the period between chores. She must be shown what she wants to see—when she has time to see it.

At 10 a.m. in Philadelphia, says WCAU-TV, mother finishes her washing and sits down to relax and look at her TV set. If it's Tuesday, she'll share the antics at Lit Bros. department store's seventh floor restaurant, for example. *Lit's Have Fun-TV* interestingly enough, not only has helped mother have a good time Tuesday morning at her television set but has actually increased the program's AM rating, according to Lit Bros.

All the shows are sellouts since TV entered the picture. Lit Bros. is getting a nice increase in store traffic and it's well known how a store loves its traffic.

Ruth Friendlander, Lit Bros. director of radio and TV, knows the details about the store's radio success. She says:

"Promotions handled successfully on television include our series of back-to-school fashion shows, special sales and regular merchandise. Some examples: TV commercial on Tower Brand hams sold 200 within a week; 1,800 packages of frozen peas were sold during a week-long TV promotion on that item.

"On five dress promotions on *Lit's Have Fun* and *Lit's Have Fun-TV* our buyer reports sales from 100 dozen to 400 dozen dresses. There are hundreds of other items which television has helped us sell extensively . . . the hundreds of letters we receive each week from televiewers, and the results which television has shown both in traffic and direct sales, convinces us that our pioneering in early morning weekday television pays."

And here's a news item from the Lit Bros. advertising department—Lit Bros. on Oct. 4 renewed its daytime TV for 26 weeks.

Into The Afternoon

From 11 a.m. to 1 p.m., WCAU-TV carries the Ford telecasts of United Nation's proceedings. From 1 to 2 p.m. there is news and music.

Now it's 2 p.m. The kids have had lunch. If they're school age, they are back facing the blackboard. Mrs. Housewife has done the dishes. Obviously, says WCAU-TV, she's ready for *Cinderella Weekend*, a five-weekly telecast version of WCAU'S afternoon in fairyland, with all the trappings plus plenty of prizes.

Fairies? Prizes? Who would be interested? When in doubt about a radio or television program's pulling power, ask the sponsor who has tried WCAU-TV in the daytime. In this case, ask Peirce-Phelps Inc., one of the nation's largest appliance distributors, and here's the answer it gives:

"We have been particularly pleased with the response of both

NAMES and the personalities of interest to the housewife are constantly before the WCAU-TV cameras. Typical are:

***At left*—Entertainer Kyle MacDonnell chats with Ed McMahon on *Take Ten*.**

***Center*—CBS' Irma, or Hollywood Actress Marie Wilson, watches Marian Kemp whip up a tasty dish on *Marian Kemp's Kitchen*.**

***Right*—Designer Omar Kiam (l) talks with Bob Russell on *Take Ten*.**







retail dealers and retail customers who have followed the program. . . . Daytime television is by its very nature informal, and lends itself to the demonstration of our products. We have been able to go directly into the home of Mrs. Housewife and show her the advantages of owning a Youngstown kitchen, a Whirlpool washer, an Admiral range or refrigerator, Admiral television or a Proctor small appliance in a program designed just for women.

"Our records show a considerable volume of business developed directly and indirectly from *Cinderella Weekend* as a result."

Jack Siegrist, Peirce-Phelps sales promotion manager, stated in another letter:

"We find that television has been extremely helpful in increasing the acceptance of our products and product names in the whole WCAU-TV territory. And we have sales to prove it. Dealer reaction has been uniformly favorable to the program, too . . . television makes our newspaper and other advertising pull better."

Supporting this large distributor are the firm's retail outlets. Says Stanley F. Lefkoe, of Lefkoe-Morton Co., mid-Philadelphia store, in speaking of Peirce-Phelps daytime television:

"I wish to thank you and your firm (Peirce-Phelps) very kindly for the 'television plug' which you gave us yesterday. I have always regarded your program as one of the masterpieces of the distributor, factory and dealer relationship. . . . We sincerely appreciate the opportunity of having our name and store mentioned over television."

Offers Draw Heavy Response

WCAU-TV cites other examples. A four-time offer of a booklet, "Ironing Can Be Easy," brought 311 requests the first day and 1,127 in all. Three announcements by Stove Home Products Co. of a free recipe book on the Tuesday and Thursday telecast edition of *Cinderella Weekend* drew 258 requests. *Cinderella Weekend* is completely sold out and all its sponsors speak glowingly of their TV experience.

After *Cinderella*, when the housewife is thinking about the groceries if they haven't been bought already, Bill Hart comes on with *Man on Chestnut Street*. Last September a viewer suggested he shouldn't be spending so much time bending his six-foot-nine-inch frame so youngsters could talk. Let's have adults, the letter said. Bill resolved the issue by reading the letter over the air and asking, "What do you want?"

After 10 days the count was 1,184 in favor of the kids to 533 for adults.

One of WCAU-TV's discoveries centers around use of test patterns with news tape and music. Strip rates were kept low to attract small merchants. Sears, Roebuck took a flier and declares the cost-per-individual-response was the lowest ever recorded via any advertising medium.

In a special campaign using the news strip test pattern of all three Philadelphia TV stations, Sears, Roebuck featured "shopping for fun by catalog," a direct solicitation for business in which viewers were urged to shop by telephone. The costs were described as amazingly low. Sears contacted 760 of the prospects and received 83 immediate orders, or 1 out of 10, for a total of $765 or almost $10 per customer.

Most of these results stories are four to six months old, according to WCAU-TV, but since then the number of receivers has nearly doubled.

For instance, on the Nov. 3 *Marian Kemp's Kitchen* program on WCAU-TV American Stores chain offered a free pear slicer to the first 400 replying. The next day 2,196 requests were received. Every letter was addressed to "Marian Kemp's Kitchen, c/o The American Stores." Not a single letter was sent to WCAU, which the station points out is positive proof of sponsor identification. In all, 3,276 viewers wrote in for the pear slicer.

And here's a dramatic success story. Last Oct. 23, which was Sunday, *The Big Idea* sustaining program was telecast as usual at 6 p.m. Donn Bennett, m.c. of the sustainer, brings in inventors who tell their stories by television. This particular evening Mr. Bennett spent 1½ minutes demonstrating how to clean silver with an Oakite silver cleaning plate. He offered free an Oakite plate with sample of Oakite to anyone sending name and address.

Oakite to Sponsor

Within three days 6,319 requests had been received. And an interesting note for those commercial minded—Oakite will sponsor the program starting Dec. 4.

Here are some of WCAU-TV's daytime national sponsors:

Household Finance, Pepsi-Cola, 4-Way Cold Tablets, Quaker Oats, Peter Paul, Horn & Hardart restaurants, American Stores, Renuzit, Andy Boy broccoli, Zippy starch, Powderene. Among local sponsors are Lit Bros. and Beneficial Savings Fund Society, to mention two of the better known.

The station's predominantly live daytime programming schedule totals 56¼ hours a week (before 6 p.m.) of which 26¼ hours, or almost half, are sponsored.

WCAU-TV is on the air shortly after breakfast every morning in the week. It's daytime operation, the station says, is more than any other station in the city.

In the period WCAU-TV has been building up its daytime programming, "Philadelphia, America's second TV market, has multiplied eight times," the station points out, and every day 1,000 more sets are being installed.

The station has pioneered in daytime television, and feels that it's here to stay.

Crosley's WLWC Beams TV from 577 feet above Columbus



another *Completely Engineered** TV TOWER by ideco

A solid base . . . then 466 feet of guyed triangular tower . . . topped by a 111-foot antenna . . . *every* phase *completely engineered* by IDECO for WLWC . . . lighting television screens of a large Central Ohio Area. The Crosley Broadcasting Company selected IDECO for this job for two very important reasons:

Triangular-Section Safety—provides extra rigidity and freedom from distortion. IDECO's triangular design effectively reduces wind pressures . . . the WLWC tower is designed and guyed for a 30-pound wind load . . . designed to perpetuate the outstanding safety record of IDECO radio and television towers.

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From coast to coast, for every type of radio and television tower, IDECO is prepared to handle *every* detail of your tower requirements. Write for Bulletins RT-46 and SSRT-1 for more information.

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Columbus, Ohio • Torrance, California

* Ideco Engineering covers the *entire* job, from foundation specifications to antenna array, including erection and inspection after erection. *No extras to buy.*

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TRIANGULAR SECTION
towers
AM • FM • TV

COLOR COMPARISONS

Begin Today

DETAILED PLANS for this week's comparative demonstrations of the CBS and RCA color television systems and black-and-white TV were announced last Thursday by FCC, which meanwhile was pondering a petition for consideration of another "system."

The demonstrations will be held in Washington today (Monday) and tomorrow. They will wind up the color hearings until Feb. 6, when sessions resume with an official demonstration of Color Television Inc.'s system, followed by further comparative tests and then cross-examination of the witnesses who have testified during the past seven weeks.

The "new" system FCC was asked to consider was advanced by Prismacolor Pictures Inc., Chicago color photography process firm, which told the Commission its method of additive color photography, producing color pictures with black-and-white film, "is a natural for adaption to television."

FCC has not indicated whether it will grant or deny Prismacolor's request to appear and present testimony.

Color vs. Black-White

The comparative demonstrations of RCA and CBS color, with black-and-white transmission and reception of the same subjects provided by Allen B. DuMont Labs, will run from 9-11 a.m. and 1-3 p.m. today and tomorrow.

They will include showings of wrestling or boxing via the respective systems; transmissions over 2.8 mc coaxial cables and 4 mc radio relays; group shots; stills; test patterns; demonstrations of sponsors' products to compare the commercial potentialities of the respective systems; a variety program including dancing, juggling and acrobatics; puppets; a short drama; films and slides, and a woman's program with illumination reduced to about 10 footcandles.

The comparisons will originate from RCA's WNBW Washington studios. The Commission, its staff, and participants in the hearing will observe reception on receivers set up side-by-side in Temporary E Bldg. in Southwest Washington.

Meanwhile, the Commission was told by Prismacolor that its system, though not yet tested in television, has been thoroughly tried and proven photographically.

President F. E. Oakhill said the system basically is quite flexibile and would permit use of existing black-and-white equipment, standards and facilities with limited modification of studio equipment.

Reception, he said, would be possible in either monochrome or color since the color intelligence is transmitted in the form of monochrome "color grays," with the color added by filters in the receiver. He estimated color receivers would cost $80 to $110 more than black-and-white sets.

Mr. Oakhill explained that Prismacolor's film cost is only three times that of black-and-white photography while color comparison costs are from one-fifth to one-tenth that of present day color methods. The system depends, it was stated, upon the "well known method of mixing varying quantities of red, blue and green light to produce a full range of light colors from white to black."

In television application, the Prismacolor system would bring the red, blue and green images "into close juxtaposition" and focus "upon the orthicon and [be] scanned across the red, blue and green successively line by line, just as now done for a [monochrome] picture and within the same area occupied" by such a black and white picture.

Because the three color frames would be within the same area as the standard monochrome picture, color and monochrome operation would be interchangeable by simply switching lenses in the camera. In the receiver the three color images would be picked up from the face of a single cathode or three individual cathodes and projected upon an enlarged viewing screen as a single view.

The Prismacolor representative claimed highest color fidelity for his system and indicated no problems of flicker would occur since monochrome facilities were used. He added that color fringing has been successfully eliminated photographically and that the problem of image registration has been minimized to the point "where pictures can be shown on a screen many times enlarged" with "control of registration . . . well within normal eye acceptance."

MOSKOVICS

Sees Doubling of Set Figure During Next Year

TOTAL of three million TV sets installed in the country by the year's end and a doubling of the number during 1950, were predicted last Tuesday by George L. Moskovics, CBS vice president and sales manager of sales development. He addressed the Michigan chapter of the American Marketing Assn. in Detroit.

Speaking on "The Impact of Television," Mr. Moskovics told the AMA that the summer slump in TV set sales due to the color controversy had entirely picked up since the FCC's decision that it would not accept any color system unless adaptable to present sets.

He said, "The Commission apparently does not intend to take any action until next spring so it will be at least a year and maybe two before the many problems, for which there are no answers now, can be ironed out in color TV."

Reviewing the rise of television through its period of growing pains, Mr. Moskovics said improvements in cameras and other transmitting equipment are still needed, and that much was still to be done in research facilities.

"TV is changing rapidly in its characteristics, he said.

JOHNSON'S STAND

Clarifies Position on TV

LIFTING the present "freeze" on VHF TV applications without first making provision for allocation and use of UHF channels would not only be "shortsighted" on the part of FCC, it would also be a "scientific and economic absurdity," Sen. Edwin C. Johnson (D-Col.) chairman of the Senate Interstate & Foreign Commerce Committee, has advised the Commission.

In a letter to FCC Chairman Wayne Coy amplifying his position on color, UHF and VHF, Sen. Johnson asserted there would be no reason to continue the freeze once the proposed 42 UHF channels are allocated on a nation-wide basis and standards are promulgated—and "the sooner that is done the better." He warned that "easily identified selfish interests are laboring day and night to lift the freeze now and nothing more."

The Senate Commerce head expressed hope FCC would approve, simultaneously with adoption of broad color standards [BROADCASTING, Nov. 14], "immediate commercial utilization" of numerous UHF channels looking toward a nationwide competitive system.

"I regard it as tragic for the ultimate development of television that the VHF allocation heretofore made is handicapping the adoption of a truly equitable and scientifically practical VHF-UHF allocation," Sen. Johnson told Chairman Coy. He evinced concern lest FCC's decision result in a "hodge-podge for each city" which might necessitate revamping of two-band allocations in a few years and thus aggravate problems of TV licensees and set-owners.

Text of Sen. Johnson's letter to Chairman Coy:

From time to time during recent weeks the radio press has carried short interviews with me regarding the hearings now being conducted by the Commission and television problems generally. In many instances the published stories were only excerpts from the interviews which I gave the reporters.

These abbreviated reports remind one of the fable of the three blind men who examined an elephant. One explored the animal's tail and concluded that an elephant resembled a rope. The second, a very short blind man, wrapped his arms around one of the elephant's legs and decided an elephant was like a tree stump. The third, a very tall blind man, thumped the elephant's side and said an elephant is like a wall. Such distorted descriptions of an elephant and the published excerpts of my interviews both miss the mark.

In order that there may be no misunderstanding with respect to my position on color, UHF and the existing freeze I feel compelled to reiterate my views in brief summary. I have taken great care to state this complete story to the reporters time after time, but apparently only portions of it registered with them.

On Color: It is my earnest hope that the FCC will find it in the public interest to promulgate quickly broad and sufficiently general standards for color so that this essential improvement may be developed naturally in the traditional American, free enterprise, non-monopolistic manner. The keener the competition the better. Furthermore compatibility, while desirable, certainly should not be the primary basis for a decision. . . . . .

On Use of the UHF: I hope, too, that the Commission will approve at the same time standards for the immediate commercial utilization of a large number of channels in the ultra high frequency band so that a realistic nationwide competitive system of television may be developed. I regard it as tragic for the ultimate development of television that the VHF allocation heretofore made is handicapping the adoption of a truly equitable and scientifically practical VHF-UHF allocation. However, I trust that the Commission's final allocation in both bands will take into consideration the problems both of set owners and television licensees and not provide a hodge-podge for each city which may have to be revamped again in a few years.

On the Existing Freeze: The public interest requires an allocation of TV channels which will insure a national competitive system. When the proposed 42 UHF channels are allocated on a city by city basis throughout the nation and standards for their use promulgated there will remain no reason for continuing the present freeze on VHF licensing and, of course, it should then be lifted. The sooner that is done the better. But until a decision is made by the Commission on utilization and allocation of the ultra high frequencies, it would be shortsighted to lift the freeze on VHF licensing. Easily identified selfish interests are laboring day and night to lift the freeze now and nothing more. To lift the freeze without a definite plan for the allocation and use of UHF channels would be both a scientific and economic absurdity.

I am handing a copy of this letter to each member of the Commission and releasing it to the press.

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RATE CARDS

NAB Asks Uniformity

"THE NEED for greater uniformity among television station rate cards is very real and very large," in the opinion of the Television Standardization Group, a subcommittee of the NAB Sales Managers Executive Committee, with Eugene S. Thomas, WOIC(TV) Washington, as chairman.

NAB's Broadcast Advertising Bureau has just completed for the group a study of rate practices of 75 TV stations which shows a general agreement with the radio practice of setting half-hour rates at 60% of the full hour rate and quarter-hour rates at 40%, but with considerable deviation from radio standards for periods of less than 15 minutes. No clear-cut industry pattern was found in announcement rates, which vary from 30% down to 8% of the hour rate.

There is no general agreement as to the correct number of time classes, the committee found, 19 stations having only one time class, 27 stations having two and 29 stations having three. Each group showed wide variations as to the relative charges for time under each class. Frequency discounts are allowed by 64 stations, some of which also have other discounts as do some of the stations not allowing discounts for frequency. Only one TV station allows no discounts at all. There was also considerable variation as to the discount rates.

The committee found equally varying practices regarding time and facilities charges, some stations combining air time, studio and film facilities and rehearsal time into a single one-charge package; others make extra charges for one or more of these items. A similarly wide variation was evident in the basis for calculating agency commissions whether on time charges only or on facilities as well.

KFI-TV RATES

Increase Effective Dec. 1

INCREASE in rates has been announced by KFI-TV Los Angeles, effective Dec. 1. Basing the increase on its delivered audience of over 140% since it began daytime programming March 1, station has upped minute announcement rates from $25 to $35; participations from $35 to $40; hour rates $170 to $210; half-hour, $100 to $125; quarter-hour, $60 to $80.

In advising advertisers of the advance, William B. Ryan, general manager, stated that the station would continue to base its rate card as originally set up on cost-per-1,000 delivered families "that advertisers can evaluate and buy TV by the same measuring sticks that they use for other advertising."

Six months protection will be given advertisers operating on present rate card.



PARTICIPANTS and observers on hand for WSAZ-TV Huntington's dedicatory ceremonies marking commencement of regular program service last Tuesday included (l to r): Walker Long, secretary of WSAZ Inc., licensee; William Birke, associate publisher of the Huntington *Herald-Dispatch* and *Advertiser*, which control WSAZ Inc.; RCA President Frank M. Folsom; Marshall Rosene, general manager of WSAZ and WSAZ-TV; Col. J. H. Long, president of the radio company; Joseph H. McConnell, NBC president; Leonard H. Marks of Cohn & Marks, Washington counsel for WSAZ; John A. Kennedy, vice president of the stations, and Merle Pitts, WSAZ-TV transmitter engineer.

* * *

WSAZ-TV

Folsom, McConnell Attend Opening Event

WSAZ-TV Huntington, West Virginia's first television station, commenced regular program service last Tuesday with a dedicatory ceremony including addresses by RCA President Frank M. Folsom, NBC President Joseph H. McConnell, Gov. Okey Patteson, and city and station officials.

Local live and network kinescoped features also were presented in the premiere programming by the $250,000 station, which is owned by the Huntington *Herald-Dispatch and Advertiser* and the John A. Kennedy radio interests. The station is presenting a regular schedule of about six hours daily at the outset.

WSAZ-TV is affiliated with the NBC, CBS, ABC, and DuMont TV networks. Pending completion of a network relay from Cincinnati, network shows will be presented via film. Studios are in the West Virginia Bldg.

Participants in the dedicatory program, in addition to the RCA and NBC presidents and the West Virginia chief executive, included Col. J. H. Long, president of WSAZ Inc. and one of the principal owners of the *Herald-Advertiser;* Capt. Kennedy, vice president of the stations; David Gideon of the newspaper ownership; Marshall Rosene, general manager of the AM and TV stations, and Lawrence H. Rogers 2d, manager of WSAZ-TV.

A special television edition was presented the preceding Sunday by the *Herald-Advertiser,* which reported 1,500 TV sets in use in the Huntington area and said this number is expected to reach 2,500 within six months.

WSAZ-TV started test patterns Oct. 14, just 58 days after construction was begun. Station is on Channel 5 (76-82 mc) and using its full authorized power of 12 kw visual and 8 kw aural at an antenna height of 590 feet. RCA equipment is used.

Bell-Zenith Contract

ILLINOIS Bell Telephone Co. has signed a contract with Zenith Radio Corp., Chicago, extending telephone facilities to Zenith for upcoming Phonevision tests in the Chicago area. A duplicate of the contract has been filed with the FCC.

HAMILTON WATCH

Xmas Drive On Video

HAMILTON WATCH Co., Lancaster, Pa., will use two five-minute films on television and a 20-minute live video show for a pre-Christmas advertising campaign at an estimated weekly budget of $41,000.

The two five-minute films will be placed on 30 stations in 16 markets, produced by Screen Gems.

The commercials mark a departure in the field of television advertising, in that they use a direct translation of the company's previous years' printed media ad to the television screen. The films are basically an entertainment program, the first four minutes of each being devoted to a dramatic story with the last 30 seconds devoted to the commercial.

The 20-minute show will be telecast on New Year's Eve from Times Square, New York, featuring Paul Winchell and his dummy, Jerry Mahoney. The program will be telecast 11:45 p.m. to 12:05 a.m. on 26 NBC-TV stations. Chet Kudesza will produce the show.

BBDO, New York, is the agency.

Music Meet

NAB PROGRAM COMMITTEE on TV Music will meet with representatives of ASCAP tomorrow (Nov. 22) to renew negotiations for licenses covering the use of ASCAP music on TV programs.

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October Advertisers Gain

(Report 86)

THE TELEVISION industry in October recorded its largest monthly gain in number of advertisers. Between September and October 354 accounts were added, bringing last month's total to 1,891.

Substantial gains were reflected in network, spot and local business. All but one fully reporting market increased the number of advertisers and here only one account was lost from the total column. Three of the TV networks showed gains for the month with the fourth retaining the same number of advertisers it had in September. There were 82 reporting stations in 47 markets, a gain of six stations and four markets.

This information is based on figures supplied to BROADCASTING by the N. C. Rorabaugh Co., publisher of the monthly *Rorabaugh Report on Television Advertising.* Network figures cover all stations for the entire month and are obtained from the networks' headquarters in New York. Information on spot and local business is reported by individual outlets and covers the test week of Oct. 2-8. Two stations did not report spot and local business.

The ranks of network advertisers gained 17 accounts from September, bringing the October total to 76. These advertisers sponsored 92 shows on the four networks as compared with 71 in September. CBS made the greatest gain in sponsors with 11 new accounts bringing its total to 32. NBC, which gained nine advertisers, also had 32. A gain of three accounts brought the ABC total to 18 while DuMont retained its seven different advertisers. (When an advertiser sponsors more than one program on a given network he is counted only once in the total for that network. However, if he sponsors programs on two or more networks he is counted once for each network.)

Crosley Tops List

On the basis of stations used, Crosley Div. of Avco Mfg. Co. topped the network list of new business. The firm returned *Who Said That?*—which had been on hiatus in September—to 46 stations. The show is seen on NBC-TV, Saturday, 9-9:30 p.m. Crosley also added the half-hour *This Is Show Business* seen Sunday, 7:30-8 p.m., on CBS-TV. The program runs on alternate weeks and is scheduled for 46 stations. Lever Bros., new to network television, has placed *The Clock,* Wednesday, 8:30-9 p.m., on 40 NBC-TV affiliates. Third place for number of stations bought by new advertisers—accounts which did not place any network TV business in September—goes to Pabst Sales Co. (Pabst beer) which placed *The Life of Riley,* Tuesday, 9:30-10 p.m., on 37 NBC-TV outlets.

Many schedule revisions were noted between the two months with most of the advertisers adding stations. Several accounts which were active in September with one show added a second program in October. There were 55 agency offices handling TV network business.

Leading market in the number of network accounts was New York which recorded 76 different advertisers (Table 1). Following in order were Philadelphia, 74; Baltimore, 73, and Washington 72.

Spot business took a nice jump for the month, going from 337 advertisers in September to 399 in October for the reporting stations. There were 96 newly active accounts for the month, the difference being due to accounts dropped. Activity was confined mostly to advertisers using from one to three stations. Ironrite Ironer Co. was the biggest new spot advertiser in October from the standpoint of stations used. The firm placed schedules on eight stations in as

(Continued on Telecasting 15)

* * *

TABLE I

NUMBER OF ADVERTISERS BY MARKETS

Markets Covered	Number of Reporting Stations	Network	Nat.-Reg. Spot	Local	October Total	September Total	Gain or (Loss)
Albuquerque	1	5	1	2	8	4	4
Atlanta	2	26	19	42	87	68	19
Baltimore	3	73	36	61	170	146	24
Birmingham	2	12	5	22	39	26	13
Boston	2	66	54	34	154	120	34
Buffalo	1	41	29	48	118	97	21
Charlotte	1	9	6	10	25	17	8
Chicago	4	67	71	72	210	156	54
*Cincinnati	2	48	16	23	87	95	(8)
Cleveland	2	61	39	31	131	106	25
Columbus	3	48	32	42	122	66	56
*Dayton	1	48	11	19	78	81	(3)
Detroit	3	66	45	53	164	139	25
Erie	1	39	11	48	98	76	22
Ft. Worth-Dallas	2	14	18	18	50	41	9
Grand Rapids	1	17	3	17	37	25	12
Greensboro	1	5	2	10	17	..	17
Houston	1	17	15	70	102	28	74
Indianapolis	1	19	12	14	45	36	9
Johnstown	1	7	6	8	21	..	21
Lancaster	1	34	14	31	79	65	14
Los Angeles	7	33	72	130	235	193	42
Louisville	1	18	14	12	44	35	9
Memphis	1	20	10	24	54	42	12
Miami	1	13	6	34	53	45	8
Milwaukee	1	46	25	43	114	93	21
Minn.-St. Paul	2	25	24	26	75	55	20
New Haven	1	40	27	18	85	63	22
New Orleans	1	17	15	12	44	33	11
New York	6	76	89	37	202	178	24
Oklahoma City	1	11	7	14	32	21	11
Omaha	2	16	6	17	39	18	21
Philadelphia	3	74	67	70	211	163	48
Pittsburgh	1	37	16	22	75	61	14
Providence	1	34	19	3	56	39	17
Richmond	1	39	9	9	57	44	13
Rochester	1	35	8	13	56	36	20
Salt Lake City	2	13	4	40	57	50	7
San Diego	1	11	8	15	34	28	6
San Francisco	2	23	20	23	66	56	10
Schenectady	1	42	13	20	75	56	19
Seattle	1	23	9	16	48	32	16
St. Louis	1	49	20	13	82	69	13
Syracuse	1	14	7	9	30	31	(1)
Toledo	1	31	16	46	93	82	11
Washington	4	72	35	63	170	137	33
Wilmington	1	30	5	12	47	37	10

* One station not represented in this issue.

Weekly Television Summary

Markets, Stations and Sets Per Market

Based on Nov. 21, 1949, BROADCASTING Survey

City	Outlets On Air	Number Sets	Source of Estimate
Albuquerque	KOB-TV	700	Station
Atlanta	WAGA-TV, WSB-TV	18,500	Distributors
Baltimore	WAAM, WBAL-TV, WMAR-TV	100,036	TV Circ. Comm.
Binghamton	.....	400	Wholesalers
Birmingham	WAFM-TV, WBRC-TV	6,500	Dealers
Bloomington	WTTV	300	Dealers
Boston	WBZ-TV, WNAC-TV	172,276	TV Comm.
Buffalo	WBEN-TV	44,132	Buff. Elec. Co.
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	250,000	Station
Charlotte	WBTV	7,800	Distributors
Cincinnati	WCPO-TV, WKRC-TV, WLWT	44,000	Distributors
Cleveland	WEWS, WNBK	101,358	West. Res. U.
Columbus	WBNS-TV, WLWC, WTVN	20,750	Distributors
Dallas, Ft. Worth	See Ft. Worth-Dallas listing.		
Davenport* Quad Cities	WOC-TV	3,315	Distributors
Dayton	WHIO-TV, WLWD	23,800	Stations
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	128,522	Distributors
Erie	WICU	14,700	Station
Ft. Worth-Dallas	WBAP-TV, KBTV	20,800	Dist. & Deal.
Grand Rapids	WLAV-TV	7,000	Distributors
Greensboro	WFMY-TV	6,531	Distributors
Houston	KLEE-TV	8,500	Distributors
Huntington	WSAZ-TV	2,038	Distributors
Indianapolis	WFBM-TV	11,200	Dist. & Deal.
Jacksonville	WMBR-TV	3,000	Wholesalers
Johnstown	WJAC-TV	5,000	Distributors
Kansas City	WDAF-TV	15,755	Station
Lancaster	WGAL-TV	15,974	Dealers
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV KTTV, KECA-TV	251,041	Rad. & Appl. Assn.
Louisville	WAVE-TV	13,104	Station
Memphis	WMCT	9,910	Distributors
Miami	WTVJ	12,000	Station
Milwaukee	WTMJ-TV	50,115	Distributors
Minn.-St. Paul	KSTP-TV, WTCN-TV	41,300	Stations
New Haven	WNHC-TV	55,100	Station
New Orleans	WDSU-TV	7,500	N. O. Pub. Serv.
New York	WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX	875,000	Stations
Newark	WATV	Incl. in N. Y. estimate	
Oklahoma City	WKY-TV	11,587	Distributors
Omaha	WOW-TV, KMTV	8,603	Distributors
Phoenix	.....	1,044	Distributors
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	285,000	Elec. Assn.
Pittsburgh	WDTV	45,000	Dist. & RMA
Portland, Ore.	.....	606	Eng. Est.
Providence	WJAR-TV	19,750	Dealers
Richmond	WTVR	16,845	Distributors
Rochester	WHAM-TV	11,287	Distributors
San Diego	KFMB-TV	12,750	Station
San Francisco	KGO-TV, KPIX, KRON-TV	15,000	N. Cal. Elec. Assn.
Schenectady	WRGB	38,000	Distributors
St. Louis	KSD-TV	57,600	Union Elec. Co.
Salt Lake City	KDYL-TV, KSL-TV	6,000	Station
Seattle	KING-TV	10,100	Distributors
Syracuse**	WHEN	15,104	Distributors
Toledo	WSPD-TV	25,000	Dealers Assn.
Tulsa	KOTV	2.028	Station
Utica-Rome	.....	2,250	Dealers
Washington	WMAL-TV, WNBW, WOIC, WTTG	69,550	TV Circ. Comm.
Wilmington	WDEL-TV	19,305	Dealers

Total Markets on Air 54; Stations on Air 92; Sets in Use 3,020,066

* Quad Cities include Davenport, Moline, Rock Island, East Moline.

** Also claims coverage in Utica-Rome area.

Editor's Note: Sources of set estimates are listed for each city as available and since most are compiled monthly some may remain unchanged in successive summaries. Total sets in all cities surveyed is necessarily approximate since two areas may overlap. To offset this there are many scattered sets in areas not included in the survey.



• Dayton, Ohio, and Miami Valley children by the thousands are enchanted by the adventures of Timothy Terrier, Benny Bunny, Esq., and Christopher Quimby Skunk. Stories are told with warmth and beauty by the "Cut-Out Lady," Ann Rike, who cuts out silhouettes of the animals and mounts them on backgrounds which she creates while telling her story.

Directed by WHIO-TV's Catherine Steffan, and produced by Don Wayne, this unique program has a wide appeal for children from three to seven. Grown-ups love the show, too. Endorsed by educators and parents. First television program for children produced in Dayton. Available for sponsorship. Contact your nearest Katz representative for details.

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Represented Nationally by
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WOR-TV FUTURE

Outlook Good—Streibert

CONFIDENCE that WOR-TV New York would break even by the fall of 1950 and show profit in 1951 was expressed by Theodore C. Streibert, president of WOR New York and its video sister, at last Tuesday's meeting of the American Television Society.

Success probably will not come that early for originating stations of networks, he told members of the society gathered at New York's Park Sheraton Hotel. Those stations, he said, would require probably another year to become profitable operations. He did, however, include in his 1951 prediction WOIC (TV) Washington, also owned by Bamberger Broadcasting System, owner of the WOR stations.

Mr. Streibert saw radio operating and performing a definite public service as much as 30 years hence, explaining that such programs as news and music, to which TV doesn't add much, can best be handled by the AM medium. He pointed out that radio now earns one to three times its asset value each year, and that profits can drop a long way and still let stations operate at a 10% profit. The powerful, 50 kw stations will be strongest survivors, he predicted, with gradations of survival to unavoidable extinction for some. He did not see the present number of 2,000 AM stations operating when TV becomes a profitable medium.

Urges Early Entry

Mr. Streibert advocated early ventures into video by radio stations. "There's an old axiom that pioneers in an industry usually lose money," he said, "and that one should 'buy in' after they lose out. This has proved fallacious in radio where facilities are scarce and limited. The same is true of TV."

He pointed out the advantages of developing video out of profits obtained from radio without investing additional capital. "WOR," he said, "is operating two TV stations from AM revenue."

Explaining WOR's operation of WOIC (TV) in Washington, Mr. Streibert said the venture was made some years ago with an eye to the capital's potential as an origination point for future MBS video network shows, but at the time, he said, the present freeze was not foreseen.

Discussing early problems of transmitter placement, he recalled proposals for a cooperative TV center in Queens, abandoned because of cost. He expressed regret the plan had not been adopted "because eventually it would have aided us all in operating efficiently."

Touching on studio space problems, Mr. Streibert told the group all that broadacsters know of their needs is that they need "more of everything." He outlined WOR-TV's compromise whereby it leased for five years half of ABC-TV's 66th St. property, and took for rehearsals and offices a structure adjacent to it. Mentioning the station's purchase of a square block of land between 68 St. and 69 St. on Broadway to house future TV operations, he said, "We will construct sometime soon, but are not over-anxious to start until we know what we need."

Programming at WOR-TV, Mr. Streibert said, is based on the theory that large expenditures will not hasten the day of profit-making. Therefore the station is following the policies of only live programs for a minimum of five days a week, supplemented by a sports schedule.

He named as factors on which TV profits hinge—network expansion, more advertising and greater demand for sets. He felt that spot business is handicapped by the limited number of stations, most of them with dual affiliations, where time availabilities are scarce not only for advertisers, but for networks who wish to clear time for shows.

J. R. Poppele, WOR and WOR-TV vice president and chief engineer told members of an announcement "soon to be made to the press" of a streamlined production and monitoring program WOR-TV will institute in combined operation with RCA.

Julius F. Seebach Jr., vice president in charge of programming for both stations, revealed that WOR-TV, in accepting programs for showcasing by producers, is assuming that the producers are reimbursing talent for its service. He said that whereas the station could not afford expensive programming, it has made certain arrangements whereby producers receive a percentage of income derived from spots sold on their shows.

KOTV (TV) TULSA

Official Opening Set For Nov. 30

KOTV (TV), Tulsa, Okla.'s, first television station, will officially launch its career Nov. 30 with a star-studded dedication program, after which the station goes on a seven-day-a-week schedule.

Operating on Channel 6, KOTV (TV) will radiate 16.6 kw from its three bay antenna mounted atop Tulsa's highest building, the 28-story National Bank of Tulsa Bldg. Transmitter is located on the 14th floor and is linked by coaxial cable with the studios three blocks away. The main studio is 60′ x 130′ and the ceiling is over 20 ft. high. Station's equipment is RCA throughout.

One studio set includes a $7,000 custom built kitchen installed in cooperation with the Oklahoma Natural Gas Co. Equipment also will include an RCA-equipped remote truck with two field cameras. Station represents an investment of more than $400,000, according to KOTV (TV) officials.

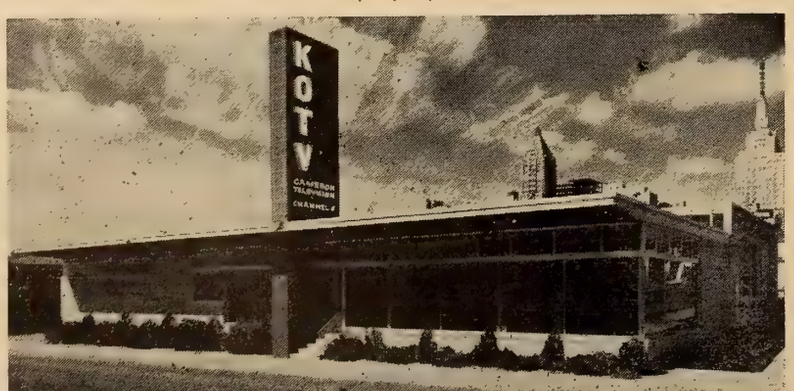
KOTV (TV) is owned and operated by George E. Cameron Jr., Oklahoma and California oil man, and includes the following personnel: Helen Alvarez, manager; John B. Hill, commercial manager; Ronald C. Oxford, program director; George G. Jacobs, chief engineer.

Miss Alvarez, who has been in Tulsa radio for several years, has been making a study of TV possibilities for the area and has visited major video stations throughout the nation. Mr. Hill is a former oil field supply sales executive. Program Director Oxford formerly was with KFI-TV Los Angeles. Prior to that he was with NBC for 10 years and was an NBC-TV producer-director for three years.

Mr. Jacobs is a veteran TV engineer, having worked on the installation of three other outlets—WBAL-TV Baltimore, WICU (TV) Erie, Pa., and WTVN (TV) Columbus, Ohio.

KOTV (TV) is affiliated with five networks — ABC, CBS, DuMont, NBC and Paramount. Station started testing Oct. 15 and four days later telecast its first film program.

* * *



Modernistic building housing studio and executive office of KOTV Tulsa. The three bay antenna can be seen on bank building at the extreme right.

Film Report

A. F. FILMS Inc. (Les Actualites Francaises), 1600 Broadway, New York, through **Rosalind Kossoff,** has announced that producer-directors, **Paul Falkenberg** and **Lewis Jacobs,** will produce 10-minute film based on Lincoln's Gettysburg Address. Firm plans series of similar films based on important events in U. S. history. A. F. Films has world rights distribution to this series which will be available in February 1950. Firm has offices in Paris, Brussels, Cairo and Rio De Janeiro.

United Productions of America, Burbank, Calif., coincident with its sixth anniversary last week started five-day public display of industrial and entertainment cartoons for television. . . . "Crabapple-Smoked" Oysters will make their TV debut during holiday season (Nov. 12 through Dec. 15) in four markets. Hors-d'oeuvre novelty packed by **E. H. Bendiksen Co.,** Ocean Park, Wash. is done up in holiday gift boxes and stocked by delicatessens and department stores. Account placed through **Botsford, Constantine & Gardner,** Seattle, with **John Heverly** as account executive, will use KFI-TV Los Angeles, KPIX(TV) and KRON-TV San Francisco, WGN-TV Chicago and KING-TV Seattle. film stock, firm claims. Labor and with animated and live action, produced by **Criterion Films,** Seattle, and allows for dubbing-in of local five-second "where to buy it" tag for retailer in each city.

* * *

Film Assoc. Inc., 440 E. Schnatz Ave., Dayton, Ohio, filming seven experimental TELESKITS for **Frigidaire Div., General Motors.** Spots one and two minutes in length spotlight Frigidaire electric range, refrigerator, washer, drier and ironer. Mr. Ralph Cain of Frigidaire worked with Film Assoc. on development of commercials on film. Plans afoot to start several more spots using live action and animation for demonstration of Frigidaire laundry over TV, firm says.

Reduced production costs of TV and motion picture films are promised by **Fairchild Recording Equipment Corp.,** 154th St. & 7th Ave., Whitestone, N. Y., with development and adoption of synchronous magnetic tape recorder and playback soundtracks. Savings of at least $50 per hour are effected by use of standard ¼" magnetic tape instead of emulsion coated acetate film stock, firm claims. Labor and time costs are less because of speed up of production by instantaneous playback sound tracks. CBS-TV is using two such recorders developed by Fairchild. Equipment was shown at recent annual convention Audio Engineering Society.

Telestatus

(Continued from Telecasting 12)

many markets, according to Rorabaugh. Metal Tile Products Inc. and Norcross Co. both started on seven stations and the Wander Co. placed schedules on six outlets.

As was the case in network TV, many spot advertisers that were active in September increased their schedules in October. Schick Inc., which started on three stations in September, increased to 32 in October. General Foods Corp. upped its roster of stations by 15 and Studebaker Corp., which started on one station in September, now places business on 14 outlets.

New York also leads in spot business with 89 different advertisers on its stations. Los Angeles was the second most active spot business town, Rorabaugh reporting 72 advertisers for October. Chicago and Philadelphia followed with 71 and 67 accounts, respectively.

There were 297 agency offices, an increase of 54 from September, which placed business for the 399 different spot accounts.

Local business, which accounted for the greatest number of new advertisers, increased by 275 from September, an all time record in this class. There were 1,416 different advertisers reported active locally.

With 130 different local accounts, the seven-station Los Angeles market was by far the strongest city in this field. Chicago placed second with 72. In a tie for third place, having 70 local accounts each, were Houston and Philadelphia. Houston is a single station market.

Greatest gain in total number of accounts was recorded by Houston with 74. Of these 65 were local, six network and three spot. Columbus, Ohio, which went from a one- to three-station market, showed a gain of 56 accounts. There were 54 new advertisers which became active in Chicago, and Philadelphia increased its roster by 48.

Market with the greatest number of accounts was Los Angeles which recorded 235 for October. Philadelphia had 211 followed by Chicago and New York with 210 and 202, respectively. These are the first four cities to show over 200 different advertisers during one month.

In the over 100 accounts classification, three new cities were added: Columbus, 122; Milwaukee, 114, and Houston, 102. In October there were 13 markets, 27.6% of those reporting, which had over 100 different active advertisers.

Food & Food Product advertisers continued as the predominant users of television in October with 296 active accounts (Table II). Of these, 195 were local, 92 spot and 9 network. Second most active classification was Automotive, Automotive Equipment & Accessories which claimed 241 advertisers. In the field of Household Equipment, Furnishings & Supplies there were 205 accounts, and 202 organizations used television to sell Radios, TV Sets, Phonographs, Musical Instruments & Accessories. Emphasis in this classification continued to be on the sale of TV sets and accessories.

Tie for Those Places

On the networks there was a tie in first, second and third places for the number of active accounts. Automotive, Automotive Equipment & Accessories and Food & Food Products lead with nine accounts each. In second place, with eight different sponsors each, were Smoking Materials and Toiletries. Gasoline, Lubricants & Other Fuels and Household Furnishings, Equipment & Supplies each had seven active advertisers.

In the spot field, Beer & Wine advertisers lead with 103 accounts. There were 92 Food & Food Products accounts active and in third place Confectionary & Soft Drinks had 29 different advertisers.

Locally, Automotive, Automotive Equipment & Accessories headed the list with 218 accounts. Food & Food Products had 195 and 189 local Radio & TV firms were active.

* * *

TABLE II

	Network	Spot	Local	Total
1. Agricultural & Farming	..	2	2	4
2. Apparel, Footwear & Access.	4	16	89	109
3. Automotive, Automotive Equipment & Accessories	9	14	218	241
4. Beer & Wine	4	103	9	116
5. Building Materials, Equipment & Fixtures	..	1	61	62
6. Confectionary & Soft Drinks	3	29	21	53
7. Consumer Services	..	4	93	97
8. Construction & Contractors	..	..	13	13
9. Drugs & Remedies	1	6	13	20
10. Entertainment & Amusements	..	..	25	25
11. Food & Food Products	9	92	195	296
12. Gasoline, Lubricants & Other Fuels	7	12	12	31
13. Horticulture	..	..	8	8
14. Household Furnishings, Equipment & Supplies	7	28	170	205
15. Industrial Materials	..	1	5	6
16. Insurance, Banking & Real Estate	1	3	58	62
17. Jewelry, Optical Goods & Cameras	4	8	29	41
18. Office Equipment, Stationery & Writing Supplies	1	6	7	14
19. Publishing & Media	1	3	25	29
20. Radios, TV Sets, Phonographs, Musical Instruments & Access.	5	8	189	202
21. Retail Stores & Shops	..	..	82	82
22. Smoking Materials	8	12	4	24
23. Soaps, Cleansers & Polishes	2	16	6	24
24. Sporting Goods & Toys	1	1	16	18
25. Toiletries	8	17	8	33
26. Transportation, Travel & Resorts	..	7	11	18
27. Miscellaneous	1	10	47	58
TOTAL	76	399	1,416	1,891



OPENING three-day video show and exhibition Nov. 7, marking the beginning of WOAI-TV San Antonio's test period, are (l to r): Ed Sweeney, show chairman; Harry Roper, president of Appliance Assn. of San Antonio, co-sponsor; Hugh A. L. Halff, WOAI-TV president and Dick Perry WOAI-TV m.c. Event proved to be biggest show in town with attendance estimated between 25,000 and 30,000.

* * *

WOAI-TV FARE

3-Day Preview Marks Test

THREE-DAY television show and exhibition, which marked the opening of WOAI-TV San Antonio's test period, won wide acceptance among visiting viewers and a rush for purchase of TV sets from dealers, the station has reported. WOAI-TV begins regular programming sometime next month.

The TV preview, held Nov. 7, 8 and 9 under the sponsorship of WOAI-TV and Appliance Assn. of San Antonio in cooperation with dealers and distributors, was telecast from the city's Alamo Stadium and relayed to screens of 60 different set models circling the arena, and to sets in private homes and public places, according to the station.

Hugh A. L. Halff, president and general manager, WOAI-AM-TV, opened the show. J. R. Duncan, TV program director, supervised TV portion of the three-day event from station's mobile unit outside the gymnasium. Local amateur and professional talent appeared before cameras daily from 3 to 6 and 7 to 10 p. m.

Affiliation with ABC Television Network was announced last week by WOAI-TV. Station also has contracted with CBS-TV [BROADCASTING, Nov. 7]. WOAI-TV, assigned Channel 4, is owned and operated by Southland Industries Inc.

Station has issued its first rate card, effective Dec. 1. Card is based on hourly rate of $200.

Station which began test patterns Nov. 7, also has adopted a new postage meter stamp which shows a drawing of a TV camera and station's call letters and channel. Both rate card and stamp make use of red printing. Station received telephone calls from viewers as far away as 88 miles—all reporting excellent reception—on first day of tests.

NATIONAL COMMITTEE

RMA Proposes To FCC

FORMATION of an industry-wide National Television System Committee, to be spearheaded largely by Radio Mfrs. Assn., is urged in a plan authorized last week by RMA for FCC's consideration in the current color controversy.

Action was taken by the association's board of directors Wednesday at the concluding session of the three-day industry conference in New York (see separate story). Plan will be submitted to FCC through RMA's Television Committee.

The proposed group would comprise top television and electronics engineers delegated to:

(1) Present technical data relative to allocation of UHF frequencies and lifting of the "freeze" on VHF allocations, and

(2) Recommend basic standards for future development of color television.

RMA offers to initiate and finance the engineering study, similar to one undertaken in 1941, with engineering representation from all branches of industry. These would include non-RMA companies, broadcasting interests and qualified technical firms.

FCC will receive regular progress reports, RMA said, and will be invited to send representatives to all committee sessions.

Raymond C. Cosgrove, RMA president, pointed out that black-and-white standards were drafted and recommended in 1941 by a Television System Committee and formulated by the industry to provide a service "which has met with the approval of the public and which has permitted steady growth and improvement in the art of television."

A similar procedure for color television "will have equally constructive results," RMA feels.



Is TV a pretty picture in Philadelphia?

On WCAU-TV it's a mighty sweet picture.

Take the popularity of local programs. In the month of September, 1949*, WCAU had all 5 of the 5 top daytime shows. Two of the top 5 nighttime shows. All 5 of the top 5 Sunday shows. Of all the local shows it rated 6 of the top 10 and, for the nighttime viewing in Philadelphia, WCAU ranked first in average quarter-hour ratings.

And the city itself is not to be passed over lightly. It's the third largest city in the country. It's *second* in number of TV receivers. And even more important to you, its audience has almost trebled since February, 1949.

Philadelphia is a TV center. WCAU-TV is in the center of Philadelphia. With its transmitter located at the hub of the market, it gives its strongest signal and best picture where density of population is the greatest.

*September Telepulse.

WCAU TV AM FM
CBS Affiliate
The Philadelphia Bulletin Stations

Telecasting
Insert
Pull Out for Filing

Production

FCC PROPOSES

Grants WCUM, Denies Vulcan

INITIAL decisions were reported by FCC fortnight ago to grant WCUM Cumberland, Md., power boost on 1490 kc from 100 w to 250 w and to deny new station application of Vulcan Broadcasting Co., seeking 250 w fulltime on 1490 kc at Birmingham, Ala.

In the WCUM ruling by Hearing Examiner Leo Resnick, the decision concluded that substantial gains in local coverage outweighed some daytime interference to the fringe area of WARD Johnstown, Pa. This interference area was found to be 13 to 15 miles from Johnstown, while coverage gains both day and night for WCUM were found to be in the immediate Cumberland area.

Initial ruling on the Birmingham case, made by the Commission, found that the application did not include sufficient information concerning proposed program service, populations to be served, coverage areas and whether station would meet requirements of engineering standards. The Vulcan application was filed conditioned upon WTNB Birmingham relinquishing 1490 kc, but this has been delayed because of litigation surrounding WTNB's Dec. 1947 grant to change facilities. The Vulcan bid was set for hearing but the firm asked for consideration on merits without hearing.

Vulcan Broadcasting is partnership composed of Walter Ervin James, former FCC attorney, and George Mattheson Jr., president Woodstock Slag Corp., Birmingham.

DIRECTORS GUILD

Will Seek Pay Increases

SALARY INCREASES will be sought by the Radio and Television Directors Guild in negotiations with all networks beginning Nov. 28. Negotiations for two contracts, one covering radio directors and the other television directors, will be undertaken at the same time. Present contracts at ABC, CBS and NBC expire Dec. 31.

Among other demands RTDG is expected to make are: abolition of 25% kickback on commercial fees; demand for commercial fees for local as well as network television shows; minimum daily call-in pay of five hours for TV directors, similar to present AM director's clause.

WORLD Broadcasting System will record set of songs by Helen Forrest for its transcribed library service.

DEAN SHAFFNER, for past five years with Biow Co., New York, as radio and television research director, joins sales presentations department of ABC as writer. Previously he was with C. E. Hooper Inc., and Crossley Inc., as production manager on research projects.

GORDON GRAY joins KAYX Waterloo, Iowa, as program director. He was formerly with WWXL Peoria, Ill., KECK Odessa, Tex., and KSIL Silver City, N. M. **BARBARA GRAY,** Mr. Gray's wife, appointed to KAYX continuity staff.



Mr. Gray

JON GNAGEY joins WBAL-TV Baltimore as artist-m.c. of *How Do You Doodle?* show.

DON LLOYD, announcer; **BOB BYRD,** vocalist and disc jockey, and **BERNARD BAKER,** colored disc jockey, join staff of WHHT Durham, N. C.

LIN MASON, former production manager at WKRC Cincinnati and before that program director for WING Dayton, joins WLWT (TV) Cincinnati as program director. He served as general manager of Transcription Sales in New York and Hollywood from 1945 to 1947.

WALLY NELSKOG, former disc jockey with KING Seattle, joins KRSC same city as m.c. of *Wally's Music Makers,* 3¾ hour program of recorded music.

MARGARET FOWLER named script girl on CBS *Edgar Bergen-Charlie McCarthy Show.*

GEOFF. GORDON transferred to talks department of Canadian Broadcasting Corp., Toronto, from press and information department. Before going to CBC Toronto, he was with news department of CBH Halifax.

ROBIN BRIGHT, with WKLO Louisville for past year, joins WIRE Indianapolis, effective Nov. 26.

JOHNNY THOMPSON, currently appearing in Broadway production, "Miss Liberty," joins WJZ New York as vocalist with his own five-a-week show.

KEN MacCLELLAND, motion picture scenic designer, signed as art director of CBS-TV *Ed Wynn Show.*

HARVEY DOBBS, freelance Toronto commentator, joins CHUM Toronto to do two hour daily afternoon disc show. He formerly was with CFCH North Bay, CJCB Sydney, and CHML Hamilton.

H. G. LAWRENCE, formerly with Liberty Music Shops, New York, joins WQXR New York as assistant to **ANN CORNISH,** director of recorded music.

CLAUDE CASEY, vocalist for WBT Charlotte, N. C., receives featured singing role in "Square Dance Jubilee" motion picture scheduled for release in December by Screen Guild.

MARY WILSON, commentator for WTTM Trenton, N. J., christened new XC-123 transport plane prior to its initial test flight last month.

TED MACK, m.c. of ABC's *Original Amateur Hour,* presented with decree making him "Ambassador Extraordinary of the Duchy of Duluth" by Victor F. Ridder, newspaper publisher.

PETE WAMBACH, disc jockey for WCMB Lemoyne, Pa., selected "Smile Champion" by Optimists Club of Harrisburg.

JEANNE GRAY, KMPC Hollywood commentator, named chairman of Radio Committee of Women's Div. of Los Angeles Chamber of Commerce.

RAY DIETRICH, NBC producer, is the father of a boy, Mike, born Nov. 10.

TED JAFFEE, announcer at WMCP (FM) Baltimore, and **ANITA CONBOY** of *Mary Landis Show* at WBAL-TV same city, have announced their marriage.

KXOA Sacramento moves into its own building in North Sacramento. Address is P. O. Box # 94, North Sacramento.

BURGMAN GUILTY

May Face Death Sentence

FORMER wartime Nazi broadcaster, Herbert J. Burgman, faces a possible death sentence following a "guilty" verdict handed down last Tuesday by a federal district court jury. He was found guilty of 13 overt acts of treason. His sentence will be imposed at a later date.

Mr. Burgman, a former American embassy clerk in Berlin, was convicted for wartime broadcasts which the government charged he made under the name "Joe Scanlon" for the purpose of creating disunity among the Allies and dissension in the U. S. James J. Laughlin, who along with William Owen served as defense attorneys, announced he would file an appeal.

Jack Murray

JACK MURRAY, 43, president of Jack Murray Ltd., radio production firm, Toronto, died at Toronto General Hospital Nov. 11. after a lengthy illness. He started his radio career in 1930 at former CKCL Toronto (now CKEY) as a sports announcer and salesman. In 1933 he moved to CFCO Chatham as commercial manager, and from there to radio director of Tandy Advertising Agency, Toronto. In 1940 he formed his own firm. He is survived by his wife and a son.

time buyer finds Service-Ads helpful...

"When I'm making my initial screen of stations in a particular market and getting the technical data I need from STANDARD RATE," says the Time Buyer in a large Chicago agency, "I check all the ads that appear, too."

Service-Ads, like WIBX's, for example, are particularly useful to Time Buyers. They supplement and expand the SRDS station listings with additional information that helps buyers buy.



Note to Broadcasters: The SPOT RADIO PROMOTION HANDBOOK reports what radio advertisers and their agencies want to know about stations and where they get such information. If you don't have a copy, order one from us. The price: $1.00.



The SRDS Television Section is now published monthly in a separate volume.

STANDARD RATE & DATA SERVICE, Inc.
The National Authority Serving the Media Buying Function
Walter E. Botthof, Publisher
333 NORTH MICHIGAN AVENUE, CHICAGO 1, ILLINOIS
NEW YORK • SAN FRANCISCO • LOS ANGELES

SIX weekly contests will culminate in grand prize awards for six winners of Gatewood Safety Contest for children listeners to *Uncle Wally Reads the Funnies* on WIRE Indianapolis. Each Sunday, one line of two line slogan concerning traffic safety is given on show, and listeners must send in second line before end of following week. Slogan must be accompanied by wrappers from Gatewood product, sponsor of program. Christmas party to which admittance is gained by presentation of labels will be scene of awarding of prizes.

Like Wild Strawberries

CHARMING book beginning, "Ever try to describe the flavor of a wild strawberry?" has been mailed to trade by NBC-TV on behalf of *Kukla, Fran and Ollie*, seen at 7 p.m. (EST), Monday through Friday. Book contains colored drawings of program's characters and an illustration from *Alice in Wonderland*, which program is said to resemble. Text of book describes difficulty confronting those who attempt to explain charm of show and concludes, ". . . you will be far too wise to attempt to describe the enchantment of *Kukla, Fran and Ollie*. Might as well try to catch in words the flavor of a wild strawberry." Quotes from various radio critics concerning program are also included.

Promotion Survey

RED, blue and white folder points up promotion used by WPEN Philadelphia on behalf of its sponsors and programs. Pictures of billboards, car cards, store and truck posters, menu cards and merchandise bags, all prominently featuring station's call letters, make up bulk of folder. Examples of giant postcards, over three million of which have been sent to listener's homes by station, are pictured. High Hooperating of WPEN is given and list of some of station's local advertisers concludes bulletin.

Triple Promotion

TRIO of promotional pieces mailed to trade by WHBY Appleton, Wis., includes two-page Mimeographed newsletter detailing successes of several sponsors and station information. Map of station's area is found on another piece along with further statistics concerning WHBY's coverage. Third bulletin features pictures of station and network talent with listing of popular shows and their time of airing. Station is affiliated with MBS.

Monthly Bulletins

HEAVY sales promotion by KCBS San Francisco includes publication of monthly bulletins for direct mail distribution concerning *Housewives' Protective League* and *Starlight Salute*, participating programs aired by station daily. Folders tell story of programs and list products participating. Initial mailing list includes more than 2,200 wholesalers and retailers in San Francisco Bay Area.

Promotion



WCOP Letter

LETTER sent by WCOP Boston to nearly 1,000 cafes, taverns, markets, package stores, restaurants, social clubs, diners, tap rooms, delicatessens, etc., tells of successful use of WCOP-AM-FM by Beverwyck Breweries. Information concerning Beverwyck's increased sales is given, and readers are urged to try WCOP for immediate sales results. Letter is signed by Coleman F. Cody, assistant merchandising manager.

Hockey Promotion

POCKET-size folded card distributed to trade contains schedule of Cleveland Barons hockey games carried by WJW-AM-FM and WEWS(TV) Cleveland. Cover of folder shows picture of hockey player, while back has advertisement for Pilsener Brewing Co., Cleveland, sponsor of hockey-casts.

Season's Greetings

EARLY IN November national advertisers and agencies received Christmas card from CHAB Moose Jaw, Sask. Card, bit ahead of season, had attached list of programs available for sponsorship during late November and all of December, as well as latest daytime telephone survey on CHAB.

Personal Contacts

PRIOR to return of *Dr. Paul* daytime program to KFI Los Angeles, Dave Hatfield, who plays Dr. Paul, made visits to many Southern California wholesale food distributors. Dressed as a doctor, Mr. Hatfield gained entry to buyer's offices by saying, "I have a prescription for Mr. ———." Prescription, written on personalized prescription blank, read, "For more sales during 1949 and 1950, stock and stack plenty of Wesson Oil and Snowdrift shortening, to be profitably sold for you by *Dr. Paul* heard over KFI Monday through Friday . . ." Wesson Oil and Snowdrift sponsor show.

Audience Report

GREY, gold and black folder contains audience report of WDOD Chattanooga, Tenn. Report is reprint of BMB study No. 1 concerning WDOD. Coverage map of station's daytime and nighttime audiences is illustrated and complete statistics are included.

D.C.'s Sesquicentennial

FIRST major step by radio in covering sesquicentennial celebration of nation's capital in 1950 was presented recently in half-hour feature, *This Is Your Freedom Fair*, by Continental FM network. Program was prepared by Sherman Butler and Haywood Meeks at WASH(FM) Washington. Highlights included interviews with Edward Boykin, sesquicentennial director, and Robert Fowler, public relations director for the celebration.

Attractive Ad

DOUBLE-page advertisement was run by WCAE Pittsburgh in local paper on day following local election when paper's circulation was high. Ad featured pictures of local and network talent with drawings across top of pages appropriately illustrating "Morning, afternoon or night . . . there's always good listening on WCAE." Three columns of daily show highlights, followed by daily listings of top evening shows make up middle of pages. WCAE is an ABC affiliate.

Personal Appearance

DEPARTURE from usual showmanship in merchandising was made Nov. 2 by McCoy's Radio & Appliance Store, Washington, sponsor of Bob Wolff's *Fifth Quarter* program over WMAL-TV Washington (Sundays, following afternoon football). Mr. Wolff and two Washington Redskins linemen appeared at store where two players collected all last-minute entries for McCoy-Motorola football contest. After collection of entries, Mr. Wolff presented each player with a tie from an exclusive men's shop. Winner of each week's contest is announced and presented in person on *Fifth Quarter* program. Awards include a Motorola radio and ticket to pro basketball game.

Personnel

DALE CHRONICLE, formerly program director of KBRL McCook, Neb., appointed promotion manager for KAYX Waterloo, Iowa. He also was previously with KTKN Ketchikan, Alaska, and KODL The Dalles, Ore.

TED OKON appointed director of publicity and promotion for WDTV (TV) Pittsburgh. He was formerly with J. P. Harris Amusement Co., Pittsburgh, in promotion department.

URSULA HALLORAN, assistant trade editor in the NBC press department, promoted to column editor. She joined NBC in March of this year. She had been an advertising copywriter for Gimbel's department store in Pittsburgh, and before that did publicity and promotion for Golden Bough Playhouse in Carmel, Calif.

RON FRASER promoted from supervisor to director of press and information services of Canadian Broadcasting Corp., with offices at Toronto. He will be in charge of all CBC domestic, French-language and international press and information services.

MARGARET FREY, promotion assistant at KOMO Seattle, named secretary of Junior Ad Club, that city.

Radio Fellowships

RECIPIENTS of fellowships in communications and other fields, awarded under the United Nations 1949 technical assistance program, have begun their studies in various countries, State Dept. has announced. UN program entails a $277,000 fund voted last year to afford high-level technical help. Communications studies include radio, telephone and telegraph, and other phases. Scientists and technicians from 25 countries were awarded 60 fellowships under the program.

MONEY RAISER
WBT's Cole Aids Hospital

FOLK in Alexander County, N. C., are going to have a hospital, thanks to Grady Cole, WBT Charlotte commentator and humorist, who was instrumental in the building becoming a reality. As a token of their recognition to Mr. Cole's efforts, the citizens are naming a hospital room after him.

It was Mr. Cole who brought the need of a hospital in the Blue Ridge Mts. area to the attention of his large radio audience. He then met with county leaders to discuss ways and means of getting action. Upshot of this meeting was a series of auctions, a barbecue and other events where the mountain folk put up their prized possessions for sales.

With only $16,000 needed to complete construction, another auction sale, publicized by Mr. Cole, will be held Nov. 26 at Taylorsville where the hospital is to be built. Through Mr. Cole's work in advertising the plight of the area, $100,000 has already been donated to the fund.



like TREES?

Come Nov.-Dec., Montana's Christmas tree harvest alone will top $1 million. Overall, a half-billion feet of lumber are cut annually in Montana. Diversified industry keeps buying high and steady. It's a big reason why big-hearted Montanians led the nation five times in five consecutive bond drives. KGVO-CBS covers the county with the largest per capita buying power. It's KGVO and CBS for sales in Montana.

The Art Mosby Stations

CBS KGVO · KANA

5 KW DAY—1 KW NITE MISSOULA

ANACONDA BUTTE 250 KW

Know MONTANA ★

★ NOT ONE, BUT SEVEN MAJOR INDUSTRIES

45.0

"HOOPER"*

*(average 5 periods, Winter, 1948)

proves the best buy in

DANVILLE, VA.

is

WBTM

5kw (d) ABC 1kw (n)

Rep: HOLLINGBERY

REPRESENTING
192 YEARS of SERVICE
TO THE
Broadcast Industry



ADRIAN VAN SANTEN
SEATTLE, WASHINGTON

Radio engineering training followed by ten years' experience covering radio, radar, broadcast, sound and communications. Now serves Raytheon broadcast customers in the Northwest. Address: 135 Harvard North, Seattle. Phone, Minor 3537.





WARREN COZZENS
Active in nearly every phase of the industry since 1938 — plus Navy service in radar and communications and broadcast experience in AM, FM and TV.

BEN FARMER
A "20 year man" with an excellent background including station ownership and operation, equipment design, production, sales and service.

Address: Cozzens & Farmer
720 Main Street, Evanston, Illinois
Phone, Davis 8-4800



L. E. (ED) PAMPHILON
WALTHAM, MASS.

23 years in broadcasting and broadcast service including local station ownership, network and regional station operation, and field service. Served as Raytheon representative at WMAL-TV's recent record-breaking microwave pick-up of the Orange Blossom Festival. Address: Raytheon Manufacturing Company, 138 River Street, Waltham, Mass. Phone, Waltham 5-5860, Ext. 422.



EMILE J. ROME
SAN FRANCISCO, CALIF.

Qualified "from the ground up" by wide experience as a radio and electronics instructor, inspector, procurement officer and field engineer. With Raytheon since 1944 as a sales engineer and district manager serving stations on the West Coast. Address: Raytheon Manufacturing Co., 49 California St., San Francisco. Phone, Sutter 1-0475.



J. L. LOVETT
WILMINGTON, CALIF.

A Raytheon district manager with 15 years' experience in broadcast and marine communications. FCC license holder since 1932. Address: Raytheon Manufacturing Co., P. O. Box 425, Wilmington, Calif. Phone, Terminal 4-1721.



HOWARD D. CRISSEY
DALLAS, TEXAS

22 years of radio broadcast experience including installation, maintenance and engineering. Thoroughly understands broadcasting problems encountered throughout the Southwest. Address: 414 East 10th St., Dallas 8, Texas. Phone, Yale 2-1904.



W. B. (BUCK) TAYLOR
CHATTANOOGA, TENN.

The "Radio Man" of the South. A veteran with 35 years of experience in early "wireless" and broadcasting in Southeastern areas. Your informal consultant on "40 meter" or 250 to 10,000 watt AM or FM broadcasting stations. Address: Signal Mountain, Tenn. Phone, 88-2487.



HENRY J. (HANK) GEIST
NEW YORK, N. Y.

Literally "grew up" in broadcasting with 20 years' experience covering engineering phases of factory production, station layout, equipment installation and operation. Has contributed important development work in radio and TV relay, transmission, and antenna and audio system design. Address: 60 East 42nd St., N. Y. Phone, Mu 7-1550.

Back of dependable Raytheon broadcast equipment stands a dependable sales and service organization — alert, intelligent, familiar with every phase of Broadcasting. Each of these men has topped wide experience in station operation, engineering and management with long service on the Raytheon team. Together, they represent a combined experience of 192 years in broadcasting and are responsible for over 300 complete station installations. Strategically located throughout the country, they stand ready to serve you promptly, efficiently and to the best of their very capable ability.

RAYTHEON

Excellence in Electronics

RAYTHEON MANUFACTURING COMPANY

Industrial and Commercial Electronic Equipment;
FM, AM and TV Broadcast Equipment; Tubes and Accessories

WALTHAM 54, MASSACHUSETTS

BRAND NAMES

Booklet on Radio Drive

BRAND NAMES Foundation Inc., New York, launching its first heavy institutional campaign via radio, has prepared a booklet of 25 spot announcements for use by stations in promoting brand-name buying, and the merit of brand-name advertising.

Distribution is being handled by the four major networks, who are forwarding the booklet, with descriptive letters from appropriate executives, to more than 1,200 of their affiliates. The foundation plans to issue four such booklets yearly, for use in 13-week cycles.

Submitted to the stations "on behalf of all radio sponsors," the booklet opens by informing broadcasters that the announcements tell radio's story—explain to listeners why American radio is the finest in the world.

"During recent years," the preface reads, "the brand-naming and advertising of products have not only been attacked by captious critics but also have been favorite targets for out and out collectivists. This collection of spots can help counter these attacks by telling your listening public of the contributions which a free, competitive system such as ours makes to their every-day lives in terms of good radio, a free press and better products at lower cost for more people."

GAB MEETING

Winter Session Jan. 17-18

THE WINTER meeting of the Georgia Assn. of Broadcasters will be held Jan. 17-18 at the Hotel Dempsey, Macon, it was announced by GAB President Ed Mullinax.

Business up for discussion includes details on the forthcoming Georgia Radio Institute, sponsored each year by the GAB; talk by J. Ardell Nation, director of Boys' Estate, a project endorsed by the GAB, and a discussion of the current problems of the industry. According to Secretary Ben Williams, over 80% of Georgia's stations are members of the state association.



THESE Massachusetts station executives, agency and sponsors' representatives were among the record turnout of more than 240 at the NAB District 1 meeting in Boston Oct. 31 and Nov. 1 [BROADCASTING, Nov. 7]: (clockwise from left) James D. Asher, WJDA Quincy; J. J. Murray, Ed Lloyd, and H. Roy Marks, all of WEEI Boston; T. A. Haffenreffer, Haffenreffer Breweries; Harold Cabot and James Summers, both of Harold Cabot & Co.; Vic Morgan, and Joseph Tobin, of WLYN Lynn, and Charles Curtin, Yankee Network.

'THE SPOKEN SALESMAN'

Radio Reaches Most People—Taylor

RADIO is the "spoken salesman" and that is its exclusive advantage as an advertising medium, O. L. (Ted) Taylor, president and general manager of Taylor Radio & Television Corp., told the Dallas Advertising League Nov. 4 luncheon in observance of National Radio and Television Week.

"Radio paints in people's minds brighter, better pictures than any advertiser can get from any printed medium or even from television," he said. While TV "is destined to become the most powerful influence on the lives of the American people," Mr. Taylor said, it has its economic and physical limitations. Television, he warned, must overcome an enormous merchandising and selling job before it reaches the point of "set penetration in the homes."

Mr. Taylor spoke on "Radio Advertising, 1950." The corporation he heads is licensee of KRGV Weslaco, Tex., and KANS Wichita; and he is president of KTOK Oklahoma City, executive director of KGNC Amarillo and KRGV, and also co-owner of Taylor-Borroff & Co., national representative firm.

There is not as much cause for concern, he said, at the level of the use of radio as an advertising medium as there is in station operations. He said it is plain fact that only a small percentage of the people can be reached through TV advertising today while radio is reaching a growing audience which "listens to the radio from one to 5¾ hours per day."

Radio, he emphasized, is still the most effective and most economical medium possible to reach the most people. The spoken word is the stellar attraction of radio and one that fits in with the needs of the retailer—radio's biggest customer, he pointed out.

Other advantages, he said, include the fact that radio talks to groups of people, to the busy housewife whose time is limited but thoughts are free, and to the automobile passenger.

The advantages of radio over printed, billboard and for the time being, TV advertising media, he explained, will be as true next year as it is today. "In radio," he concluded, "when you sell, you just plain sell. There is no competition for the listeners' attention. He can't hear anything but your message. If you paint him the proper picture you create the desire to buy."

Also on the luncheon program was the featured "battle of music" between Billy Mayo and his WFAA band and Hugh Fowler and his KRLD band. Both stations are in Dallas.

CBC Agenda

NEW STATION applications and other business will be heard at the December meeting of the board of governors of the Canadian Broadcasting Corp., to be held at Ottawa, Dec. 5 and 6.

ABC PROMOTION

12 Affiliates Win

TWELVE ABC affiliates have been adjudged winners in the network's sixth annual promotion review. Based on ballots returned to the network by ABC sponsors and their agencies, stations were named the leaders in program promotion in four separate categories.

ABC affiliates WCOP Boston, KXOK St. Louis and WCAE Pittsburgh took the honors in group one, comprising cities of 500,000 population and over.

In group two, embracing cities of from 100,000 to 500,000 population, winners were KCMO Kansas City, KJR Seattle and KOIL Omaha.

WNAX Yankton, S. D.; WENE Binghamton-Endicott, N. Y., and WELM Elmira took the honors in group three, cities of 50,000 to 100,000 populations, while in population areas of less than 50,000, the winners were KVOS Bellingham, Wash.; WHBL Sheboygan, Wis., and WHBF Rock Island, Ill.

SEN. HUNT

To Senate Commerce Group

SEN. LESTER C. HUNT (D-Wyo.) has replaced Sen. Estes Kefauver (D-Tenn.) on the Senate Interstate & Foreign Commerce Committee. Sen. Kefauver, in turn, has replaced former Sen. J. Howard McGrath, now U. S. Attorney General, on the Judiciary committee.

Sen. Hunt was elected last November to his first term, which expires in January 1955. Before that he had served in the Wyoming House of Representatives and in 1942 became governor of the state. He was born in Isabel, Ill. July 8, 1892.

Sen. Hunt was named to the Interstate Commerce Committee by the Democratic Policy Committee.

STATE Dept. has asked for portions of scripts prepared by NBC Newscaster Alex Dreier for his morning network show. The scripts will be used on various Voice of America broadcasts.



ROY THOMPSON

WRTA

25 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in industrially-rich Altoona. WRTA, the Roy Thompson Station, will assure you a loyal, buying audience throughout the listening hours.

ABC 1240 KC

Altoona, Pa.

Represented by ROBERT MEEKER ASSOCIATES

Programs



THREE-hour Saturday morning show on WJW Cleveland is great help to Christmas-shopping mothers. Studio is fitted out with sandboxes, slides and toys and children are brought in and cared for while mothers go shopping. One hour of show is aired. A portion contains short story, dramatic presentation and recorded stories and music. Interviews and short "acts" are sometimes contributed by children themselves. Mothers must write to station during week preceding show in order to leave children there. Troop of girl scouts and registered nurse are on hand to care for little ones and distribute milk and crackers midway throught session.

Firefighting on WMAL

LAST Monday marked beginning of *The Firefighters*, dramatic show designed to encourage fire prevention among children, on WMAL Washington. D. C. fire department has promised station full cooperation in furnishing fire statistics and background information concerning training of firemen, methods of operation and related subjects to be used in connection with show. Schneider's Bakery is sponsoring new program which is heard five times weekly at 4:45 p.m.

New TV Shows

TWO new shows recently inaugurated by WBAL-TV Baltimore are *City Desk*, and daily 15 minute feature in which cross-word puzzles from Baltimore *News-Post* are flashed on screen and worked out by contestants during show. *City Desk* is also 15-minute program viewed every weekday night. Show is designed to give audience idea of how newspaper city desk operates, as well as news of the day. "City Editor" passes out assignments to "reporters" at beginning of each show, and finished versions are presented by reporters during program. Interviews with persons in the news and telephone conversations with city officials also are featured.

For Brotherhood

SUNDAY afternoon show on WKAP Allentown, Pa., is half-hour devoted to brotherhood. Speakers of all religious faiths, including priests, rabbis, ministers and laymen, appear weekly on show and music of all faiths with universal appeal is included. Local storage company sponsors program which has adopted creed, "Make Every Week Brotherhood Week."

Video Pays Off

TV viewers are given special prices in local shops on items which have been advertised on *Virginia Patterson Shop*, Monday through Friday at 3:30 p.m. on WLWD(TV) Dayton, Ohio. Miss Patterson shops in stores for merchandise to be advertised on her 15-minute show, thus assuring her viewers of good bargains and excellent quality merchandise.

950 Club Contest

SEVEN-month contest conducted by Joe Grady and Ed Hurst, m.c.'s of *950 Club* on WPEN Philadelphia, draws talent from all senior high schools in area. One student acts as "scout" for another student, and receives prize for bringing in talent and additional prize if his "find" wins in finals. Weekly prizes of RCA Victor 45 rpm equipment and other gifts are awarded. Auditions precede appearance of students on air. Grand prize is $1,000 scholarship to Granoff School of Music in Philadelphia.

Home Economics Show

THIRTY-minute show sponsored on KBTV (TV) Dallas by Dallas Power & Light Co. is designed for housewives and features cooking suggestions and household hints. Program originates from auditorium of sponsor's building. Complete all-electric kitchen is used for demonstrations and each week different brand of electrical appliance is featured. Emphasis is placed on superiority of electrical cooking. Electric home appliance is given each week to housewife sending in best recipe.

WQQW Repeat

RESPONDING to "hundreds of written communications," WQQW Washington is repeating weekly series on child guidance and development, *Understanding Our Children*. Thirteen-week series was produced by Mrs. Amalie Sharfman to bring together expert, parent and teacher in series of discussions on how best to promote healthy emotional growth of children. Series, rebroadcast by transcription, is heard each Wednesday from 2-2:30 p.m. Another new feature in WQQW programming is Saturday 9-9:30 a.m. show for small fry, *In the Children's Corner with Jimmy and Jean*, featuring nursery rhymes, folk tunes and music of interest to children.

'Pan-American' Goes South

SERIES of broadcasts titled *Pan-American*, inaugurated over WLAW Lawrence, Mass. [BROADCASTING, Nov. 14], will be rebroadcast weekly via shortwave to the 21 American republics. Show is produced under auspices of Pan-American Society of New England and in cooperation with Massachusetts Dept. of Education.

Transit Radio Tribute

ALL Transit Radio equipped buses and streetcars in St. Louis stopped and remained stationary for two-minute period in honor of Armistice Day. At 11 a.m., Nov. 11, an appropriate Armistice day announcement was aired by KXOK-FM, Transit Radio station in St. Louis. Vehicles stopped at same instant. Station returned to air in two minutes with playing of Star Spangled Banner and runs were resumed.

Health Feature

SERIES of 26 half-hour recorded programs giving physically and mentally ill people opportunity to discuss their ailments has been started on KFMV (FM) Los Angeles. Titled *It's Your Life*, series was originally produced by Ben Park for Chicago Industrial Health Assn. Programs consist of tape recordings made of patients in hospitals and in homes.

Education Week

SERIES of 21 separate broadcasts was carried by WVOM Brookline, Mass., during American Education Week. School dramatic groups as well as faculty members were featured in various shows. Everything from student council meeting at local high school to demonstrations of teaching of elementary reading was covered by programs.

Soil Returns

DRAMATIZING need of soil conservation, cubic foot of "good midwestern topsoil" was returned to its starting point on show staged by KSD-TV St. Louis. Soil was dug from Mississippi River delta below New Orleans and presented to president of Soil Conservation Society of America by member of U. S. Soil Conservation Service, James W. Sargent. Mr. Sargent pointed out that earth may well have come from Missouri because of its loss during floods of Mississippi river.

Guest Commentators

NEW series on classical music hour *Symphony Hall* carried by WRXW (FM) Louisville features different guest each week. Guest is allowed to choose music to be played during the hour and makes personal appropriate comments on how it affects him, or why he is fond of it. Guests are usually prominent musicians.

Adult Education

CLEARING HOUSE of information on adult education for Chicagoans is new *Learning for Living* show on WMOR (FM) Chicago, broadcast on Monday from studios at Telenews theatre on city's near North Side. Discussionists include staff and faculty of Central YMCA schools, where 70 adult courses are offered on such things as playing a recorder and learning to drive a car. Program announcements carry warning: "This show is for adults, and may even be educational."



LATEST HITS
from RCA VICTOR
...special "DJ" couplings
for your platter shows*



Charley, My Boy
Shame on You
DJ-801



I'm the Man
With The Dreams
They Say
DJ-803



Just a Kiss Apart
'S Wonderful
DJ-802



Ha
High On an Open Mike
DJ-804

*"DJ" disks couple the cream of the RCA Victor hits for your convenience!

RCA VICTOR RECORDS

ADVERTISING DOLLARS

Radio Getting New Business Despite TV, Wile Says

MUCH new advertising money has come into radio this fall in spite of the phenomenal growth of television, Fred Wile Jr., NBC Television director of production, told a meeting of the Boston Advertising Club Nov. 1.

Among the companies he listed as either entering radio for the first time or re-entering it after a long-time lapse were: Blatz Brewing, Block Drug, Roi-Tan Cigars, Bruner Ritter, H. J. Heinz and Grove Labs.

He also recounted a further "impressive list" of advertisers who increased their use of network radio this fall. Among them he named: American Tobacco, Liggett & Myers, National Dairy, Brown & Williamson, Pillsbury, Quaker Oats and William Warner Co. To radio pessimists he then said:

"I don't have similar information about local and spot advertisers, but on the basis of the network angle, you cannot help but ask yourself, "Just how dead do they think radio can be?'"

Mr. Wile did forsee the time, however, when television's share of the advertising dollar would come at the expense of other media, including radio.

As for television, he said, one of its biggest problems is the need to keep costs down. He described as one effort to lick the problem the NBC plan to program three hours Saturday nights, costs to be apportioned among 12 advertisers exclusive in their field. Television executives are trying to devise means to permit the average advertiser to use the medium, he said, explaining:

"There just aren't enough soap companies, tobacco companies and oil companies to keep one network, much less several chains, in business."

Edward C. Reeve, of the CBS Research Department, pictured the "explosive growth" of television for the Boston admen. He told of changes already apparent in its development. He cited figures of 23,000 sets in Boston's area a year ago compared to 146,000 now—a growth of 535%. In Washington Philadelphia and Baltimore, he said, the increase over the past year has averaged 250%.

CBS Findings

Two years ago, he went on, CBS found that the major interest in television was among men and boys. Last winter, however, he noted, "the female of the species seems to have taken over." He said that now, except for sports events, more women than men are apt to be in the audience.

Arthur Pryor, vice president and radio director of BBDO, reported on a canvass made by his agency last April on what 35 top executives thought of television. Among those polled were network heads, advertising agency and advertising association executives, financial authorities, heads of radio and television manufacturing companies and of trade publications.

According to the canvass: 50% said television will be a more effective medium than radio by 1954; 80% believed television time costs ran from 50 to 500% as much as radio; 63% thought programs were going to increase in cost; 58% thought programs would be weekly while 11% thought they would be monthly; 90% thought radio would never die; 100% thought advertisers would continue to use both media.

WCAU Appointments

WCAU-AM-TV Philadelphia has announced the appointment of Robert N. Pryor, WCAU promotion director, as director of promotion and publicity and John J. (Chick) Kelly, publicity director of the TV station, as commercial representative. In last week's issue a photograph of Mr. Pryor was inadvertently identified as Mr. Kelly.



Mr. Pryor



Mr. Kelly

CANADA RATINGS

U. S. Programs Lead

ONLY one Canadian program is listed among the first ten evening network programs in the October Elliott-Haynes national ratings, released in Toronto Nov. 8. The other leading programs were of American origin. *Radio Theatre* headed the list with rating of 26.4, followed by *Charlie McCarthy* 24.7, *Amos 'n' Andy* 22.9, *Fibber McGee & Molly* 21.4, *Bob Hope* 19.4, *Twenty Questions* 17.3, *Our Miss Brooks* 16.8, *Guy Lombardo* 16.1, *Leslie Bell Singers* 16.0 (Canadian program) and *Mystery Theatre* 15.8.

Five leading daytime programs in October were:

Ma Perkins 14.6, *Big Sister* 14.5, *Right to Happiness* 14.5, *Pepper Young's Family* 13.9, and *Road of Life* 13.3. Leading French-language evening programs during October were *Un Homme et Son Peche* 35.3, *Metropole* 26.5, *Ralliement du Rire* 26, *Radio Carabin* 24.3, and *Juliette Beliveau* 22.9. Leading French-language daytime shows were *Jeunesse Doree* 26.5, *Rue Principale* 25, *Les Joyeux Troubadours* 22.1, *Maman Jeanne* 20.7, and *Tante Lucie* 20.1.

G. W. WOLFSTEN

Lefton Co. V. P. Dies

GEORGE W. WOLFSTEN, 54, a vice president of Al Paul Lefton Co. Inc. advertising agency of New York, Philadelphia and Chicago, died suddenly last Tuesday (Nov. 15) of a heart attack at his home in Melrose Park near Philadelphia.

A native of Cincinnati, Mr. Wolfsten was a graduate of the U. of Pennsylvania, a World War I veteran and has been associated with the Lefton agency since 1926. Surviving are his wife, Margaret; a son, George W. Jr., who is associated with Lefton Co.'s New York office; a daughter, Ann M.; his mother, Mrs. Samuel Wolfsten, and a sister, Isabel.

Canada's Set Sales

SALES of Canadian radio sets have increased by 35% in the first nine months of this year, according to figures released by the Radio Mfrs. Assn. of Canada early in November. Canadian radio manufacturing decreased in 1948, with sales falling off due to high prices of sets caused by wartime excise taxes. As these were finally dropped late last year, manufacturers began re-styling and making new sets at lower prices. Results are showing in increased sales of 461,013 sets during the first nine months of 1949, compared with 340,576 sets in same period in 1948. Biggest increase in sales was in sets priced under $30 at retail.

News

ARNOLD SNYDER, former newsman at WFIL Philadelphia and news editor of WKDN Camden, appointed news editor of WTTM Trenton, N. J.

MAHLON (Mel) LEAVITT, former sportscaster for MBS, appointed sports and special events director of WDSU New Orleans broadcasting services. He also was formerly with WMGM New York and WNJR Newark, N. J.



Mr. Leavitt

MILTON CHASE, WLW Cincinnati news commentator, currently making six-week tour of seven European countries to report on latest social and economic developments.

JOHN DALY, CBS newscaster, joins ABC as editor of Sunday broadcasts of *This Week Around the World* and other news assignments.

BOB YONGUE joins WHHT Durham, N. C. as sports editor.

LEO LASSEN, veteran Seattle sportscaster, returns to KRSC Seattle with 15-minute *Sports Page of the Air,* broadcast nightly at 7 p.m.

TOM MOOREHEAD, sportscaster for WFIL-AM-TV Philadelphia, elected president of Herbert J. Pennock Memorial Baseball Club for 1950. **STONEY McLINN,** sportscaster for WIP Philadelphia, re-elected chairman of press and radio for club.

LOWELL THOMAS Jr., son of CBS Commentator Lowell Thomas, presented President Truman a scroll from Dalai Lama of Tibet. Scroll and verbal message had been given his father while in Tibet where he met with an accident which has confined him to a hospital.

JIMMY DUDLEY and **JACK GRANEY,** sportscasters for WJW Cleveland of Indians games during past season, awarded "outstanding service" inscriptions by Cleveland Junior Chamber of Commerce.

JIM FOLEY resigns as news editor of KGO San Francisco to work on organization of United Nations orchestra. Mr. Foley and his wife will hitchhike their way across country visiting all large cities to gain support for plan.

RALPH S. YOHE, WLS Chicago farm service editor, leaves next month for extended trip to Europe and Middle East. His wire-recorded stories will be broadcast.

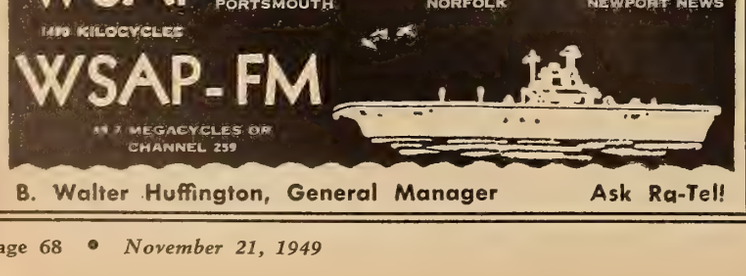
WHY TAKE SECONDARY COVERAGE of Virginia's FIRST Market?

Regardless of claims, if you're trying to cover Greater Norfolk from the outside, nature's terrain made it impossible.

Only Greater Norfolk stations can cover it. And only WSAP can cover it at lowest cost.

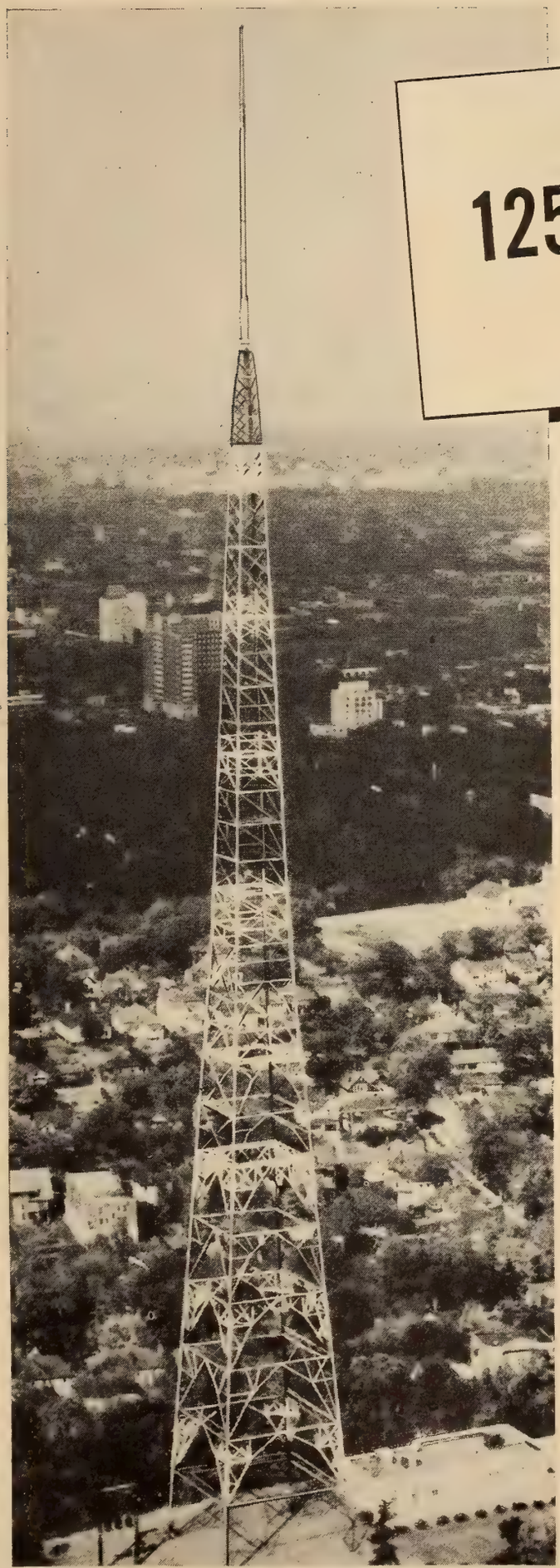
Availabilities and costs from Ra-Tel will prove it.

WSAP . . . "solving advertising problems" in Virginia's FIRST market.



B. Walter Huffington, General Manager — Ask Ra-Tel!

WBAL means business in Baltimore



A 125,000 SQ. MILE BLANKET!

The most powerful FM installation in the world recently completed on Red Mountain near Birmingham, Alabama for Station WBRC-FM brings static-free entertainment to residents in a transmission radius of 200 miles.

Important to this installation is the 450 ft. Blaw-Knox type N-28 heavy-duty tower supporting the 8-section Pylon FM antenna. Sturdy, safe and backed by the many years of Blaw-Knox design and engineering in the radio field, it will enable this great new FM Voice of the South to utilize the full capacity of its modern facilities.

BLAW-KNOX DIVISION of Blaw-Knox Company
2038 Farmers Bank Building, Pittsburgh 22, Pa.

BLAW-KNOX

ANTENNA TOWERS

Distributed by Graybar — Offices in 100 Principal Cities

BLAW-KNOX
ANTENNA TOWERS

CIVIL DEFENSE

Envisions Key Radio-TV System

By JOHN OSBON

IF WAR comes to the United States, the whole of American inventive and productive ingenuity in electronics — radio, television, facsimile and related industries— will play a dominant role as a result of comprehensive civil defense plans now being blueprinted in the nation's capital.

Basing its plans on the premise that communications constitute the "nerve system" of the country's defense, military-government and agency-industry officials are mapping flexible plans geared to any kind of emergency which may arise —and embracing radio and television stations.

The plan is in a constant state of development, not yet "solidified or definitive," authorities point out. But the overall mobilization pattern is taking form, they emphasize.

In the event of an actual attack on the Continental U. S., authorities agree, U. S. radio would logically be subject to more severe restrictions than during World War II when the industry operated under a voluntary code of censorship, and radio silence was virtually untried save on West Coast stations in December 1941.

High points in current planning are these:

● National Security Resources Board last week disclosed a plan whereby AM-FM-TV stations not contemplated as key outlets would be designated as secondary and subject to "blackout" during wartime emergency. Key outlets would form the emergency radio network.

● Role of radio communications in civil defense plans will be explored more thoroughly in the next few months by government-industry officials.

● The extent and nature of radio silence in time of emergency probably would depend largely on "the gravity of the situation" rather than on a preconceived operational format.

● Television's progress is being continually watched by government observers with an eye toward TV's "live" (not film) role; its audio possibilities and demonstrative qualities, and potential drain on technical manpower.

● Munitions Board will submit a program of equipment requirements to Radio Mfrs. Assn. member and non-member electronics companies in the near future.

● NSRB has urged each state government to launch civil defense planning "which deserves immediate attention."

● Convertibility of transit FM to two-way radio is being studied by Defense Dept. officials as an emergency means.

Coordinated With NSRB

Overall communications and other plans for civil defense, formerly slated for the proposed Office of Civilian Defense, have been coordinated by the National Security Resources Board since last June. Civilian participation in military defense is the specific responsibility of the Dept. of Defense, while problems of wartime civil disaster have been assigned by NSRB to the General Services Administration (formerly Federal Works Agency), working with Federal Security Agency, Defense Dept., Atomic Energy Commission and other government agencies.

A booklet, "Civil Defense for National Security," published by OCD last year [BROADCASTING, Nov. 15, 1948], has been distributed to all states and municipalities as a guide for present planning.

The handbook, known as the Hopley report, encompasses broad flexible provisions for communications and radio broadcasting services in the civil defense program, blueprinting wartime AM-FM-TV operations and functions.

In a letter to state governors, NSRB's Acting Chairman John R. Steelman made plain that while the report "has not been officially adopted, and although the NSRB does not agree with all the recommendations . . . [it] does believe the report to be a useful guide . . . in planning . . . for federal, state and local civil defense."

William A. Gill, coordinator of NSRB's civil defense planning told BROADCASTING that conservation of radios and radio equipment, supply and requirements have been the subject of discussion the past two years and that a study of radio communications "should be launched soon."

Communications officials of NSRB said the "secondary" plan would involve study of costs of component parts of various station equipment items, number of trained technicians available for commercial TV stations, cost of maintaining equipment, the general manpower situation surrounding station operation, and a host of other data—all with a view to drawing a line between essential and secondary station function during wartime.

30 States Act

Mr. Gill said that about 30 of the 48 states had responded to civil plans offered by NSRB, and that many found fault with the Hopley report as to their respective needs. About 13 states already have set up CD units, it was learned.

The announcement of the Russian atomic explosion has hastened CD activity, according to NSRB. Board's objective is to provide all information available, not urge their application as an arbitrary plan, Mr. Gill emphasized.

Proposed local setups would center around formation of a city council, to include broadcasters and other officials, Mr. Gill said..

Communications officials stressed that civil defense planning is constantly "fluid" and ever-changing and that proposals on communications were merely intended as a guide. Official plans are not yet "solidified," they point out.

The Hopley report stressed that need for stations to "remain on the air preceding an air attack, during air raids and in the post raid periods" is recognized. It was conceded, however, that "silencing of stations for military security purposes may be necessary under certain conditions. . . . "NSRB officials said they could not determine the length of such enforcement at present, nor could anyone else.

Military and NSRB authorities point out, however, that the question of radio silence can never be fully resolved but will be at the discretion of the military depending "on the gravity of the situation." Moreover, any pre-formulated plan would be subject to the exigencies of the moment, they add.

A key phase of defense planning centers around a proposed emergency radio network setup, mentioned in the Hopley report. There is indication that such a plan, now in the thinking stage, would be pressed into operation. It was tested last September in conjunction with the Defense Dept.'s "Operation Lookout."

Described as faster than telephone and wholly automatic, the system entails a network of key stations throughout the nation to serve as master focal points for operational guidance of other stations in the area. Through a push-button master control board, a coded message is cut into a sub-audible low frequency and received by a local civil defense official in the city in line of attack—without interference to entertainment and unknown to station engineers or listeners.

Others Could Join

Other stations could join in with key stations in airing civil defense information to the public after proper codified instruction.

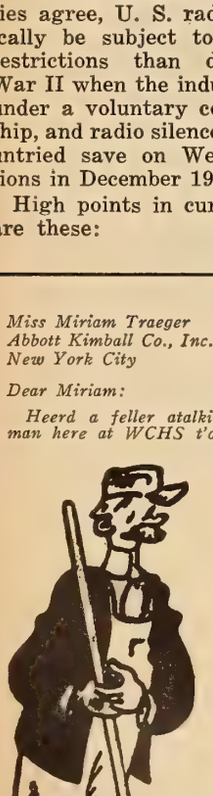
The importance of such a radio network setup was underlined, military authorities feel, by Defense Secretary Louis Johnson's recent announcement dealing with plans to move the capital and military functions if war threatens security.

Presumably the key stations would include some clear channel and medium-power outlets as suggested in the Hopley report. Col. A. B. Pitts, Defense Dept. Air

Miss Miriam Traeger
Abbott Kimball Co., Inc.
New York City

Dear Miriam:

Heerd a feller atalkin' ter th' bossman here at WCHS t'other day, an' I tho't folks like you would be interested in what he said. This feller come ter town ter buy some spots on a radio station, and he come right ter th' number one station in town. He said he knowed 'bout th' big national shows bein' on WCHS, an' when he seen how th' big local shows was acomin' over ter 580 on th' dial that done it! He said he knowed that if he wanted ter reach th' mostest peepul with his spots they'd better be on WCHS! Yessir, that feller knows that yer have ter git yer spots next ter th' big audience shows, and that means on WCHS, shore nuff!



Yrs.

Algy

WCHS

Charleston, W. Va.

IT'S A HABIT!

For 24 years, farmers in Kansas and nearby states have turned to WIBW for dependable service and preferred entertainment.

WIBW The Voice of Kansas in TOPEKA

Force officer, told BROADCASTING he thought it conceivable that FCC would be called upon to authorize certain stations power in excess of 50 kw.

Other observers point out, however, that high power, while it might serve certain purposes (such as for pre-attack warnings), would also lend itself to "fix" or homing tactics by enemy planes. They contend an array of small-power stations (250-w) could achieve the desired objective while obviating any possibility of tipping the enemy.

No higher power plan has been discussed, however, according to military and FCC sources.

John A. Willoughby, FCC acting chief engineer, pointed out that greater-than-50 kw transmitters would have to be turned out in quantity to put such a plan into practice, and that "if they were, it wouldn't be any secret." As an alternative to higher power, he felt personally that FM could serve that emergency purpose as well.

Whether enemy planes would find it practicable to "home" their craft toward selected targets, confronted with FM-transmitted signals, also has evoked consideration of government engineering authorities.

Cutting of Service

On the other hand, curtailment of FM, along with AM and TV operations—in a critical emergency—may have to be considered in communications planning, according to NSRB communications officials.

"Television certainly has a basic role in that it is graphic and can actually show the people what to do rather than tell them," Col. Pitts told BROADCASTING. He feels that not only is it invaluable as a training and demonstrative aid, but could be used in preliminary evacuation and during an actual attack. TV also could demonstrate use of gas masks, etc., he noted.

TV proved especially helpful to civilian defense authorities during World War II in cities where stations operated and as a training method, it was pointed out.

Highly important, too, is the fact that television can be used as an audio operation without benefit of visual, NSRB communications officials commented. TV's overall role is being carefully considered among the participating government and industry groups.

Whether the government would step in and subsidize coaxial cable links for TV use is a matter of speculation, officials pointed out. Much would depend, they feel, on the extent of the commercial growth of the medium in the interim.

In any event, television has engendered continued speculation in Pentagon-government-industry circles this past year—from the national level to the local, according to NSRB authorities.

Much of the discussion has revolved around whether TV stations, along with radio operations, should be marked for stringent curtailment during wartime to meet possible shortages of manpower, equipment and other resources available in the nation.

Military authorities, while declining explicit comment, conceded, too, that Stratovision, in which the military has pioneered for over a decade and which has been tested by Westinghouse Electric Corp., would prove a vital tactical factor in defense.

One plan before the military, which suggests regular liaison between the Armed Forces, State Dept., FCC and the radio industry, working through NAB, would include such operations post as engineers, newsmen and program personnel. It also covers provision for broadcast of communiques and news from bomb-proof studios across the country, and immediate "revival of some central government information clearing house like the old OWI."

This plan is advocated by Edward M. Kirby, former NAB public relations chief, and Jack W. Harris, general manager, KPRC Houston, who served as executive officers in the War Dept. during World War II, formulating procedures and policies for vast radio networks here and abroad. Col. Kirby was named civilian advisor for radio to the Secretary of War in 1940, and later prepared coverage for D-Day under Gen. Eisenhower's command. Col. Harris, serving with Gen. MacArthur, took charge of Radio Tokyo.

Radio Mobility

Stressing that "radio must be mobile," the plan urges provision "for the inter-connecting of all network and non-network stations. A means of transmission of network broadcasts, other than by telephone landlines, must be utilized. . . . No network broadcast can now be aired from one coast to another without the use of landlines which, in a war, might quickly be bombed out . . ."

Emphasis also is placed on possible technical sabotage of the radio spectrum, with references to "jamming" practices that could blot out all frequencies. Exploration of television also is suggested.

Messrs. Kirby and Harris urge broadcasters to be "realistic now in appraising the possibilities of war . . . Radio cannot hope to ad-lib its way through World War III." Plan is detailed in their book, *Star-Spangled Radio*, published last year.

A broadcasting advisory committee, which comprises AM-FM-TV operators, already has made recommendations, chiefly of a technical nature, to civil defense planning officials for incorporation into the master plan for communications [BROADCASTING, July 5, 1948]. No meetings have been held recently, according to NAB.

The civil defense group includes:

J. Harold Ryan, Fort Industry Co.; John E. Fetzer, WKZO Kalamazoo, Mich.; James M. LeGate WIOD Miami; Edward W. Breen, KVFD Fort Dodge, Iowa; Everett L. Dillard, WASH (FM) Washington; John Shepard III, formerly Yankee Network president; Leonard L. Asch, WBCA Schenectady; Jack R. Poppele, WOR New York; Carlton D. Smith, NBC New York; William C. Eddy, Television Associates; Robert K. Richards, NAB.

Top civil defense officials are "extremely enthusiastic" over wartime application of radio-installed vehicles which they feel can be converted, for practical purposes, to two-way radio. Transit radio's role currently is being studied for inclusion in civil defense plans.

Ben Strouse, general manager of WWDC Washington, capital franchise-holder of Transit Radio operations, has conferred with Lt. Col. Barnet W. Beers, newly appointed assistant for civil defense liaison, and Col. R. S. Stanford, communications officer, on the workability of the service.

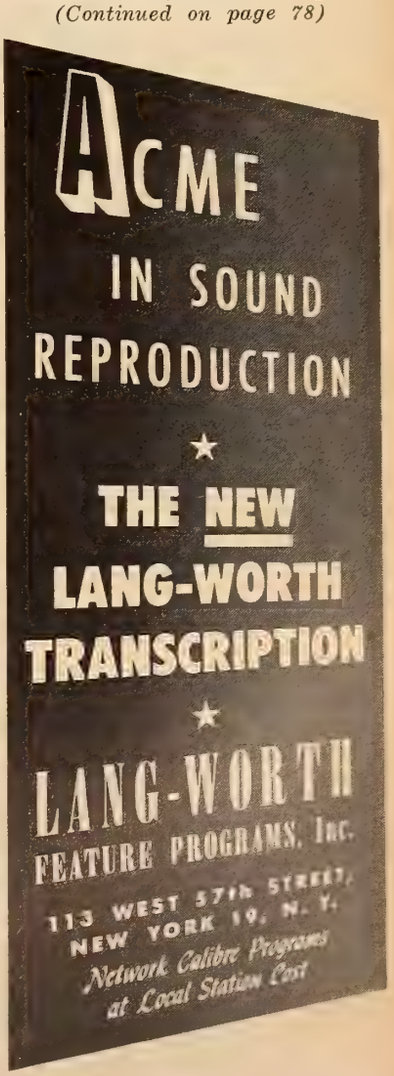
Col. Stanford has requested a list of cities which presently operate radio-equipped vehicles and new additions, and said they could be "virtually converted" for use in Phase 3 of defense plans—"actual dropping of bombs by enemy planes." He also volunteered suggestions that radio-installed carriers can be used to: Instruct drivers and passengers on local levels and for deterring panic; serve as ambulances; issue warnings to evacuate areas; inform the public

(Continued on page 78)



NBC HOLLWOOD welcomes 13 network employes as new members to its famed 10-and-20 year veterans club. L to r (with number of years in parenthesis): Seated—D. A. De Wolf (20), M. O. Smith (20), Lewis S. Frost (20), assistant vice president, NBC Western Div.; Betty Frazer (10), Craig Pickett (20), Stephen Hobart (20). Standing—Hal Dieker (10), Ole Schlyter (10), Jack Lyman (10), Robert Schutz (20), John Pawlek (20), Ralph Clements (10), Robert Clark (20).





ACTIONS OF THE FCC

NOVEMBER 11 TO NOVEMBER 18

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

November 14 Applications . . .

ACCEPTED FOR FILING

AM—1290 kc

Cotton Belt Bcstg. Co., El Dorado, Ark.—CP new AM station 1400 kc 250 w unl. AMENDED to request 1290 kc 1 kw D.

SSA—1050 kc

WIVY Jacksonville, Fla.—SSA operate from 6 a.m. EST to sunrise for period ending 5-1-51.

Modification of CP

WGAD Gadsden, Ala.—Mod. CP change power etc. for extension of completion date.

WFMJ Youngstown, Ohio—Same.

License for CP

KMCM McMinnville, Ore.—License to cover CP change power etc.

KLMX Clayton, N. M.—License to cover CP new AM station.

KECC Pittsburg, Calif.—Same.

WJCD Seymour, Ind.—Same.

TENDERED FOR FILING

AM—960 kc

WRFC Athens, Ga.—CP change from 500 w D to 500 w unl. DA-N.

APPLICATION DISMISSED

WALE Fall River, Mass.—DISMISSED Nov. 9 application for voluntary acquisition of control of Narragansett Bcstg. Co., licensee, by Bristol Bcstg. Co. through purchase of stock from William A. Porter and seven others.

November 15 Decisions . . .

BY THE SECRETARY

WEOK Poughkeepsie, N. Y.—Granted license new standard station 1390 kc 1 kw D.

KLMS Lincoln, Neb.—Granted license new standard station 1480 kc 1 kw DA unl.

WHHM Memphis, Tenn.—Granted license change trans. location.

WBET Brockton, Mass.—Granted license to use old main trans. for aux with 1 kw.

WBAL-TV Baltimore — Granted license change trans. and studio locations and ant. changes.

WDXI Jackson, Tenn.—Granted license covering change power, hours and install DA and change type trans. Also granted license to us old main trans. for aux. with 1 kw DA-DN.

WIND Chicago—Granted license install alternate main trans. to be operated on 560 kc 5 kw unl. DA-DN.

WAML Laurel, Miss.—Granted license install new trans.

WCLO Janesville, Wis.—Granted license install new vertical ant. and FM ant. on AM tower.

KOSE Osceola, Ark.—Granted CP install new trans.

KGBS Harlingen, Tex.—Granted mod. license to change studio location.

WGN-TV Chicago—Granted mod. CP for extension of completion date to 6-1-50.

WNAC-TV Boston—Granted mod. CP for extension of completion date to 3-1-50.

KTIS-FM Minneapolis—Granted license new FM station, Chan. 290 (105.9 mc), 5.3 kw, 250 ft.

WCLO-FM Janesville, Wis.—Granted license new FM station, Chan. 260 (99.9 mc), 15.5 kw, 200 ft.

WREV Reidsville, N. C.—Granted assignment of CP from two equal partners to new corporation, Reidsville Bcstg. Co. Inc.

Portorican American Bcstg. Co. Inc., Ponce, Puerto Rico—Granted CP new remote pickup KA-4871.

Radio Diablo Inc., San Bruno, Calif.—Granted CPs new remote pickups KMA-728 and KMA-729.

Following were granted mod. CPs for extension of completion dates as shown: WGNR New Rochelle, N. Y., to 3-30-50; WBKB Chicago, to 3-1-50; KTLA Hollywood, Calif., to 3-1-50, subject to express cond. that it is without prejudice to any action Commission may take with respect to outstanding authorizations or applications of grantee in light of decision of Supreme Court in US v. Paramount Pictures Inc., et als, 334 U. S. 131; WPNF Brevard, N. C., to 5-25-50; WHLD Niagara Falls, N. Y., to 2-1-50; WCAR Pontiac, Mich., to 6-1-50; WHAM-TV Rochester, N. Y., to 8-4-50; KBTV Dallas, Tex., to 1-8-50; WOI-TV Ames, Ia., to 2-15-50; WNBF-TV Binghamton, N. Y., to 1-15-50; WROW-FM Albany, N. Y., to 5-25-50; WHLD-FM Niagara Falls, N. Y., to 2-1-50; KSCJ-FM Sioux City, Iowa, to 5-30-50; KTOK-FM Oklahoma City, to 4-1-50.

WJOB Hammond, Ind.—Granted request for cancellation of license for aux. trans. Granted license install new vertical ant., mount FM ant. on AM tower and make changes in ground system.

KIBL Beeville, Tex.—Granted license new standard station 1490 kc 250 w unl.

KOSE Osceola, Ark.—Granted license new standard station, specify studio location; 860 kc 1 kw D.

KTUR Turlock, Calif.—Granted license new standard station 1390 kc 1 kw DA-N unl.

WCPS Tarboro, N. C.—Granted CP mount FM ant. on top of AM tower.

WSWN Belle Glade, Fla.—Granted CP make changes in vertical ant.

KELA Chehalis, Washington—Granted CP install new trans.

WGGH Marion, Ill.—Granted mod. CP change studio location.

WNAH Nashville, Tenn.—Granted mod. CP for approval of ant. and trans. location and change type trans.

KNEU Provo, Utah—Granted mod. CP make changes in trans. and change studio location.

WHLD Niagara Falls, N. Y.—Granted mod. CP change type trans.

WCAR Pontiac, Mich.—Granted mod. license change studio location.

KAFP Petaluma, Calif.—Granted mod. CP change trans. and studio locations and change type trans.

WNOE New Orleans—Granted mod. CP change type trans.

KUTI Monroe, La.—Granted CP for approval of ant. and trans. location, specify studio location and change type trans.

WMCT Memphis, Tenn.—Granted license for new commercial television station Ch. 4 (66-72 mc), ERP vis. 13 kw, aur. 7 kw, 640 ft.

Reading Bcstg Co. Inc., Reading, Pa.—Granted license for new exp TV station KG2XAY.

WBOW-FM Terre Haute, Ind. — Granted license for new FM station Chan. 266 (101.1 mc), 20 kw, 264 ft.

Pennsylvania Bcstg Co. Area of Philadelphia—Granted mod. license to change frequency of KA-3063 to 153.11 mc.

Columbia Bcstg System Inc., Area New York—Granted CP and license for new remote pickup KA-4774.

Walsenburg Bcstg Corp., Area Walsenburg, Col.—Granted CP for new remote pickup KA-4775.

KWBW Hutchinson, Kan.—Granted mod CP to change type of tower and mount FM ant. on side of AM tower.

WCLE Clearwater, Fla.—Granted request to remain silent for period of 60 days.

November 15 Applications . . .

ACCEPTED FOR FILING

AM—1430 kc

WENE Endicott, N.Y.—CP change from 1450 kc to 250 w unl. to 1430 kc 5 kw unl. DA-DN.

AM—790 kc

WCAW Charleston, W. Va. — CP change from 1400 kc 250 w unl. to 790 kc 1 kw unl. DA-DN AMENDED to omit contingency of WHTN Huntington being granted change.

CP to Reinstate

WFPL (FM) Louisville, Ky.—CP to reinstate expired CP for new noncommercial educational station.

Modification of CP

WPAT Paterson, N. J. — Mod. CP change power etc. for extension of completion date.

WOR-FM New York — Mod. CP changes in FM station for extension of completion date.

KULE Ephrata, Wash.—Mod. CP new AM station for extension of completion date.

WJIZ (FM) Hammond, Ind.—Mod. CP new FM station for extension of completion date.

WMFD-FM Wilmington, N. C.—Same.

WEST-FM Easton, Pa.—Same.

WIBG-FM Philadelphia—Same.

WLYC(FM) Williamsport, Pa.—Same.

KALW (FM) San Francisco — Mod. CP new noncommercial educational FM station for extension of completion date.

WHEN (TV) Syracuse, N. Y.—Mod. CP new TV station for extension of completion date to 6-12-50.

WKTV (TV) Utica, N.Y.—Same to 6-1-50.

WOAI-TV San Antonio, Tex.—Same to 6-25-50.

TENDERED FOR FILING

AM—1430 kc

WNAV Annapolis, Md.—CP increase 500 w to 1 kw, make changes in DA.

Modification of CP

KRMG Tulsa, Okla.—Mod. CP change N power from 10 kw to 25 kw, DA-DN, on 740 kc.

November 16 Decisions . . .

ACTION ON MOTIONS

By Commr. Walker

United Nations Bcstg. Corp., San Fernando, Calif.—Granted petition requesting dismissal with prejudice of its application for CP.

The Air Transport Assn.—Granted petition requesting leave to intervene in hearing on application to mount FM ant. on new AM tower.

Oneonta Bcstg. Co., Oneonta, Ala.—Granted petition requesting dismissal without prejudice of application for CP.

Lake County Bcstg. Corp., Chicago—Granted petition requesting dismissal without prejudice its application for FM CP.

WTOP Washington, D. C.—Granted petition for extension of time to file reply to petition of WJBK Detroit seeking severance and grant of its application for CP from consolidated proceeding re applications of WABJ Adrian, Mich. et al.; time extended to Nov. 21.

James D. Sinyard Moundsville, W. Va.—Deferred action on petition for leave to amend application pending receipt of amendment.

KNEW Spokane, Wash.—Scheduled hearing re application for 10 a.m. Dec. 29 at Washington.

KWCO Chickasha, Okla. — Granted petition requesting that record be reopened in proceeding on application for CP and mod. thereof and for license, and KPMC Bakersfield, Calif., for CP, WQXR New York, for CP for purpose of permitting KWCO to amend its application to specify DA-N in lieu of none-DA. On Commission's own motion ordered that further hearing be held in this matter at time and place to be designated.

KXLJ Helena, Mont.—On Commission's own motion hearing on application continued from Nov. 28 to Dec. 13, to be heard before Hearing Examiner Leo Resnick in Helena.

KEYY Pocatello, Ida—On Commission's own motion, hearing on application for renewal of license is continued from Nov. 21 to Dec. 7 in Pocatello before Hearing Examiner Leo Resnick.

(By Examiner Leo Resnick)

New Rochelle Bcstg. Service Inc. New Rochelle, N. Y.—Granted petition for leave to amend application to specify 180-day extension of time for contracts of Julian H. Gins and Herschel L. Mosier. Amendment accepted.

(Continued on page 79)

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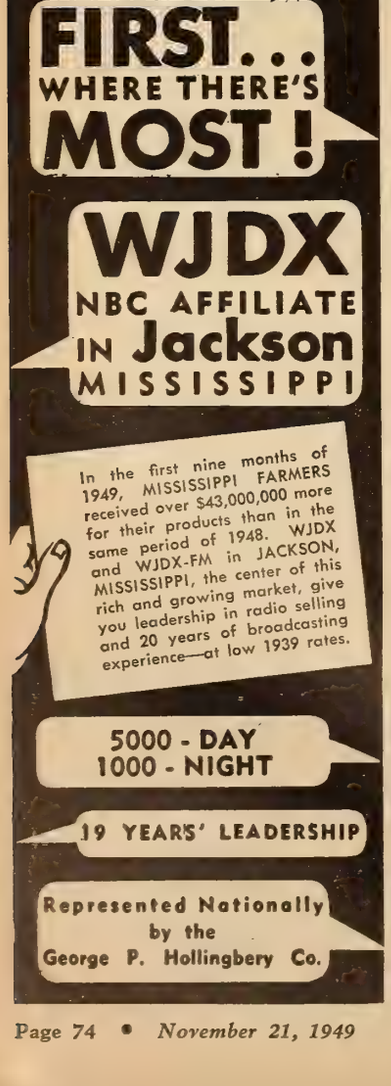
A 17-MAN committee has been established to organize the current United Hospital Fund campaign among the advertising agencies of Greater New York under the chairmanship of Earl C. Donegan of McCann-Erickson, New York. The fund has a goal of $3,367,000.

Serving with Mr. Donegan on the committee are:

Walter R. Hine, J. Walter Thompson Co.; Guy Richards, Compton Advertising; Luis Dillon, Foote, Cone & Belding; William MacFarland, N. W. Ayer & Son; Carle E. Rollins, J. M. Mathes Inc.; Glenn Wiggins, Kenyon & Eckhardt; Thayer Cummings, BBDO; E. J. K. Bannvart, Cecil & Presbrey; Florence McGrady, The Caples Co.; Paul A. Danielson, Paris & Peart; Herman Daych, St. Georges & Keyes; Julian G. Braun, Hirshon-Garfield; A. W. Lewin, A. W. Lewin Co.; H. A. Thompson, Anderson, Davis & Platte Inc.; Louis E. Dean, Kudner Agency; Theodore M. Seller, MacLean Advertising Agency.

Nielsen Adds New Data

NAMES of all network sustaining shows, day and night, are being included in regular and extra week ratings of the A. C. Nielsen Co., Chicago. First listing, which will be supplied four times monthly, was released to subscribers last weekend. New data includes names of network sustainers, network shows using limited station facilities and origination time of broadcast.



New Business

(Continued from page 20)

RADIO OFFERS Co. and **DOUBLEDAY & Co.**, both New York, sign additional four-week contracts with ABC adding two new programs to their regular alternating schedules. Huber Hoge & Sons, New York, is agency for both. Contracts started Nov. 15. On Tuesday firms sponsor 11:30-11:45 a.m. portion of *Pick a Date*, and on Wednesday, full half hour (11:30 a.m. to 12 noon) of same program. In addition, Tuesday and Thursday, 3-3:15 p.m., sponsors will present Sidney Walton with recordings. Advertisers are alternating programs except for first week of contract when Radio Offers sponsored complete schedule.

P. LORILLARD Co., New York (Old Gold cigarettes), is dropping sponsorship, effective at end of December, of first 15 minutes of ABC's Sunday night *Stop the Music*. Sponsor will retain last quarter-hour segment of 8-9 p.m. program, as well as half-hour of Thursday night video version of show on ABC-TV. Reason for cancellation was said to be re-shaping of advertiser's budget. Agency: Lennen & Mitchell Inc., New York.

Adpeople • • •

DAVID H. GRIGSBY appointed advertising manager of Zenith Radio Corp. He joined Zenith five years ago as advertising copywriter after previous service with School Mfg. Co., Fair Store in Chicago and Sears, Roebuck & Co. Since 1947 he has been manager of Zenith's sales promotion department. He will continue to handle sales promotion activities in addition to his new duties.

TRANSIT RADIO

Justice Dept. Urged To Prosecute Washington Firm's Use

"VIGOROUS" prosecution of Capital Transit Co. for authorizing transit radio service in Washington, D. C. is currently being urged on the Justice Dept.

Demand for a crackdown was made by a newly-formed organization calling itself the National Assembly for the Advancement of Public Relations. Request was signed by the group's president, Bernard Tassler, who describes the assembly as a supplement to the Public Relations Society for America.

Officials of Justice Dept.'s records division last week disclaimed receipt of any communication which Mr. Tassler claims to have forwarded to Attorney General Howard McGrath in the form of a "night letter." Mr. Tassler said he had received no reply from the Attorney General's office.

Mr. Tassler declared that CTC had flouted "constitutionally protected rights" of citizens and had arrogated a power which not "even the government itself has or may exercise constitutionally" — in peace or war. The D. C. Public Utilities Commission, which held public hearings on radio-installed vehicles [BROADCASTING, Oct. 31, Nov. 7], is studying the problem with an eye to comfort and safety of the service furnished by WWDC-FM Washington. As chairman pro tem also of National Citizens' Committee Against Forced Reading and Forced Listening, Mr. Tassler envisions "forced listening upon railroads, airplanes, and bus and streetcar lines throughout America"—if the Justice Dept. fails to act now.

OMAHA TRANSIT

KBON-FM Plans Radio Test

PLANS for early December trial operation of radio-equipped transit vehicles in Omaha and a poll to test public reaction have been announced by Paul R. Fry, Inland Broadcasting Co. vice president, and Fred P. Hamilton Jr., Omaha & Council Bluffs Street Railway Co. vice president. Programs will be broadcast over FM facilities of KBON (AM-FM) Omaha, Inland stations. Mr. Fry estimated an Inland investment from $60-70,000, would be made in transit radio equipment.

If public reaction favors transit radio during the test period when 25 buses will be radio-equipped, Mr. Fry said, Inland will begin immediate installation of receivers in 233 buses. Ballots are to be placed in all test buses and professional interviewers will question about 200 riders on each route traveled by the radio-equipped buslines. Usual transit radio programming of music, capsule news, sports and weather, and brief commercial announcements will be followed.

STAFF of WDVA Danville, Va., originated seven programs daily during recent Danville Fair, from open-air stage on grounds.

'POST' POLL

Thomas Charges Bias

CHARGE that a poll of transit radio conducted by the *Washington Post* "was obviously influenced by news and editorial bias before and during this circulation stunt" was made last week by Chet Thomas, KXOK St. Louis, president of Transit Radio Inc.

The *Post* poll, based on a single "Yes or No" ballot printed on page 1 of the Nov. 6 edition, showed 2,387 votes in favor of transit radio, or 44.2%, and 3,015 against, or 55.8%. The total number of ballots cast was 5,402. Results were published in the paper's Nov. 13 issue.

Circulation of *The Sunday Post* is over 180,000. The balloting was done while the transit radio issue was being argued by the District of Columbia Public Utilities Commission. The *Post* had run editorial and cartoon comment unfavorable to transit radio.

Mr. Thomas said, "No fair-minded person sanctions a so-called poll conducted in this manner. It is unbelievable that the Post research department approved the methods as indicative or conclusive. Transit stations have made exhaustive surveys by independent agencies using approved research methods prior to investing substantial sums to extend a desired radio service to a great audience. These surveys are objective and were undertaken to get the true facts. Let's recognize this attack for what it is."

The *Post* results contrast with a survey by Edward G. Doody Co., St. Louis, based on reaction of Washington transit riders and following standard polling techniques. These had shown 6.6% objecting, 76.3% favoring, 13.9% didn't care and 3.2% didn't know.

WHLI Hempstead, L. I., has revealed it currently schedules 800 public service programs per month, representing 151 hours of air time. This figure includes 600 separate newscasts monthly, representing 56 hours of air time, according to Arthur E. Patterson Jr., station's director of public affairs.



Allied Arts

EDWIN A. KIRSCHNER, formerly with Young & Rubicam Inc., New York, appointed business manager of MPO Productions Inc., producer of industrial and television films.

JAMES ELKINS, account executive West Hooker Telefeatures Inc., New York, since September, appointed vice president of organization. **RICHARD BRILL,** recently director of public relations at Celotex Corp., and before that with Eagle Lion and Warner Bros., Hollywood, joins company as account executive as does **EDWARD CARLIN,** formerly with several New York advertising agencies.

JAY & GRAHAM RESEARCH ORGANIZATION, Chicago, announces that WLWT (TV) Cincinnati, WLWC (TV) Columbus and WLWD (TV) Dayton have subscribed to its Videodex rating and program analysis service.

TELENEWS-INS announces that WHAM-TV Rochester has purchased its weekly news review for sponsorship by Rochester Gas & Electric Co., that city.

KIETH KERBY Ltd., creator and producer of "Celebrity Commercials," moves its headquarters to new and larger studios in Russ Bldg., San Francisco. **STEVE C. CROWLEY,** formerly with KJBS San Francisco, appointed sales representative for company. WIP Philadelphia and KCRA Sacramento have opened accounts with company.

CHARLES E. LOGAN, producer-writer with Feature Productions, Chicago, resigns to become partner in Burnett & Logan, marketing advertising and public relations firm newly organized at 450 E. Ohio St., Chicago. **HAL BURNETT,** former editor of *Industrial Marketing* and executive editor of *Advertising Age,* is other partner. Both were members of public relations staff of CBS Western Div. during the '30's.

CAPITOL RECORDS Inc., Hollywood, cooperating with National Tuberculosis Assn. in its Christmas Seal drive is offering special half-hour musical program, *Capitol Christmas Seal Party* to subscribers. Program is made up of music from its transcription library, with comments by various featured artists.

CARL J. HOLLATZ, former vice president of Belmont Radio Corp., retained as consultant to sales division of RCA Tube Dept., Camden, N. J.

COMMODORE Productions & Artists Inc., Hollywood, planning new series of half-hour dramatic programs, *The Clyde Beatty Show,* featuring adventures of the famous wild animal trainer.

MARY HUNTER, Broadway director, signed by West Hooker Telefeatures to direct company's radio and TV adaptations of Rabbi Joshua Loth Liebman's *Peace of Mind.* She formerly was with plays, "The Respectful Prostitute," and "Ballet Ballards."

STANDARD RADIO TRANSCRIPTION SERVICES Inc. moves its New York offices to larger quarters at 665 Fifth Ave., effective Dec. 1.

RCA THEATRE Equipment Sales Div. releases 16-page booklet, *Theatre Television Facts Every Theatre Owner Should Know.*

CHICK VINCENT-JERRY LAW, radio and video producing firm, currently is packaging *Mr. & Mrs.* featuring actress Ann Corio and her husband, Bob Williams.

Equipment

Dr. ALEXANDER ELLETT, head of research laboratories for Zenith Radio Corp., Chicago, since 1946, elected vice president in charge of research for company.

KARL HASSEL, who helped organize Zenith Radio Corp. in 1923, elected secretary of Chicago organization succeeding **R. D. BURNET,** resigned. Mr. Hassel is also a director and assistant vice president of Zenith.

WALTER E. POOR, chairman of board of Sylvania Electric Products Inc., New York, awarded "Oscar of Industry" trophy for best 1948 annual report in electronics-radio industry by *Financial World.*



BILL HERSON (l), WRC Washington disc jockey, receives handshaking welcome to WBAL Baltimore where he is airing Monday-Friday record-piano program, 12:15-1:30 p.m., which started Nov. 7. On hand to greet him at Baltimore Country Club is D. L. Provost, station business manager. Mr. Herson, who got his radio start in Baltimore as newscaster and later spun records for WBAL before joining WRC, drives to Baltimore each day following his WRC stints. He is well known for his daily *Timekeeper* show on WRC, his yearly Doll House project, and NBC *Coffee With Congress* program, which he originated. In December the Doll House project, which collects toys for underprivileged children, will be aired by WBAL through WRC wire facilities.

JAMES M. MEAD

New FTC Member Sworn In

JAMES M. MEAD, former U. S. Senator from New York, last Wednesday was sworn in as member of Federal Trade Commission. He succeeds Garland S. Ferguson, resigned, whose term expires in September 1955.

Lowell Mason, acting FTC chairman, presided at the ceremony, after which Mr. Mead was guest of honor at a luncheon attended by Comrs. Mason, William A. Ayres and John Carson, as well as FTC bureau heads. Mr. Mead, a Democrat, was first elected to Congress in 1919, serving ten terms in the House of Representatives and eight years in the Senate. He was approved by the Senate last month [BROADCASTING, Oct. 24].

NLRB Actions

THE NLRB trial examiner has recommended that WKJG Ft. Wayne, Ind., bargain collectively, on request, with the National Assn. of Broadcast Engineers & Technicians as exclusive representative of engineers and technicians. The examiner also has recommended reinstatement of seven employes, with back pay. NLRB meanwhile announced that broadcast engineers and announcers of KASH Eugene, Ore., will vote within 30 days for or against the International Brotherhood of Electrical Workers (AFL). NLRB also approved IBEW withdrawal of petition for certification at KWBE Beatrice, Neb.

COAST GUARD

Seeks Electronic Engineers

THE U. S. Coast Guard has announced it is seeking a limited number of electronic engineers for commissioning into the officers corps of the servie.

Electronic engineers with graduate education and professional experience are eligible. Those selected will be commissioned in the Coast Guard Reserve for a guaranteed period of two years active duty. At the end of the two-year period, consideration will be given for a permanent commission in the regular establishment. Applicants should write Commandant (PTP), U. S. Coast Guard, Washington 25, D. C., for full details.

NABET and the CIO

NATIONAL Assn. of Broadcast Engineers and Technicians' membership has never voted unfavorably for the proposal that the independent union affiliate with the CIO Communications Workers of America, as reported in BROADCASTING, Nov. 7, page 66. Nor has the membership passed on any proposal to affiliate with IATSE, as was indicated in the same story. James H. Brown also was erroneously named as NABET legal counsel in Los Angeles; he is NABET's West Coast national representative.



The Case of the Satisfied Sponsor

Salt Lake's largest department store uses KDYL-TV successfully:

One telecast resulted in 211 sales by noon of the day following the telecast of items ranging in price from $29.95 to $2.95.

And everybody knows what a great job KDYL does for radio!

KDYL
UTAH'S NBC STATION
AM-FM-TELEVISION
Salt Lake City, Utah
National Representative: John Blair & Co.

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Wanted—Commercial manager who himself can sell and inspire others to sell. Southern city, population 50,000. 250 watts, FM 50 kw. Give full particulars first letter, with snapshot. Address Box 225D, BROADCASTING.

Manager for 250 watt of successful small northmidwestern station. Give complete record and personal history. Box 246D, BROADCASTING.

Manager-salesman wanted for new fulltime local independent in small western town. If you have first class operator's license, it would help. Ability to sell and service small town accounts primary. Good opening for man who will stay and make himself part of community. Send complete details, experience, references, picture, salary expected, etc. to Manager, KRPL, Moscow, Idaho.

Salesmen

Salesman for network station in southwestern city of 55,000, now listed as metropolitan area. Must be experienced and able to sell in a competitive market. Manufacturing and wholesaling center enjoying good business. An opportunity for the right man. Write Box 254D, BROADCASTING.

Leading southern network affiliated station in major metropolitan market has opening for a good local salesman. Excellent opportunity for advancement. Good financial setup. Send picture, complete details and references to Box 262D, BROADCASTING.

Salesman wanted by southeastern television station. He must have an excellent AM sales record which will stand investigation. Generous salary and bonus plan. Photographs returned. Box 266D, BROADCASTING.

Old and established successful independent station in one of eastern seaboard's metropolitan major markets has opening for two experienced radio salesmen to constitute sales staff. For two hustlers chance to make very high earnings on straight commission basis. Security and pleasant working conditions. Only men with proven records need apply. Box 275D, BROADCASTING.

Wanted—Program director for 250 watt fulltime independent station. Contact WOXF, Oxford, N. C.

Experinced salesman, Texas ABC station. Good territory, requiring good salesman. Permanent. Equitable compensation. Send full sales resume. Box 280D, BROADCASTING.

Salesman for kilowatt daytime station in prosperous market. Base pay plus commission. Must be experienced and interested in permanent position. Send complete details first letter. Position now open. KSCB, Liberal, Kans.

Announcers

Need one or two combination announcer-1st class engineers for Florida network affiliate to start approximately December 20th. Must be strong on announcing. Write, giving full details, experience, education, training and salary requirements to Box 159D, BROADCASTING.

New England net affiliate seeks permanent all-round man with news and sports experience. Must operate console. Send disc, photo and complete resume with expected salary. Box 224D, BROADCASTING.

Versatile announcers for new 1 kw metropolitan market. No floaters. Wonderful potentials for experienced men. Send disc, photo, references. Salary expected to Jack Barton, P. O. Box 72, East Point, Ga.

Technical

Wanted, two transmitter operators for new local, midwest kilowatt daytime station. Directional antenna experience desirable but not necessary. Send full qualifications first letter. Box 223D, BROADCASTING.

Production-Programming, others

Combination copywriter-traffic girl for Florida ABC affiliate. Must be accurate on traffic, good typist, fast copywriter. Good salary, good working conditions. Send complete record experience. Sample spot and program scripts. Photo, references. Box 220D, BROADCASTING.

Television

Technical

Chief engineer for established eastern television station. Your present position must prove technical and executive ability. Salary more than attractive. Box 267D, BROADCASTING.

Situations Wanted

Managerial

Well qualified. Will accept salary plus commission. Guarantee to make money. Box 5D, BROADCASTING.

Manager, 10 years experience, 250 w, 1 kw, covering administrative, sales, program and promotion. Can win tough battles against competition and/or overhead. Prefer southwest or midwest. Box 169D, BROADCASTING.

Manager, commercial manager, now employed. Desires change January. Prefer south. Write Box 217D, BROADCASTING.

Manager and chief engineer. Either singly or combination of both AM-FM or TV. Plenty experience manager, chief engineer, sales, production and construction. Prefer small station west. Presently on leave-of-absence west coast TV station as production director. Have up to $5000 to invest. Best of references and background from 1922. Married and car. All replies strictly confidential, presently located on west coast. Immediately available. Box 228D, BROADCASTING.

Successful manager, capable full responsibility, best references. Desires greater opportunity. Box 232D, BROADCASTING.

I am interested in managing a radio station on a basis which permits the acquiring of partial ownership or participation in station income. I am able to make an investment in a property if desirable. I have years of experience in all phases of radio operation, am well established in industry with a sound record of accomplishment. I am not afraid to tackle a tough situation, and if all other considerations are right I am not overly concerned with immediate income. I am ready to talk. Box 265D, BROADCASTING.

Fully capable and experienced manager with 17 years all-round experience desires change. Present manager NBC affiliate. Prefer midwest or southeast. Box 271D, BROADCASTING.

Mr. FM station owner, don't turn in that license or CP. I can put your FM in a paying position. Have put major market class B in paying position. Desire new station with "fair deal" for all concerned. Thoroughly experienced with in-store broadcast services. Transit radio services and broadcast field. Available within 30 days. Box 281D, BROADCASTING.

Sale of station makes general manager available. Over 17 years experience west, midwest and south. Know network and independent operation. Successful in competitive markets. Best references from present and former employers. Will go to any part of the country. This is an opportunity to get a competent, dependable, all-round man who can assume full responsibility. Write or wire Manager, Box 491, Durham, N. C. or phone L-975.

Situations Wanted (Cont'd)

Sales manager who in past 17 years has personally sold millions of dollars in local time at WAVE, Louisville, seeks job as commercial manager of substantial southern station or as manager of smaller outlet. 45 years old. Married, two children. Florida or Gulf Coast preferred. Complete references available either direct or from WAVE. Correspondence confidential if you wish it. Address James F. Cox, P.O. Box 212, Anchorage, Ky.

Salesmen

Sales manager, 3 years with 1000 watt network, Rocky Mountain station. Young, aggressive, family man. Experienced all phases station operation, sales, copy, programming. Good announcer, sports, special events included. Earning $6500 yearly, but feel ready for bigger market. Interested in learning TV. Box 227D, BROADCASTING.

Thoroughly experienced producer, hard worker, good record, wants better opportunity. Box 233D, BROADCASTING.

Experienced radio sales woman with background of newspaper national and local selling desires sales job with progressive radio station in market of 250,000 or larger. Single, not young, not old. Have programming and continuity background also. Box 255D, BROADCASTING.

Salesman, experienced, ambitious, fine appearance, college graduate, best references. Write stating proposition. New England states, New York, New Jersey only. Box 270D, BROADCASTING.

Announcers

It always takes a little more than "just money" to tempt a superlative announcer away from a good job. But I'm willing to build a high rated disc show for you in return for a little less diversification. My income is above average (for where I am), but the things I have to do for said moneys are too numerous to mention. If you're a progressive eastern station, I've got a key to the public taste and two and a half years of experience to offer. What do I hear? I'm pleasant and courteous and you'll have a prompt reply. Box 846c, BROADCASTING.

Going for $65 week minimum. Thoroughly experienced announcer. 5 years radio, 3 in announcing. B. A. Northwestern U. training, 27, single, personable. Can produce, write, report. East preferred. Box 125D, BROADCASTING.

Announcer, university grad., 22, available immediately, anywhere. Disc, photo and references on request. Box 157D, BROADCASTING.

Announcer, experienced deejay, news, sports, straight announcing. Married, veteran, presently employed network affiliate. Disc and photo available. Box 171D, BROADCASTING.

Experienced announcer, capable handle staff. East preferred. Married. Box 197D, BROADCASTING.

Announcer, some experience, will start at bottom with live station, will send references, age 28, single. Box 202D, BROADCASTING.

Announcer—Experienced 2½ years, baritone voice, college, need position immediately. Box 215D, BROADCASTING.

Attention Virginia and North Carolina stations. Now available, a combination announcer-engineer who is capable of doing an excellent job in production and writing. Well experienced and not a clock-watcher. Presently employed as program director but looking for a station where versatility and ability count. Box 218D, BROADCASTING.

Well trained experienced chief announcer with emphasis on commercials. Desires staff job with progressive 5 kilowatter or it's equivalent. Quality man. Will travel. Disc and resume immediately available. Box 226D, BROADCASTING.

Announcer, commercial style, news and special events above average. Enjoy good reputation and listener esteem. Box 238D, BROADCASTING.

Announcer available. Love Boston, 29 years, love radio, 6 years, love wife, 2 years, but frankly gentlemen, I have mother-in-law trouble. Box 250D, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, vet, graduate of oldest broadcasting school in country. CBS instructtors taught all phases of broadcasting. Producer, singer, MC of amateur shows in Chicago nite clubs. Two years college. Staff member of 5,000 watt NBC affiliate. Try anything, anywhere. Box 248D, BROADCASTING.

Announcer presently employed desires permanent position, paying a living wage in well established station. Six years networks and independent. Audience participation, telequiz, MC, news specialty. Twenty nine year old family man, temperate, good references. Photo, disc. Please state particulars. Box 249D, BROADCASTING.

Announcer-engineer's ticket. Experienced. Sincere selling voice, capable newscaster, comprehensive knowledge of records. Good mail pull. Now with network affiliate. Single, 29, will answer replies. Box 253D, BROADCASTING.

Announcer, able to handle any announcing assignment and do it well. Personal charcteristics and experience above reproach. Box 237D, BROADCASTING.

Announcer, 26, married, strong on news also capable of doing play-by-play. All sports. Looking for service position. Will travel. Disc on request. Box 259D, BROADCASTING.

New York network announcer, available for major outlet only. Seven years experience in announcing, acting, production, television. Box 260D, BROADCASTING.

No genius here. Good announcer, writer, operator. Crystal voice. Sober, single, 25. Fearless worker. Box 263D, BROADCASTING.

Announcer, staff man with experience from 250 watts to 50 kw basic net affilate. Box 236D, BROADCASTING.

Announcer, 23, single, 1½ years experience, know board, copy and accounts, will travel. Box 264D, BROADCASTING.

Experienced announcer. All phases with emphasis on play-by-play. College graduate who prefers south. Box 273D, BROADCASTING.

I have a good voice, am nineteen years old, a high school graduate and have part time announcing experience. Desire a fulltime position. Salary secondary. Willing to learn. Disc upon request. Box 277D, BROADCASTING.

Announcer, completely versatile with knowledge of radio based on experience. Want permanence. Box 235D. BROADCASTING.

Former announcer-singer wishes position as program director of radio station. Experienced in all phases of same. Excellent musical education. Have been on staff of NBC and ABC. Further particulars if needed. Box 282D, BROADCASTING.

Announcer, 22, single, wants job with small station anywhere. Graduate leading radio school. Two years summer stock experience. Some radio acting. Eager, willing. Write some continuity. Jim Beckman, 119 North C St., Hamilton, Ohio.

Announcer, no experience, single. Joseph Carbone, 440 Schiller, Chicago, Ill.

Announcer-DJ. Operate any control board. Excel in news and popular disc shows. Two years radio experience. 17 years musical background. 24 yrs. old, married. Desire midwest station with advancement prospects. Contact Duane Charles, 616 E. 75th St., HI-2265, Kansas City, Mo.

Announcer, all phases of announcing. Hard working and industrious, one year experience, available and will travel. George Falk, 34-33 31 St., Astoria, L. I., New York.

Announcer, thoroughly experienced. Well qualified all mike work. Dependable, sober, debt free, family man. Box 234D, BROADCASTING.

Announcer, willing to try anything once. 15 months experience Mutual affilate. M. S. Gulla, 5009 S. Talman Ave., Chicago 32, Ill.

1st phone announcer, with two years experience all phases announcing. Single, 22, vet, car, available immediately. Joe Morgan, 429 Washington, Kerrville, Texas.

Situations Wanted (Cont'd)

Announcers—Early morning men. Top commercial men trained in all-round announcing, writing and production. $40-$50 to start. Pathfinder School of Radio. 1222-A Oak St., Kansas City, Mo. HA-0473.

Need a good experienced vocalist on your staff who does commercial copywriting, music librarian and announcing? Location not important. References, recordings. Don Pierre, 1338 W. Juneau Ave., Milwaukee, Wisconsin.

Announcer, 23, approximately three years of experience (non-staff) in N.Y.C. Can do disc, variety, MC, formal network announcing. N.Y.U. graduate, good music background, excellent news delivery, flexible commercials Quality type. Prefer east or southeast. Richards, 139 Dumont Ave., Brooklyn, N. Y.

Announcer, experienced, versatile, adaptable, all phases. Disc, photo, available immediately, anywhere. J. M. Watson, 1861 Myrtle Ave., Long Beach, Calif.

Technical

Experienced engineer, studios, transmitters, any offers please? Box 894c, BROADCASTING.

Chief engineer with 15 years experience plus ability second to none, seeks change to progressive station. Best references including present employer. $80 week minimum. Box 25D, BROADCASTING.

Engineer, B.S.E.E. Degree, 1st class radio-telephone license, class A amateur license, 38 months studio and transmitter experience (including 5 and 50 kw). Box 96D, BROADCASTING.

Engineer, first phone license. Experienced transmitter and control board operation Single, car. Box 193D, BROADCASTING.

Transmitter - control operator, first phone, A-1 technician, experienced. Want permanent position, married, car. Box 205D, BROADCASTING.

Chief engineer, 15 years experience, everything through 5 kw, and directional through four tower. AM and FM. Good personality, good executive and experienced in all phases radio. 10 years with present station. Desire change, prefer Florida or south. Would consider managership if offered right proposition. Box 230D, BROADCASTING.

Combination engineer-announcer, one year experience, accent announcing, available on two weeks notice, have car, desire permanent position providing advancement, minimum $55 for forty hours. Box 251D, BROADCASTING.

Engineer, two years commercial broadcast, three years Army radar experience. Graduate leading radio school. Will travel. Box 257D, BROADCASTING.

Experienced engineer-announcer-chief engineer, news, sports, play-by-play. Sober, industrious, reliable. All offers considered. Best references. Box 268D, BROADCASTING.

Experienced engineer, three and one-half years at five kw station, control board, transmitter, remotes, maintenance, construction, recent college graduate in electrical engineering. Box 269D, BROADCASTING.

Combo man, three years experience transmitter engineer, announcer. Presently employed at station which I helped construct. Looking for best offer over seventy, combo or chief engineer. Box 276D, BROADCASTING.

Engineer, 1st phone, class A amateur. BSEE. Experience on 5 kw directional Am and 3 kw FM transmitters, console and remote. Married, car, will travel. Available January 1. Box 279D, BROADCASTING.

First class license. Graduate of technical school. Young, single, car, will travel. Do not smoke or drink. References. Eugene Brown, Alden, Iowa.

Engineer, 1st class radiotelephone. Will travel. Desire permanent position. Technical school graduate. Joseph Kolb, 1812 Second Ave., N.Y.C.

Engineer, first phone, technical school graduate. Former Navy ETM 1/c. Married. Prefer Iowa or vicinity. Eugene Reiff, Ida Grove, Iowa.

Washington, D. C. licensed operator available for part-time or relief work. Experienced; now employed other business. Room 230, Cairo Hotel.

Four years transmitter, console, remotes, recording. First phone. Available now. Harold Street, 6 Russell Road, Dedham, Mass.

Situations Wanted (Cont'd)

Production-Programming, others

Program director for southern California station. Twelve years experience in two local and network stations. Announcing emphasis on classical music. Box 175D, BROADCASTING.

News director, can organize news department from scratch. Five years experience in newspaper, press association, 5 kw news-minded midwest station, documentary scripts, tapes and newscasting. University grad. 26, veteran, married, sober, employed. Want to settle in west or southwest with progressive, growing station. Box 196D, BROADCASTING.

Radio-television writer-producer, in the business ten years, recently released in economy cut. Desire agency, network or station position. West coast preferred, will consider any good offer in primary market. Excellent professional and personal references. Box 204D, BROADCASTING.

Experienced program director, excellent background. Presently programming eastern metropolitan fulltime independent. Imaginative, energetic, young family man. Interested in building, reorganizing or stabilizing programming, production in desirable locality. Box 222D, BROADCASTING.

Program director, experience as commercial manager, program director and general manager plus thorough knowledge production and excellent announcing are offered here. Box 241D, BROADCASTING.

Woman thoroughly experienced traffic, promotion, bookkeeping, secretarial and recordwise, some experience in continuity-programming desires change. Position with advancement. Ambitious, willing worker. Box 242D, BROADCASTING.

5 years commercial radio, college graduate, 27, single. Experienced announcing, production, continuity. Desire job as program director-announcer with progressive station. East preferred. Box 252D, BROADCASTING.

Program director, can win listeners and please commercial managers. Box 240D, BROADCASTING.

Young lady, completely experienced in all phases of radio desires position with progressive station. Box 256D, BROADCASTING.

News director-announcer for AM or TV. Six years with major market network station. Distinctive voice, selling delivery, top references, solid background, local reporting and wire rewrite experience. Box 261B, BROADCASTING.

Program director, public service, commercial and sustaining time can be blended into a schedule of interest and listening quality. Box 239D, BROADCASTING.

News editor - newscaster - announcer, eight years metropolitan area experience. Want connection with AM-television station. Excellent commercial record. Salary secondary. Box 272D, BROADCASTING.

News editor-program director, 8 years experience all phases, competent, reliable, sober, interview or e.t. Box 278D, BROADCASTING.

Television

Production-Programming, others

Station managers—We can give you economical, complete, programming with an experienced television team. Box 258D, BROADCASTING.

For Sale

Stations

For sale, New York city area AM station, $125,000. Broker. Box 830c, BROADCASTING.

250 watts, unlimited in two station market. Can possibly increase to 5000 watts. Best equipment available. Excellent staff and good accounts. Full price $28,000. Down $12,500, balance out over two years. Must sell because of other commitments. Box 219D, BROADCASTING.

Successful 250 watt network station small north midwestern town. Net earnings in excess of $20,000 per year. No competition. Completely equipped. Assets in excess of $70,000. Price $110,000. Box 247D, BROADCASTING.

For Sale (Cont'd)

Equipment, etc.

5 kw Western Electric 335-E-1 transmitter. $8,500 as is. 1 kw Western Electric 304-C transmitter—$4,000. (10) 250 lb. reels of # 8 B. & S. solid tinned bare ground wire. Box 221D, BROADCASTING.

5 kw RCA 5B transmitter in good operating condition. $4,000.00 complete with two sets of tubes, two crystals and ample spare parts. Write for particulars. Box 245D, BROADCASTING.

For Sale—Complete and modified model 104-B W.E.1 and 5 kw transmitter. Two crystal oscillators with ovens. Uses power transformers throughout. Two water cooled 343-A's in push pull in final. In service, but available February 1, 1950. Price $10,000. KGVO, Missoula, Montana.

For sale, 250 ft. extra heavy IDECO self-supporting tower with top hat. A. James Ebel, Radio Station WMBD, Peoria, Ill.

For sale, RCA 1 kw transmitter. Fair condition. Very reasonable. A. James Ebel, Radio Station WMBD, Peoria, Ill.

Gates 28 CO limiting amplifier used 90 days, excellent condition, $210.00. Collins 12 H console, has new relays in good operating condition, $250.00. Contact Chief Engineer at WVOP, Telephone 327, Vidalia, Ga.

For sale: One Presto model Y4 recorder, new condition. One Ampex model 200 30" per second tape recorder, practically new. Two 9-A Western Electric reproducers complete with filters. Make offer. W. D'Orr Cozzens, Chief Engineer, Intermountain Network, Salt Lake City, Utah.

Wanted to Buy

Stations

Experienced radio men, manager and chief engineer. Interested in investing or buying small station. Replies confidential. Best references. Box 229D, BROADCASTING.

Interested buying local or regional if priced right. Supply sufficient information in confidence. Experienced broadcaster, Box 231D, BROADCASTING.

Equipment, etc.

Wanted—One recording turntable with mechanisms and head; associate amplifier, accessories. Radio Station WJJL, Niagara Falls, N. Y. Phone 5266

Miscellaneous

Two successful established independent stations in eastern major metropolitan markets are open for Chicago sales representation by an individual or sales organization. Box 274D, BROADCASTING.

Help Wanted

Announcers

● Metropolitan station needs topnotch record and morning man. Must have excellent radio background, be dependable and have ability to sell. Good base plus talent. Send photograph, record and references.

BOX 211D BROADCASTING

Technical

Experienced licensed Chief Technician wanted at our 250 Watt AM-FM CBS Affiliate. Good salary to right man. Experience Transmitter, Studio & Remotes Preferred. Send photo; letter of experience and references to

WCUM
Cumberland, Maryland

COPYRIGHTS

Jones Writes Guide Book

COPYRIGHTS AND TRADE-MARKS. By Robert W. Jones. Columbia, Mo.: E. W. Stephens Co. pp 134.

WHILE the author, Robert Jones, a professor of journalism at the U. of Washington, devotes little attention to the specific problems of broadcasters, much of what he says concerning the statutory judicial and common-law provisions on copyright applies to radio stations and personnel.

Since stations and networks have occasions to protect by copyright the "literary form" of radio scripts, this guide to the current legal and judicial situation is a useful reference work for broadcasters interested in protecting their rights.

In his opening chapter, Prof. Jones notes that "publication"—a right reserved to the author or his assignee — means "to reveal" or "to make known," so that it would apply to radio as well as to the press.

Of particular interest to broadcasters and advertisers is the second half of the book, devoted to a discussion of trade-marks and tradenames. As the author emphasizes, the basis of trade-mark law is that the name, symbol and goodwill may acquire a definite property value. One chapter on copyrights also is devoted to the ASCAP controversy of 1940-41.

For Sale

Equipment, etc.

AVAILABLE AT ONCE
1, 2, or 3
400 Foot, Type SGN
BLAW-KNOX
TOWERS
AT A GREAT BARGAIN
Copper wire and ribbon for ground nets for these towers available in any quantity.
Phone, Call, Write or Wire
C. H. WESSER
4500 Penobscot Bldg.
Detroit, Mich.
WOodward 3-1213

Wanted to Buy

Stations

I'll buy it!
One 250 watt fulltime station.
I'll pay cash!
In the mid or southwest.
Prefer network affiliation.
Write Box 216D,
BROADCASTING

Employment Service

OPENINGS FOR
Combination Announcer-Engineers
Music Librarians
Write for Registration Forms
Placement Division
EDWARD C. LOBDELL ASSOCIATES
(agency)
17 E. 48th St. New York 17, N. Y.
Station Brokers—Management Consultants
Personnel Placement

Technical

PAUL MORRIS appointed chief engineer at KRSC Seattle, succeeding GEORGE A. FREEMAN, who is now with KING-TV, same city.

ELECTRO-VOICE Inc., Buchanan, Mich., announces new fine quality, low cost, high output, omni-directional crystal microphone, designed for economical use in conference recording, amateur radio and similar instances. Microphone, Spherex, is spherical in shape. Model 920-8 with 8 ft. cable, lists at $16.50.

DON McCROSKEY, engineer at ABC Television Center, Hollywood, and IRENE VALENTINE, ABC Hollywood telephone operator, have announced their marriage.

THE DAVEN Co., Newark, N. J., introduces redesigned line of volume level indicators. Meters conform with NAB standards and are available for either rack mounting or portable use. Indicators are designed to indicate audio levels in broadcasting, sound recording, and allied fields.

CLIFFORD GRAFF, chief engineer of WTCH Shawano, Wis., and Margie Meyer have announced their marriage.

GATES RADIO Co., Quincy, Ill., announces new Model 52-CS Studioette, medium size studio control console that may be used for AM-FM or TV in main or sub-studio service. Brochure on product is available by writing Gates Co.

SECOND volume of RCA Television Pict-O-Guide, containing photographs which help serviceman locate TV receiver troubles by picture analysis, announced by RCA Tube Dept., Camden, N. J.

Karl B. Brumback

KARL B. BRUMBACK, 24, engineer-announcer at WFLO Farmville, Va., died Nov. 7 at Medical College of Virginia Hospital in Richmond as the result of a heart disorder. A graduate of Central Radio School in Kansas, he had worked at several midwest stations before joining WFLO. He also held an operator's license for W4PCG, amateur station.

Civil Defense

(Continued from page 71)

on actual nearby conditions by news bulletins.

The Munitions Board, through its Communications and Electronics Committee, deals directly with the manufacturers' industry advisory group comprising some 29 firms, many of whom belong to Radio Mfrs. Assn. Fred Lack, Western Electric, is chairman.

The board currently is working on the military aspect of the mobilization program with respect to procurement of electronics equipment. It is expected to evolve a complete program in the next two months for submission to the electronics industry. Defense meeting may be held shortly afterward, it was indicated.

Contracts for various equipment parts, including transmitters and receivers, have been let to approximately 150 companies. Military and industry have been working on standardization of specifications for all equipment, and stockpiling of strategic and critical materials.

Production Needs

Government munition authorities estimate that, in the event of emergency, the military will require "all of the present production —and more besides" but could give no figures. They said that peak war production, approximately $2 billion, has dropped closer to the $1 billion mark. Air Force demands have stepped up electronics requirements appreciably, they add.

Manufacturers on the joint industry-government committee include:

General Electric, Sylvania Electric Products Labs, International Resistor Co., Raytheon, Westinghouse Electric Corp., RCA, Motorola, Wells-Gardner, Hallicrafters, Bendix Radio, Hoffman Radio Corp., Federal Telephone & Radio, Western Electric, Hazeltine, Sprague Electric Corp., General Radio Corp., Emerson Phonograph & Radio, Philco Corp., Electronic Products Labs, and others.

The Munitions Board committee will single out areas in which there may be industry shortages in resources, manpower, material production and test equipment. It also will seek to attain a maximum standardization of components and parts.

Gen. Edmund Langmead, director for Military Programs, Munitions Board, is chairman of the joint electronics group, whose work will not conflict with a similar committee under the Joint Chiefs of Staff. Former group comprises officials of all military branches.

Maj. Gen. Harold M. McClelland, USAF, is director of Communications-Electronics for the Defense Dept., working under the Chiefs of Staff. Under his domain falls responsibility for establishing general policy and program for communications-electronics activities of the Armed Forces, and integration of communications facilities.

Savings Foreseen

As a result of unification, the Defense Dept. emphasized, "substantial monetary savings" and greater coordination have been effected on such items as TV-training programs, facsimile equipment and related security methods, super-high-frequency link equipment, and high-power transmitters.

The Signal Corps is one of the large government purchasers of facsimile equipment. Navy and Air Force also use similar equipment. Military authorities contacted by BROADCASTING expressed interest in the long-range possibility of emergency nationwide communication through the means of facsimile. The service, they noted, could be placed strategically in key metropolitan and suburban areas, thus capitalizing on the vital factor of speed in communications.



CHUCKLING moment at the NAB District 1 meeting in Boston [BROADCASTING, Nov. 7] is enjoyed by (l to r) Justin Miller, NAB president; Marie Houlahan, publicity and public relations director for WEEI Boston, and Harold E. Fellows, WEEI general manager and District 1 director. The three were charged with the multi-details of convention arrangement.

KLEE Election

NLRB has directed an election at KLEE Houston among operators and engineers to determine whether they should be represented by IBEW Local 716. The order, announced last Thursday by NLRB, excludes from the bargaining unit two combination men, whose work partly entails control-room technical duties, and two senior technicians.

NATIONAL IBEW

Named WMSL Bargainer

WMSL Decatur, Ala., licensed to Tennessee Valley Broadcasting Co., has been ordered to bargain collectively, on behalf of its staff announcer and technician units, with the national International Brotherhood of Electrical Workers (AFL) as a replacement for IBEW's now defunct Local 1564, NLRB has announced.

In its amended decision, NLRB said an order to bargain with a "non-existent union may well be an empty gesture, ineffective in any practical sense to accomplish its stated purpose." It also pointed out that a "remedial order to bargain collectively with a union does not establish that union in perpetuity" as representative "but only for such time" that will give that union "a reasonable chance for success."

NABET NAMED

Is WTAC Bargaining Agent

NABET has been designated as the collective bargaining representative for engineers and technicians at WTAC Flint, Mich., the National Labor Relations Board has announced. Station is licensed to Trendle-Campbell Broadcasting Corp., and operates on 600 kc with 1 kw day, 500 w nighttime power.

Simultaneously AFRA's petition to intervene in the case was denied, NLRB said. AFRA, certified as the bargaining agent for announcers at WTAC, reported that there was doubt as to union jurisdiction over announcers who now perform some technical duties, and because of this uncertainty, it was unable to bargain collectively with WTAC. NLRB ruled that the announcers are not part of the NABET unit as contended by the licensee. Election was held last July.

FCC Patten Ruling

ORDER has been adopted by FCC to make final the Commission's proposed denial of request by C. Thomas Patten for a new AM station at Oakland, Calif., on 1010 kc with 10 kw daytime only. FCC indicated no exceptions had been filed to the proposed ruling which found Mr. Patten personally unqualified to be a broadcast licensee on grounds he allegedly misrepresented civic interests and program plans [BROADCASTING, Oct. 3].

Award to Mueller

MERRILL MUELLER, manager of NBC's London office, received the Sigma Delta Chi award for "objective reporting from Britain" at the journalism fraternity's 30th annual convention in Dallas, Tex., Nov. 16-19. Mr. Mueller, in this country since Nov. 15, expects to return to London early this week.

Michigan

Very profitable, well established station.

$100,000.00

California

Excellent facility, wide coverage of a splendid market.

$90,000.00

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO
Harold R. Murphy
333 N. Mich. Ave.
Randolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

FCC Actions

(Continued from page 72)

Decisions Cont'd

Lawrence Bcstg. Co., Lawrence, Kan.—Hearing now scheduled Nov 28 continued to Dec. 6 at 10 a.m. in Washington, D. C.

By Examiner J. D. Cunningham

KYA San Francisco—Granted petition requesting continuance of further hearing, now scheduled Nov. 23, upon application of KYA and that of KROY Sacramento Calif. and KVSM San Mateo, Calif.; hearing continued to Feb. 28, 1950, in Washington, D. C.

WTNJ Trenton, N. J.—Granted motion for extension of time to file proposed findings of fact re application for CP and that of WBUD Trenton, N. J.; time extended to Nov. 25.

By Examiner Hugh B. Hutchison

WWJ Detroit—Granted motion requesting postponement from Nov. 14 date for filing of proposed findings of fact and conclusions re application of WWST Wooster, Ohio; time extended to Jan. 16, 1950.

Mendocino Bcstg. Co. and Bartley T. Sims, Ukiah, Calif.—Granted petition of Mendocino Bcstg. Co. for leave to amend application to change frequency requested from 1400 kc to 1490 kc; to delete references to T. R. Amarante, as station manager of KDAC Fort Bragg, Calif.; to show change in cost of land for installation of proposed station; to substitute new engineering report prepared by its consulting radio engineer for one now attached to application; and to incorporate resolution of board of supervisors of Mendocino County, Calif, recommending grant of said application, and application as amended is removed from hearing docket. On Commission's own motion it is further ordered that application of Bartley T. Sims, Ukiah, Calif., is removed from hearing docket.

WEIM Fitchburg, Mass.—Granted in part petition requesting 60 day continuance of hearing now scheduled Nov. 16, 1949; on application of WEIM and that of WGLN Glens Falls, N. Y.; hearing continued to Jan. 30, 1950, at Washington, D. C.

By Examiner Jack P. Blume

WORM Easton, Md.—Granted petition for continuance of hearing now scheduled Nov. 18 on application for additional time to construct station; hearing continued to Dec. 15 at Washington, D. C.

By Examiner Fanney N. Litvin

KWIK-AM-FM Burbank, Calif. — Granted petition by assignee, Leslie S. Bowden, trustee in bankruptcy, for continuance of hearing in re application for assignment of license of KWIK and CP for KWIK-FM and for CP to replace expired permit of KWIK-FM. Hearing continued indefinitely.

By Examiner J. Fred Johnson Jr.

KOA Denver, Col.—Granted petition for continuance of hearing now scheduled Nov. 16; continued until further order.

November 17 Decisions . . .

BY COMMISSION EN BANC

Further Extension

WTNB Birmingham, Ala.—Granted further extension authority to remain silent for 15 days at which time station must resume operation or surrender its license. See story this issue.

Petition Granted

WHDH Boston—Granted petition to extent that date for WHDH to elect to accept or reject partial grant of its application for modification of DA-D is extended to Nov. 30. Grant for DA change was issued Sept. 21.

STA Denied

WSYR-TV Syracuse, N. Y.—Denied STA to operate on Ch. 3 (60-66 mc) and directed letter to permittee requesting it advise Commission promptly of decision regarding this matter.

Petition Granted

WHGR Greensboro, N. C.—Upon petition, Commission vacated cond. attached to grant made Oct. 21 for assignment of CP, and substituted in lieu thereof following cond.: "Consent to this assignment is granted on the condition that Greensboro Bcstg. Co. Inc. surrender the license for station WGBG simultaneously with the commencement by it of program test as station WHGR" [BROADCASTING, Oct. 31].

Hearing Designated

A. H. Kovlan and J. D. Sinyard, Athens, Ohio—Designated for hearing application for new station 1010 kc 250 w D to be held Feb. 1 in Washington on following issue: "To determine whether the installation and operation of the proposed station would be in compliance with the Commission's Rules and Standards of Good Engineering Practice Concerning Standard Broadcast Stations and with existing international agreements, with particular reference to the signal intensity delivered at the nearest point on the Canadian border."

McMa Agency, Lubbock, Tex.—Designated for hearing held Feb. 1 in Washington application for new station 1450 kc 250 w unl. and made KFDA Amarillo, Tex., and KENM Portales, N. M. parties to proceeding.

Angelus Bcstg. Co., Temple City, and Newport Harbor Bcstg. Co., Newport Beach, Calif.—Designated for consolidated hearing at Washington Feb. 2 application of Angelus for new station 760 kc 250 w D and that of Newport for 740 kc 1 kw D, and made KVOE Santa Ana party to proceeding with reference to Newport Harbor only, and ordered that, if as result of consolidated proceeding, it appears that were it not for issues pending in Clear Channel hearing and the Daytime Skywave Transmissions, and Commission's policy pertaining thereto, as announced Aug. 9, 1946, and May 9, 1947, public interest would be best served by grant of application of Angelus Bcstg. Co. then said application shall be returned to pending file until after conclusion of said hearings regarding clear channels and daytime skywave transmissions.

Petition Granted

WFMJ Daytona Beach, Fla.—Granted petition for waiver of Sec. 1.363 of rules and accepted for filing application seeking change in facilities from 1450 kc 250 w unl. to 1260 kc 1 kw unl. DA-N.

Hearing Designated

WRUS WRUL WRUW WRUX WRUA World Wide Bcstg. Corp., Scituate, Mass. — Ordered hearing Feb. 6 at Boston on applications for renewal of licenses of international broadcast stations all in Scituate, and application to increase power of WRUW from 20 kw to 250 kw; further ordered this proceeding consolidated with next item.

Greenwich Bcstg. Corp., Greenwich, Conn.—Ordered hearing Feb. 6 at Greenwich on application for new standard station 1490 kc 250 w unl. and made WHOM, WNLC and WBUD parties to proceeding.

November 17 Applications . . .

ACCEPTED FOR FILING

AM—1110 kc

KREM Spokane, Wash.—CP change from 1340 kc to 250 w unl. to 1110 kc 1 kw unl. DA-N AMENDED to request 970 kc.

License for CP

WBAP-TV Fort Worth, Tex.—License to cover CP new TV station and to indicate vis. power 16.4 kw in lieu 17.6 kw, designate studio and trans. site as 3900 Barnett St.

License Renewal

WWHG-FM Hornell, N. Y.—License renewal FM station.

FOR INCREASED SPOT BILLINGS
contact
JOSEPH HERSHEY McGILLVRA, INC.
366 Madison Avenue, New York
Murray Hill 2-8755

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO NOVEMBER 17

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,070	2,028	205		326	265
FM Stations	744	479	327	*9	51	28
TV Stations	92	24	88		354	182

*5 on air

* * *

CALL ASSIGNMENTS: KREW Sunnyside, Wash. (Cole E. Wylie, 1050 kc, 250 w day); WELS Kinston, N. C. (Commonwealth Bcstg. Corp., 1010 kc, 1 kw day); WLBY Greenwood, Miss. (Greenwood Bcstg. Co., 960 kc, 1 kw day); WRAD Radford, Va., switched from WRAH (Rollins Bcstg. Inc., 1340 kc, 250 w fulltime); WTSA Brattleboro, Vt. (Granite State Bcstg. Co. Inc., 1450 kc, 250 w fulltime).

* * *

Docket Actions . . .

INITIAL DECISION

KPPC Pasadena, Calif.—Initial decision issued by Hearing Examiner Basil P. Cooper to grant application to make technical changes in equipment and to increase power from 100 w to 250 w, operating specified hours on 1240 kc. Grant subject to condition that KPPC will not operate with 250 w until FCC authorizes KGFJ Los Angeles to operate unlimited time with 250 w on 1230 kc. Initial decision Nov. 15.

OPINION AND ORDER

KOB Albuquerque and New Mexico College of Agriculture and Mechanic Arts—Adopted memorandum opinion and order denying joint petition requesting FCC to relieve parties from compliance with Sec. 3.109 of rules with respect to existing contractural relationship between college and station, or in alternative issue declaratory ruling that rule does not apply to contract in question. However, in view of fact petition was filed in good faith and not for purpose of delay, time for compliance with Sec. 3.109 will be extended 90 days from Nov. 15 to enable petitioners to achieve compliance (Comr. Hennock dissenting). Order Nov. 17.

Non-Docket Actions . . .

AM GRANTS

Pasadena, Tex.—Felix H. Morales, granted 1480 kc, 1 kw day; estimated cost $32,850. Mr. Morales is local funeral director. Granted Nov. 17.

Prineville, Ore.—Radio Central Oregon Inc., granted 690 kc, 1 kw day; estimated cost $28,764. Principals: Collin R. Matheny, ex-general manager KYJC Medford, Ore., president 25%; Robert M. Bruce, ex-station manager KYJC, vice president 24%; Norbert A. Miksche, KYJC sales manager, director 24%; Chester J. Stuart, ex-chief engineer KYJC, director 24%. Granted Nov. 17.

Bessemer, Ala.—Bessemer Bcstg. Co., granted 1450 kc, 250 w fulltime. Partnership: Jesse E. Lanier, Jack Warden, Crawford J. Bass and Walter B. Petty Jr. Granted Nov. 17.

Auburn, Calif.—Diamond H Ranch Broadcasters, granted 1490 kc, 250 w fulltime. Sole owner is Charles E. Halstead, radio engineer. Granted Nov. 17.

McAlester, Okla.—Pittsburg County Bcstg. Co., granted 1460 kc, 1 kw daytime; estimated cost $16,050. Co-partnership: Phil Reed, script writer and rancher; Ray Van Hooser, assistant manager KBOA Kennet, Mo.; Carl Ross, with Farmers Home Adm., U. S. Dept. of Agriculture; James Ross, student, and William Tedrick, manager KWOC Poplar Bluff, Mo.

FM GRANTS

Phoenix, Ariz. — Phoenix College granted permit for new non commercial educational station. Channel 203 (88.5 mc), power 10 watts; estimated cost $3,831. Granted Nov. 17.

WWJ-FM Detroit, Mich. — Fetzer Broadcasting Co. granted modification of present facilities to 50 kw ERP and change antenna to 665 ft. Granted Nov. 17.

APPLICATION RETURNED

Modification of CP

WMFD Wilmington, N. C.—RETURNED Nov. 10 as unnecessary application for mod. CP change frequency etc. for extension of completion date.

TRANSFER GRANTS

KAGH and KARS (FM) Pasadena, Calif.—Granted transfer of control in KAGH Inc., from Andrew G. Haley, Washington radio attorney, to Marshall S. Neal, Paul Buhlig, E. T. Foley and Edwin Earl owners of KWKW Pasadena, who will sell KWKW to another group. Consideration is $90,000. KAGH operates on 1300 kc, 1 kw fulltime. Granted Nov. 17.

WCON-AM-FM-TV Atlanta, Ga. — Granted transfer of negative control of The Constitution Pub. Co., licensee. Clark Howell, president and 53.62% owner transfers part of his holdings to other members of family so that he now is 42.82% owner. Family jointly owns 56.69% interest. This is a corporate reorganization. WCON is assigned 5 kw on 550 kc. Granted Nov. 17.

WKSR Pulaski, Tenn.—Granted assignment of license from Robert W. Rounsaville and George M. Clark d/b as Pulaski Bcstg. Co. to new partnership of same name. New partners are: John R. Crowder, farm and real estate interests, 70%; James Porter Clark, field representative for Confidential Reports Inc., Atlanta, 20%; and W. E. Williams, manager WPLI Jackson, Tenn., 10%. Consideration is $30,000. WKSR is assigned 250 w daytime on 730 kc. Granted Nov. 17.

WCMD Cambridge, Md.—Granted assignment of license from James H. Littlepage and Thomas P. Littlepage Jr., Washington radio attorneys, d/b as Cambridge Co. to the Shore Bcstg. Co. wholly-owned subsidiary of Peninsula Bcstg. Co., operator of WBOC-AM-FM at Salisbury, Md. Consideration $30,000. WCMD operates on 1240 kc, 100 w unlimited. Granted Nov. 17.

WIHL Hammond, Ind.—Granted assignment of license from Joseph A. Sims tr/as Superior Enterprises to Sidney S. Rosenblum and Forrest E. Curnutt d/b as WIHL Broadcasting Co. Consideration is $19,000. Mr. Rosenblum is sales manager and 50% owner Rosenblum's Dept. store and becomes ⅔ owner of station. Mr. Curnutt is WIHL manager. WIHL is assigned 730 kc, 250 w daytime. Granted Nov. 17.

WCOJ Coatesville, Pa.—Granted assignment of CP from a partnership composed of David Ginsburg, Morris Singer, William S. Halpern and Louis N. Seltzer to a new corporation. Mr. Ginsburg and Mr. Singer withdraw from original agreement, leaving Mr. Seltzer and Mr. Halpern and newcomer Richard J. Scully, mayor of Coatesville. No monetary consideration. Granted Nov. 17.

WBUD Morrisville, Pa. — Granted transfer of control of Morrisville Broadcasting Co. from Francis E. Streit to Verna S. Hardin. Settlement of estate of Frank Streit, father. Granted Nov. 17.

WBNB (FM) Beloit, Wis.—Granted assignment of license from Daily News Pub. Co. for $2,500 to Board of Trustees, Beloit College. Granted Nov. 17.

(Continued on page 80)

CHNS
HALIFAX NOVA SCOTIA
A CAPITAL Station
In A CAPITAL City gets
You CAPITAL Results!
Ask
JOS. WEED & CO.
350 Madison Ave., New York
P.S. We now have our 5000 Watt Transmitter in operation!

FCC Roundup

(Continued from page 79)

New Applications . . .

AM APPLICATIONS

Colorado City, Tex. — Lone Wolfe Bcstg. Co., 1320 kc, 500 w daytime; estimated cost $14,875. Co-partnership: L. E. Candler, farmer and tourist court owner, and W. E. Smith, farmer. Filed Nov. 15.

Puyallup, Wash.—W. Gordon Allen, 1400 kc, 100 w fulltime; estimated cost $8,300. Mr. Allen is business manager and executive director KYAK Yakima, Wash. Filed Nov. 15.

TRANSFER REQUESTS

KDON (AM) Santa Cruz and KSNI (FM) Salinas, Calif.— Acquisition of control by John Ben Snow through purchase for $147,498 of 1,300 of 1,750 shares held by Merritt C. Speidel in Salinas Newspapers Inc., 100% owner of Monterey Peninsula Bcstg. Co., KSNI licensee. Monterey in turn owns 50% of Central Coast Counties Radio Inc., KDON licensee, and has been given FCC consent to purchase other 50% for $38,000 from Grant R. Wrathall [BROADCASTING, Oct. 31]. Messrs. Speidel and Snow now each hold 43.75% in parent newspaper firm, after transfer Mr. Speidel would hold 11.25%, Mr. Snow 76.25%. KDON assigned 250 w on 1240 kc. Filed Nov. 15.

KWRN-AM-FM Reno, Nev.—Acquisition of control of Reno Newspapers Inc., licensee, by John Ben Snow, 45.68% owner, through purchase of 26% interest held by Merritt C. Speidel for $165,137. Mr. Speidel retains 7.5% interest. KWRN assigned 1490 kc, 250 w. Filed Nov. 15.

WGNY Newburgh, N. Y.—Acquisition of control of WGNY Bcstg. Co. by John Ben Snow through purchase of 35% interest of Merritt C. Speidel for $27,781.25. Mr. Speidel, who presently holds 40% and whose family holds another 18%, would personally retain 5%. Mr. Snow would become 75% owner. WGNY assigned 1 kw day, 1220 kc. Filed Nov. 15.

WKIP (AM) and WHVA (FM) Poughkeepsie, N. Y.—Acquisition of control of Poughkeepsie Newspapers Inc., licensee, by John Ben Snow through purchase of 45.25% interest held by Merritt C. Speidel for $932,874. Mr. Snow would become 88.68% owner. Mr. Speidel, who now holds 47.5% and whose family holds additional 2.5%, personally would retain 2.25%. WKIP assigned 1450 kc, 250 w. Filed Nov. 15.

KRMG Tulsa, Okla.—Acquisition of control of All-Oklahoma Bcstg. Co., permittee, by Sen. Robert S. Kerr (D-Okla.) and Grayce B. Kerr through transfers of stock from minority stockholders. Dean Terril sells all his common stock (3.82%) for $420.21 and all his preferred stock (3.47%) for $573.04 while W. R. Wallace sells part of his common stock (3.33%) for $366.66 and part of his preferred stock (11.67%) for $1,925. After transfer ownership would be: Robert S. Kerr, 49% common and 38% preferred; Grayce B. Kerr, new stockholder, 10.48% common, 21.48% preferred; D. A. McGee 14.87%, T. M. Kerr 13.77%, T. W. Fentem 6.88% and W. R. Wallace 5%, all both common and preferred. KRMG assigned 50 kw day, 10 kw night, 740 kc directional. Filed Nov. 15.

KWED Seguin, Tex.—Assignment of license from Weldon Lawson to partnership of Mr. Lawson, 75% owner, and Garfield Kiel, station manager. Mr. Kiel acquires 25% interest for $6,428.55. KWED assigned 1580 kc, 250 w day. Filed Nov. 15.

WAYB Waynesboro, Va.—Transfer of control of Waynesboro Bcstg. Corp., licensee, through sale of stock by Earl M. Key to N. Wilbur Kidd, Wallace R. Dodd and John A. Brown AMENDED to delete Mr. Dodd as one of transferees.

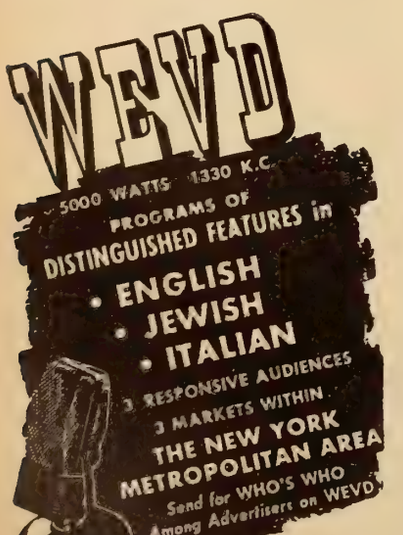
KGST Fresno, Calif.—Assignment of license from John L. Baker, Peter K. Onnigan, George F. Baker, Harry Hartunian and Jim Schiffer d/b as Baker Bcstg. Co. to Delle Bcstg. Co., co-partnership of Sidney A. Mandel, ex-announcer at WSBC Chicago; Morris Mindel, ex-WSBC salesman, and Milton Gerloff, ex-WSBC engineer. Consideration $55,000. KGST assigned 1600 kc, 1 kw day. Filed Nov. 14.

KFDA-AM-FM Amarillo, Tex.—Acquisition of control of Amarillo Bcstg. Corp., licensee, by Gilmore N. Nunn through transfer of 2,400 shares from father, J. Lindsay Nunn, as gift. Gilmore Nunn becomes 62% owner, J. Lindsay Nunn retains 38% interest. KFDA assigned 5 kw day, 1 kw night on 1440 kc. Filed Nov. 14.

WGAD Gadsden, Ala.—Assignment of license from E. L. Roberts tr/as Coosa Valley Bcstg. Co. for $40,000 to General Newspapers Inc., owner WGNH there. WGNH, operating at loss, to be given up. WGAD assigned 1 kw on 1350 kc. Filed Nov. 15.

KBLF Red Bluff, Calif.—Assignment of license from Dr. Russell G. Frey for $20,000 to Tehama Bcstg. Co., partnership of Arvo Haapanen, KBLF manager, 80% interest, and Victor Lahti, his brother-in-law and construction foreman, 20%. KBLF assigned 1490 kc, 250 w. Filed Nov. 15.

KNOR Norman, Okla.—Assignment of permit to Cleveland Bcstg. Co., new partnership of same name and including two of three original partners. Howard DeMere withdraws and relinquishes 10% interest. No consideration. Tol Dickenson, 70% owner who has financed station, becomes 75% owner while William S. Morgan, 20% owner becomes 25% owner. KNOR assigned 1400 kc, 250 w. Filed Nov. 15.





EYE CATCHER in BROADCASTING is found by officers of Ohio Assn. of Broadcasters and Frank Headley, president of Headley-Reed, guest speaker at OAB Sales Clinic in Cleveland. L to r: Carl George, WGAR Cleveland, president; Mr. Headley; Albert Albinger, WCOL Columbus, vice president, and Fred Bock, WADC Akron, secretary.

* * *

SALES METHODS

Research Data Stressed At Ohio Meet

NEED for more capable, scientific and factual selling, designed to keep radio in the forefront of the media battle, keynoted the second session of the Ohio Assn. of Broadcaster's 1949 sales conference, concluded in Cleveland Nov. 11 [BROADCASTING, Nov. 14].

Using the theme of "Selling Radio in a Competitive Market," the conference drew the largest number of station executives and sales managers in OAB's history. President Carl George, of WGAR Cleveland, and Secretary Fred Bock, of WADC Akron, engaged speakers representing agencies, advertisers and stations who outlined radio's best selling methods.

Frank Headley, president of Headley-Reed Co., told the group that "since the greatest problem of the station is selling, the future of radio is secure . . . because of the universal audiences and low cost per impression."

Mr. Headley warned broadcasters not to fear the future but sell radio with a business-like approach, efficiency, ethical practices and persistence. He cited untouched fields for radio selling and advised station managers to include research as a normal part of operating expense in the future.

On the local level, successful sales depend on station analysis of the retailer's needs and persisting on a sound basis "until the client is sold and stays sold," Joseph L. Brechner, manager of WGAY Silver Spring, Md., told the OAB.

Robert Dailey, radio director of the Cleveland branch of McCann-Erickson, told the OAB that radio should grow up. Pointing to the advent of television as the "baby" media whose competition demanded that radio become "adult," Mr. Dailey said that radio must sell scientifically — providing positive facts regarding the station, coverage, audience composition, market statistics, and cost per 1,000 impressions.

Agencies are beginning to insist on these facts, declared the radio director who handles such accounts as Standard Oil of Ohio and Ohio Bell Telephone Co. He added that in the future such things as audience listening habits, inherited audience and community acceptance of the station will be sought. Mr. Daily stated that standard measurements such as BMB will be mandatory for broadcasters.

Miss Beth Black, timebuyer at Joseph Katz Co., felt that Ohio broadcasters must cooperate fully with their station representatives to gain the maximum national spot business, and urged stations to supply representatives with every type of factual and statistical data on stations and markets.

Better-trained salesmen and a thorough grounding in merchandising, sales promotion and psychology were stressed by Dr. Kenneth Dameron, advertising professor at Ohio State U. He offered the university's research facilities to Ohio broadcasters and solicited suggestions from station managers as to how Ohio State could produce better time salesmen for the radio industry.

The OAB appointed an education committee to work with Dr. Dameron and the university on future research projects involving radio, and also to serve as an advisory board on training of students for radio careers.

WOR STAFF

Seven Are Added to Roster

SEVEN new additions to WOR New York departments were announced last week. Albert H. Jaeggin, recently staff writer and reporter for Radio Daily, has joined the station as a news writer. He previously was on the news staffs of NBC's national and international divisions and of the United Press.

Martin Katz, formerly station representative for WCAU Philadelphia, has been made an account executive for WOR-TV. Frank Kizes, previously with CBS and MBS, has been appointed sales service assistant to Robert Mayo, director of sales for WOR and WOR-TV. Three new engineers—Joseph E. Debonis, Tuffield V Dame and Sidney Kaufman—complete the list.

FINCH CHANGES

Littlefield Is President

RAYMOND B. LITTLEFIELD of the Providence, R. I., firm of Littlefield & Co., investment banking house, has been elected president of Finch Telecommunications Inc., Passaic, N. J., it was announced after a board meeting held a fortnight ago.

Capt. W. G. H. Finch, former president, moves up to become chairman of the board. Capt. Finch remains president and sole owner of WGHF (FM) New York, a separate corporation not connected with the Telecommunications Manufacturing Co.

Newscasts

(Continued from page 30)

use of an announcer part-time and string of 10 correspondents. Revenue from news programs is $3,000 monthly, but when the newsroom was assessed its share of total station overhead, he said, there was a loss of $1,400 monthly. The station management, however, considers the money well spent because increased Hoopers are attributed to the audience building efforts of the newscasts.

While the profitability panel was perhaps the commercial highlight of the convention, the programming feature was the annual banquet. At that event, Gen. Omar N. Bradley, chairman of the United States Joint Chiefs of Staff, turned the session into a gigantic news conference.

He answered questions with virtuosity on subjects ranging from the atomic bomb to why Army and Notre Dame aren't competing in football. WFDR (FM) New York taped the proceedings and promised to make copies available to any station represented. Immediately it received requests from WPTR Albany, WMT Cedar Rapids, WHAM Rochester, WDET Detroit, WCUO (FM) Cleveland, KFMV (FM) Los Angeles, WCFM (FM) Washington and WVUN (FM) Chattanooga.

New Documentary

At the same session, Edward R. Murrow, CBS commentator, played for the first time publicly his new documentary Columbia record album on events in this country from the end of the war to the Truman election in 1948.

Other highlights of the convention included:

Television — The convention was characterized by a deflationary view of video newscasts. Elmer Davis, ABC news analyst and former head of OWI, said in his opinion TV news "is no good and never will be good." He did not believe it possible for TV to give a rounded picture of the day's news, although he conceded video could not be beat in its coverage of many special events.

Charles Hull Wolfe, radio and television copy chief, McCann-Erickson agency, New York, believed radio news would survive television competition better than most other radio programming. He foresaw the time when an advertiser could spend $8 million to $10 million annually for television, at which time a big, fairly rounded newscast might be possible. He cautioned that experience and technological developments still undreamed of could solve video's news problems.

Ray Barrett of WPIX (TV) New York said his station had been able to bring its newscast costs to $100 a minute of air time.

Bob Bendick, CBS, warned against rushing around for fast pickups on the radio scale, asserting sports pickups were the most economical in manpower and facilities. He said CBS always figured on a crew of 11 for full eight hours for each remote, but he believed local stations might get by with a crew of five or six and do two pickups a day.

Inter-station cooperation — Committee on this subject recommended creation of two services: A list of NARND reporters who would be on call to member stations for special assignments, and a tip service by which a member station in one community would inform a station in another community of news breaks. The recommendations will be acted on by the NARND board.

Facsimile — Lack of traffic in facsimile broadcasting was evidenced by a request that NARND's facsimile committee no longer was needed and that it be discontinued.

Elections — Jack Shelley, WHO Des Moines, president, succeeding Sig Mickelson, WCCO Minneapolis; Ben Chatfield, WMAZ Macon, first vice president; Jim Borman, WMT Cedar Rapids, second vice president; Sheldon Peterson, KLZ Denver, treasurer, and Soren Monkoff, WOW Omaha, secretary. Named to the board, for a one year term, Mr. Shelley; for three years, Ron Cochran, WCOP Boston; Mr. Peterson; Thomas Eaton, WTIC Hartford, and John Bills, WQAM Miami.

Resolutions — That NAB reconsider abolition of its news committee and continue its news clinics. That FCC remove remaining limitations on editorializing and that managements use professional persons to direct editorializing. That its members and station managers take the initiative to obtain legislation permitting newsmen to keep sources confidential.

Commendations — Although numerous committee reporters came in for praise, special commendation was voiced for Dick Oberlin, WHAS Louisville, and Mr. Peterson for co-chairmaning the wire services report.

FM CHANGES

Proposed in Allocations

A SERIES of Class B FM channel reallocations to increase frequency separations and "generally to improve the FM allocation pattern" was proposed by FCC last Thursday.

The changes would require three stations to change frequencies: WAMS-FM Wilmington, Del., would move from Channel 241 to 243 to reduce interference with WFLN (FM), which uses 239 at Philadelphia; WDEL-FM Wilmington, from Channel 229 to 279, to reduce conflict with WIP-FM Philadelphia on 227; and WRFL (FM) Winchester, Va., on Channel 223 but seeking 260, would move to 236 as part of a reallocation in the Maryland-Virginia area.

Show-cause proceedings were instituted looking to accomplishment of these changes.

FCC's proposal also envisions realignment of channel allocations in some 19 other communities, in order to "increase the interference-free service areas of FM assignments in various sections of the country."

The Commission reported that "the interference considered includes that involving stations separated by 400 kc and 600 kc" in accordance with the interference ratios established in the FM standards.

Comments on the proposed changes will be accepted until Dec. 19, after which the Commission will decide whether a hearing or oral argument is warranted.

The proposed changes are as follows (FCC said the areas grouped together are related and must be considered as a single proposal.):

	Channels	
General Area	**Delete**	**Add**
Gadsden, Ala.	...	226
Ventura, Calif.	...	264
Bridgeport, Conn.	248	...
Coram, N. Y.	277	248
Wilmington, Del.	229, 241, 297	243, 279, 295
Philadelphia, Pa.	243, 279, 295	...
Baltimore, Md.	294	293
Winchester, Va.	223	236
Frederick, Md.	268	260
Front Royal, Va.	236	...
Harrisburg, Pa.	259	...
Holyoke, Mass.	282	...
Keene, N. H.	300	282
Batavia, N. Y.	235	...
Bristol Center, N. Y.	...	236
Columbus, Nebraska	...	268
Sunbury, Pa.	284	...
Concord, N. C.	243	...
Laurinburg, N. C.	...	243
Milwaukee, Wisconsin	251	255
Madison, Wisconsin	255	251

Upcoming

NAB DISTRICT MEETINGS

Nov. 21-22: Dist. 8, Book Cadillac, Detroit.
Nov. 28-29: Dist. 16, Paradise Inn, Phoenix.
Dec. 1-2: Dist. 15, Mark Hopkins, San Francisco.
Dec. 5-6: Dist. 14, Utah, Salt Lake City.
Dec. 14-15: Dist. 17, Benson, Portland, Ore.

* * *

Dec. 5-6: CBC Board of Governors, Ottawa.

RADIO PIONEERS

Launch Membership Drive

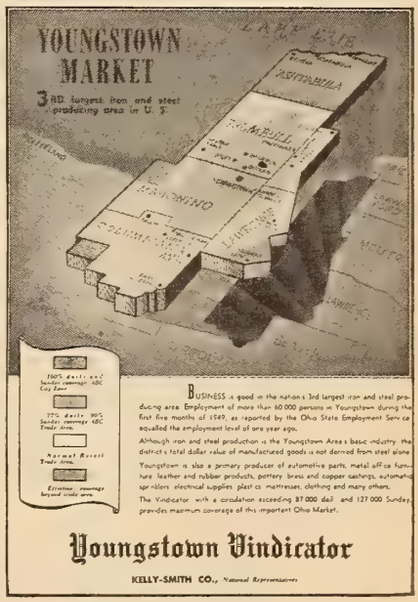
A MEMBERSHIP drive has been launched industry-wide by the Radio Pioneers Club. Station managers are being urged by the organization to assist in contacting any person who has been connected with radio for 20 consecutive years as potential members.

Radio Pioneers was founded in 1942 by H. V. Kaltenborn, veteran NBC news commentator. The club acts as a central clearing house for the exchange of information and historical data about the industry. President of the club is William S. Hedges, NBC vice president. Address of the Radio Pioneers is 30 Rockefeller Plaza, New York.

Time-saving market data source book

SRDS CONSUMER MARKETS organizes in one place the basic state, county, and city data that sales and advertising executives constantly use in appraising markets for consumer products.

This easy-to-use source book covers completely the detailed statistics that reliably picture market characteristics, conditions and trends in every important market area in the U. S., U. S. Territories and Possessions, Canada, and the Philippines.



In addition, media Service-Ads, like the YOUNGSTOWN VINDICATOR's shown here, provide much supplementary information that is useful in proper market evaluation.

For a complete picture of the full scope of the 1949-1950 Edition of CONSUMER MARKETS, send for Full Explanation Folder. Copies of CM are $5.00 each.

Consumer Markets
A Section of Standard Rate & Data Service
Walter E. Botthof, Publisher
333 North Michigan Avenue, Chicago 1, Ill.
New York • San Francisco • Los Angeles

At Deadline...

KOY SUES TO COMPEL AFFILIATION BY CBS

SUIT SEEKING specific performance of affiliation contract with KOY Phoenix and through it with KTUC Tucson, was filed against CBS in Federal District Court in Chicago last Thursday by Salt Valley River Broadcasting Co., licensee of KOY and affiliated in ownership with KTUC.

Complaint alleges that while CBS had notified it of termination of affiliation last June—six months prior to contract expiration—assurances were given by network officials during ensuing three months that network did not intend to cancel or terminate affiliation. Earlier formal notice, complaint charged, was labeled merely a formality.

While no formal statement was forthcoming from CBS following filing of suit, it was understood network intended to switch its affiliation, effective Jan. 1, to KOOL, controlled by Gene Autry, cowbody performer on CBS, and to KOPO Tucson, in which Mr. Autry has substantial ownership interest. Mr. Autry is sponsored on CBS by Wm. Wrigley Jr. Co.

KOY has been affiliated with CBS for more than decade and feeds KTUC that network's programs. Suit was filed by Chicago law firm of Damon, Hayes, White & Hoban, and by Irving A. Jennings, general counsel and stockholder of KOY. Under usual procedures, network has 20 days in which to answer.

GUY NAMED IRE HEAD

RAYMOND F. GUY, NBC manager of radio and allocations engineering, and Sir Robert Watson-Watt, governing director of Sir Robert Watson-Watt & Partners Ltd., London, elected president and vice president, respectively of Institute of Radio Engineers [BROADCASTING, Oct. 31]. Mr. Guy, broadcast engineer nearly 30 years, was member of WJZ New York staff in 1921 when it started as world's second licensed station. He has been with NBC since 1929. Sir Robert is considered England's outstanding radar authority.

MERGER IN DURHAM

MERGER of WHHT and WSSB Durham, N. C., underway as WHHT ceased operations Saturday midnight upon FCC approval and owner Harold H. Thoms becomes chairman of board and part owner WSSB. Principal owners WSSB are Tom and P. M. Sawyer and Mrs. Roma Cheek. MBS affiliation also switches to WSSB as do existing accounts and certain program features. WHHT was assigned 1 kw on 1590 kc; WSSB operating on 1490 kc with 250 w. Durham has less than 80,000 population and with WHHT had four fulltime outlets and one daytimer.

TELECAST OF V. P. PARTY

NBC-TV Friday carried exclusive telecast of luncheon-reception following wedding in St. Louis of Vice President Alben W. Barkley and Mrs. Carleton S. Hadley. Telecast, originated by KSD-TV St. Louis, was carried on 28 interconnected stations.

CBS TV COLOR COUNSELLOR

BENJAMIN SONNENBERG, New York public relations consultant, retained by CBS for color TV campaign. Appointment regarded as indicating CBS will intensify drive to obtain FCC adoption of its color system.

WILS LANSING FULLTIME; OTHER FCC ACTIONS

FINAL decision reported by FCC Friday to grant WILS Lansing, Mich., switch from 500 w daytime on 1430 kc to 1 kw fulltime on 1320 kc, directional night. Decision also was announced making final initial ruling to deny as in default request of KTVU (TV) Portland, Ore., for extension of completion date. Permittee, Video Broadcasting Co., was assigned Ch. 3 (60-66 mc).

Oral argument scheduled Dec. 9 in several cases: (1) proposed decision to grant Roy Hofheinz and W. N. Hooper d/b as Texas Star Broadcasting Co. new AM station at Dallas on 740 kc, 10 kw day, 5 kw night, directional, and to deny KTRH Houston change in daytime directional to increase coverage on 740 kc [BROADCASTING, May 23]; (2) proposed decision to grant WLAP Lexington, Ky., switch from 250 w on 1450 kc to 5 kw day, 1 kw night on 630 kc, directional, and to deny competitive bids of WCPO and Queen City Broadcasting Inc., Cincinnati, for 630 kc [BROADCASTING, Oct. 17]; (3) proposed decision to grant new station bid of Lincoln Broadcasting Co. for 1 kw day, 500 w night on 970 kc at Springfield, Ill., and to deny WMMJ Peoria, Ill., switch to 970 kc [BROADCASTING, June 6]; (4) proposed decision to grant new station bid of Manistee Radio Corp. for 250 w fulltime on 1340 kc at Manistee, Mich., and deny competitive bid of Door County Broadcasting Co., Sturgeon Bay, Wis. [BROADCASTING, June 20].

In Lansing ruling, FCC denied applications of Central Michigan Radio Corp. seeking new station there on 1320 kc and of Charlotte Broadcasting Co. for same facilities at Charlotte, Mich. Latter ruled out because inefficient use of frequency would result. WILS chosen over Central Michigan because it was improving existing facilities [BROADCASTING, May 16].

Order also adopted staying effectiveness of initial decision to grant Belle City Broadcasting Co. 500 w daytime on 1460 kc at Racine, Wis., pending further review by Commission [BROADCASTING, Oct. 24]. Belle City petition asking initial ruling be made final was denied. FCC also adopted memorandum opinion and order denying petition of Batesville Broadcasting Co. for reconsideration of final grant to White River Valley Broadcasters Inc. for 250 w on 1340 kc at Batesville, Ark. [BROADCASTING, April 11].

BAPTIST GROUPS CITE RELIGIOUS FREEDOM

CONSTITUTION's religious freedom amendment "vigorously supports rather than even partially opposes" Southern Baptist and Texas Baptist conventions' pending petition seeking express authority for recognized religious groups to operate low-power non-commercial FM stations [BROADCASTING, Feb. 28], they told FCC Friday.

In 43-page brief filed by Leonard Marks and Bernard Koteen of Washington law firm of Cohn & Marks, they cited Supreme Court decisions and said government—including FCC—has "historically" recognized specific needs of religion. If FCC "blindly" follows broad dictum on separation of church and state, petition said, "then the Commission must withdraw all licenses from all religious groups."

Baptists listed ten AM, four FM, and three noncommercial educational FM stations licensed to religious institutions. Their brief was in response to FCC order setting their petition for hearing to determine whether First Amendment would permit FCC to "establish a specific category of religious broadcast stations" and whether grant of petition would serve public interest [BROADCASTING, Oct. 10].

Closed Circuit

(Continued from page 4)

limited spot announcement campaign to begin in November.

ANOTHER P & G project involves possibility of putting *Beulah* radio series on television. Estimates currently sought from Hollywood producers. Agency is Dancer-Fitzgerald-Sample.

MIDWINTER layoff of FCC's color TV hearings, lasting from now to February, will be spent in exhaustive testing of rival color systems. FCC plans to require proponents to make tests, report semi-monthly, file detailed information on manufacturing costs, performance, interference ratios, etc.

BUREAU of Standards' independent color TV study for Senate Interstate & Foreign Commerce Committee, originally due for completion this month, may take as long as FCC's "three-week" color hearing, now likely to run into next spring. Participants say study, under direction of Bureau Chief E. U. Condon, is nowhere near complete, may take months.

C. E. HOOPER Inc. experimenting with automatic instantaneous audience measurement device for television. Device would be installed in controlled sample of television homes, connected to central Hooper offices by direct telephone wires. System probably will be shown publicly in December.

PARLIAMENT AT Ottawa has not yet made any decision on loan of $4,500,000 to Canadian Broadcasting Corp. for TV stations at Montreal and Toronto, nor has policy been announced regarding increases in annual radio receiver license fees, as advocated by CBC Chairman D. Dunton. Understood public reaction to Dunton proposed increase in fee, from $2.50 to $5, was so great government party members advocating subsidy to CBC to allow it to continue services.

KELLOGG Co., Battle Creek, through Kenyon & Eckhardt, New York, understood to have picked up option on radio version of *Mark Trail*, Rockhill radio package. Definite decision expected within fortnight.

KUKLA, FRAN & OLLIE understood to be staying on NBC-TV through winter, despite RCA Victor and Sealtest ice cream precedent in calling for winter hiatus after Christmas because of seasonal sales decline. Plans change came after strong protest by Burr Tillstrom, owner of the five-a-week package, to agencies, J. Walter Thompson and N. W. Ayer & Son.

DuMONT NET RISES

ALLEN B. DuMONT Labs. reported net sales of $29,507,000 and net profits of $2,747,000 for the 40-week period ended Oct. 9 compared to net sales of $17,374,000 and net profits of $1,890,000 for same 1948 period. After federal taxes 40-week 1949 net was $1,676,000 compared to $1,421,000 year ago. After deducting preferred stock dividends, DuMont net after taxes was 75 cents a share compared to 70 cents in 1948. DuMont directors declared quarterly dividend of 25 cents on preferred stock payable Jan. 1 and 1949 dividend of 50 cents on common, payable Dec. 22.

CBS TOPS HOOPERATINGS

THREE CBS radio shows, *Lux Radio Theatre*, *Arthur Godfrey's Talent Scouts* and Jack Benny, took first three Nov. 15 Hooperatings positions, with 25, 22.2, and 20.6, respectively, C. E. Hooper Inc., N. Y., announced Friday.



That's penetration



Among all of the 257 stations heard within the WLW Merchandise-Able Area, The Nation's Station received six hours of *all* listening during an average week between 6 AM and Midnight—as compared to an average of less than one hour to the nine major competitive stations.*

THAT'S PENETRATION!

Listeners were tuned to . . .

WLW	Average of Nine Major Competitive Stations
184 minutes—6 AM to 6 PM	—30 minutes
143 minutes—6 PM to Midnight	—22 minutes
327 minutes—6 AM to Midnight	—52 minutes

WE REPEAT, *that's penetration!*

Complete information may be obtained at any of the WLW Sales Offices:

140 West 9th St., Cincinnati 2, Ohio
630 Fifth Avenue, New York 20, N. Y.
360 North Michigan, Chicago 1, Ill.
6381 Hollywood Blvd., Hollywood 28, Calif.

*Nielsen Radio Index, February - March, 1949

when you want penetration you want

WLW
the nation's most merchandise-able station

CROSLEY BROADCASTING CORPORATION

CBS STARS
ARE ALWAYS SHINING
OVER *EASTERN IOWA*
VIA **WMT**

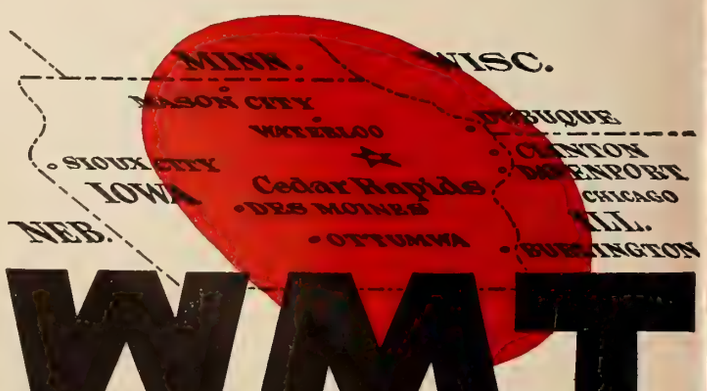


"Me Too!"

Charlie McCarthy Moves to CBS; Bergen Follows

Not all the mowing is done on the growing fields of Iowa now that Charlie's "clipping" and "mowing" his way for Coca-Cola. The famous wooden-head is heard weekly on WMT, exclusive CBS outlet for Eastern Iowa. Added to the lengthy list of renowned entertainers currently appearing on WMT programs, C. McCarthy (with E. Bergen and M. Snerd) will wend his cantankerous way through one of the most prosperous markets in the U. S.

WMT offers—in addition to outstanding CBS entertainment —complete news coverage (AP, UP, and INS) and intensive farm programming, all calculated to command loyal listening. When you've something to sell in this balanced farm and industrial market, tell it via WMT. Ask the Katz man for full details.



WMT

600 KC., 5000 WATTS · **CEDAR RAPIDS** · DAY AND NIGHT

Basic Columbia Network

NOVEMBER 28, 1949

PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING



Success story:

A Richmond potato chip company recently started a schedule of six participating announcements per week on WLEE.

In two short weeks, this company had opened up 22 brand new outlets for the product!

This was an especially impressive result, since the company is well established and its distribution was already good.

Local Richmond merchants are used to quick results like this from WLEE. More and more national advertisers are following their lead by using WLEE. Is WLEE on *your* list? If not, call in your Forjoe man for the whole story.

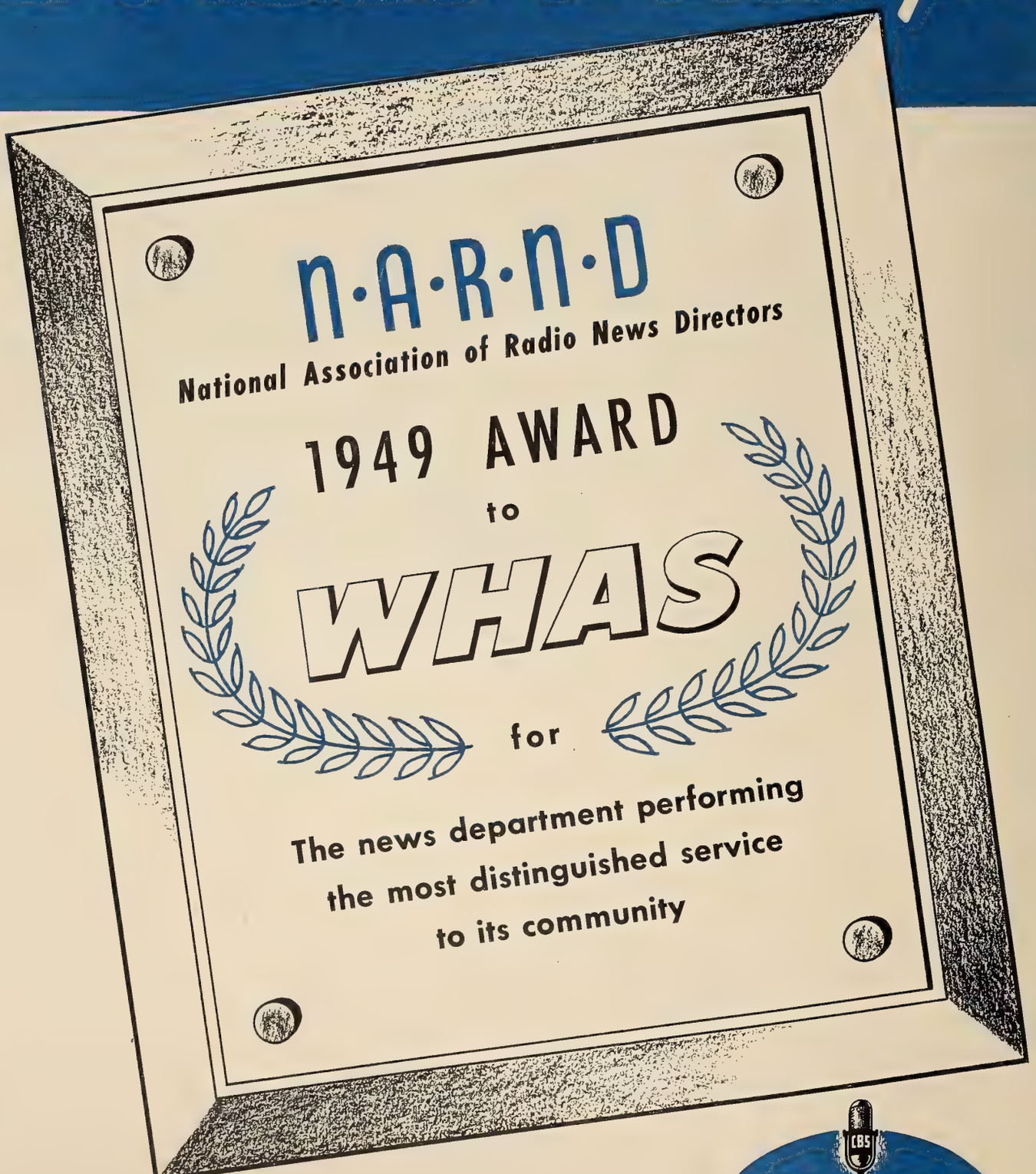
WLEE

MUTUAL IN RICHMOND

TOM TINSLEY, *President* ▪ IRVIN G. ABELOFF, *General Manager* ▪ FORJOE & CO., *Representatives*

IN THIS ISSUE: BLOCK DRUG BUDGETS HIGH FOR AMM-I-DENT.

as a member of Society...



CBS
WHAS
Louisville, Kentucky

50,000 WATTS ★ 1A CLEAR CHANNEL ★ 840 KILOCYCLES
VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*
REPRESENTED NATIONALLY BY
EDWARD PETRY AND COMPANY

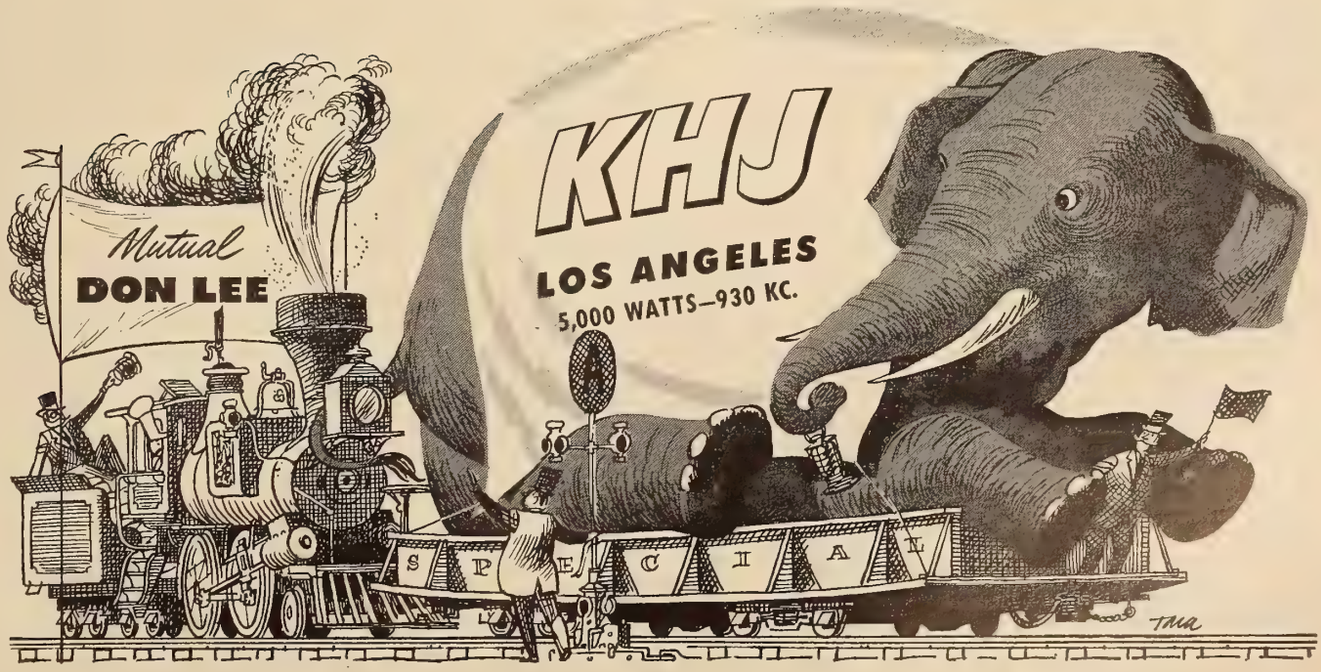
and therefore Selling

THE ONLY RADIO STATION SERVING ALL OF THE RICH KENTUCKIANA MARKET

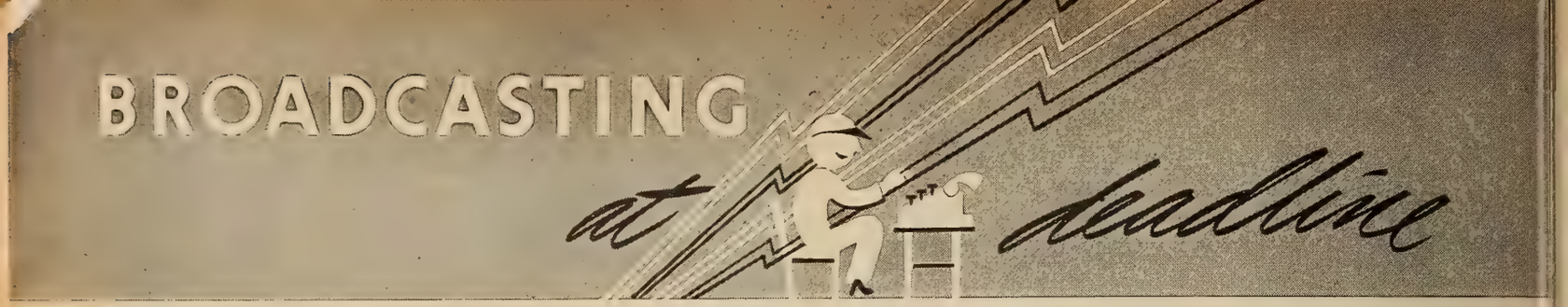


2 BIG BUYS—KFRC, San Francisco and KHJ, Los Angeles for the Most Economical, Complete Coverage of the 2 BIGGEST MARKETS IN THE WEST. KFRC and KHJ have had 25 years of successful selling and are Key Stations of Mutual-Don Lee . . . the Nation's Greatest Regional Network.

Represented Nationally by JOHN BLAIR & CO.



Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



Closed Circuit

TERMINATION of negotiations on sale of KMPC Los Angeles by G. A. Richards to NBC does not mean that network will forego its project to buy its own outlet, or that Mr. Richards will not dispose of KMPC (see page 15). NBC Chairman Niles Trammell will shortly confer with Earle C. Anthony, owner of KFI, clear-channel affiliate of NBC, and is expected to broach acquisition. Affiliation expires Jan. 1. And Mr. Richards is known to have several offers for all three of his stations (WJR Detroit, WGAR Cleveland and KMPC) and probably will sell latter two.

LEVY BROTHERS (Isaac D. and Dr. Leon), former owners of WCAU Philadelphia and still substantial stockholders in CBS, may figure prominently in TV syndication. Understood that brother Ike has acquired substantial interest in several independent motion picture companies and is charting course for production of musical and other shorts adapted for TV.

CURRENT speculation on Justice Dept. network investigation apparently dates back to WSAY Rochester's long-pending $12-million anti-trust suit against ABC, CBS, NBC and Mutual, who won first round by defeating move for preliminary injunction. Since WSAY was dropped by ABC and Mutual in 1947, Owner Gordon Brown reportedly has needled Justice, Congress, FCC. High Justice officials discount likelihood of suit by government, but with new Attorney General in office it's possible. FCC's desire to make own network probe is well known. [BROADCASTING, Nov. 7].

GRUEN Watch Co., New York, sponsors of last half-hour of *Hollywood Calling*, 7-8 p.m. on NBC, will cancel giveaway show effective Dec. 18 despite 5.9 Hooper average. Advertiser may pick up sponsorship again if rating continues to gain. Grey Adv. is agency.

WITH FINAL showdown approaching on NARBA Conference, U. S. Delegation Chairman Rosel H. Hyde, FCC Commissioner, returned to Washington last Tuesday and remained through Friday. He came for final instructions, i. e., whether we should capitulate to "minimum" requirements of Cuba or whether we should stand our ground and battle it out in an ether war. Conference might run at least ten days or through this week of Nov. 28 before reaching agreement or calling it quits. Conference breakup still would require time to close formal books.

UNOFFICIAL canvass reported to FCC last week revealed that Cuban stations are now operating nondirectionally on at least dozen clear channels assigned to U. S. stations as well as on equal number of regional channels, primarily used in southeastern U. S.

FINAL tabulation of NAB member votes on

(Continued on page 74)

Upcoming

Nov. 28-29: NAB Dist. 16, Paradise Inn, Phoenix.
Dec. 1-2: Dist. 15, Mark Hopkins Hotel, San Francisco.
Dec. 5: National Institute of Municipal Law Officers, Muehlbach Hotel, Kansas City.
Dec. 5-6: Dist. 14, Utah Hotel, Salt Lake City.
(Other Upcomings on page 55)

Bulletins

RADIO OFFERS Co., New York (direct mail order), through Huber Hoge & Sons, New York, adding four half-hour ABC network programs to its schedule. On Monday and Friday, Nov. 28 and Dec. 2, respectively, firm sponsoring both half-hour broadcasts of *Pick a Date With Buddy Rogers*, 11:30 a.m.-12 noon, and on Saturdays Nov. 26 and Dec. 3, *Shoppers Special*, 9:30-10 a.m. Contract covers 55-station network.

IBEW Local 1220 and three Chicago stations signed new engineering contracts providing $7.50 weekly raise at WJJD and $5 each at WIND and WGES. Further discussions about salaries at WAAF scheduled Wednesday. New contracts are for one year.

MILES LABS., Elkhart, Ind., starts 39-week test of *Queen for a Day* with Jack Bailey on KTSL (TV) Los Angeles, one evening weekly, starting in January. Agency, Wade Adv., Chicago.

SUNDIAL SHOE DIVISION, International Shoe Co., Boston, through Hoag & Provandie, Boston, to sponsor Friday telecasts of CBS-TV *Lucky Pup* series, starting Jan. 20. Program aired Mon.-Fri., 6:30-6:45 p.m., Sat. 6:45-7:15 p.m.

WILLIAM WRIGLEY JR. Co., Chicago, renewing *Gene Autry Show*, CBS, Saturday 8-8:30 p.m., for 52 weeks effective Dec. 24 through Ruthrauff & Ryan, Chicago.

U. S. CONCESSIONS SEEN VITAL TO NARBA PACT

U. S. BROADCASTERS will have to make "some adjustments" of there will be no agreement on new NARBA, authorities said Friday after FCC Comr. Rosel H. Hyde, chairman of U. S. delegation to NARBA conference in Montreal, conferred with FCC colleagues and State Dept. officials in Washington.

Proposal countering Cuban demands believed to have been evolved during conferences. Full details are to be laid before U. S. delegation in special meeting in Montreal this morning (Monday). Whether delegation agrees to meet at least some of Cuban demands, authorities feel, may largely determine whether new treaty is reached or hope for accord abandoned.

Details of Cuban demands not disclosed, but they're known to involve rights heretofore held by U. S. on several frequencies.

Business Briefly

GM RENEWS ● General Motors Corp., Detroit, on Dec. 19 renews for 52 weeks Henry J. Taylor on 264 ABC stations, shifting from Fri. 8:45-9 p.m. to 8:30-8:45 p.m. Agency: Kudner Agency, New York.

LONGINES CANCELS ● Longines-Wittnauer Watch Co., New York, effective Dec. 18, will cancel two half-hour shows on CBS, *Choraliers*, Sun., 2-2:30 p.m. and *Symphonette*, Sun., 5:30-6 p.m. Reason for cancellation ascribed to fact that watch-buying season is over by Christmas. Agency, Victor A. Bennett Inc., New York.

ABC TOY SPECIAL ● Bob Hope, comedian, and Johnny Grant, disc jockey, headlined on special five-minute ABC broadcast yesterday (Sunday) under sponsorship of RCW Enterprises, Los Angeles, for its circus balloon toys. *Johnny on the Spot* was aired 7:55-8 p.m., on full 272-station network, and placed through Cowan & Whitmore Advertising, Los Angeles.

BAB STARTS NEW SERVICE ON SELLING RETAIL GROUPS

DECLINING use of radio by furniture dealers noted in first of series of retail information folders prepared by Broadcast Advertising Bureau and sent to NAB member stations. First release, on furniture, featured detailed analysis of operation, economics, merchandising and advertising problems of that business.

It noted that large furniture stores spend less in radio than smaller retailers but small stores showed greater sales increase in 1948 over 1947 than either medium or large stores. Report candidly admitted declining use of radio by furniture retailers but searched for specific ways to reverse that trend.

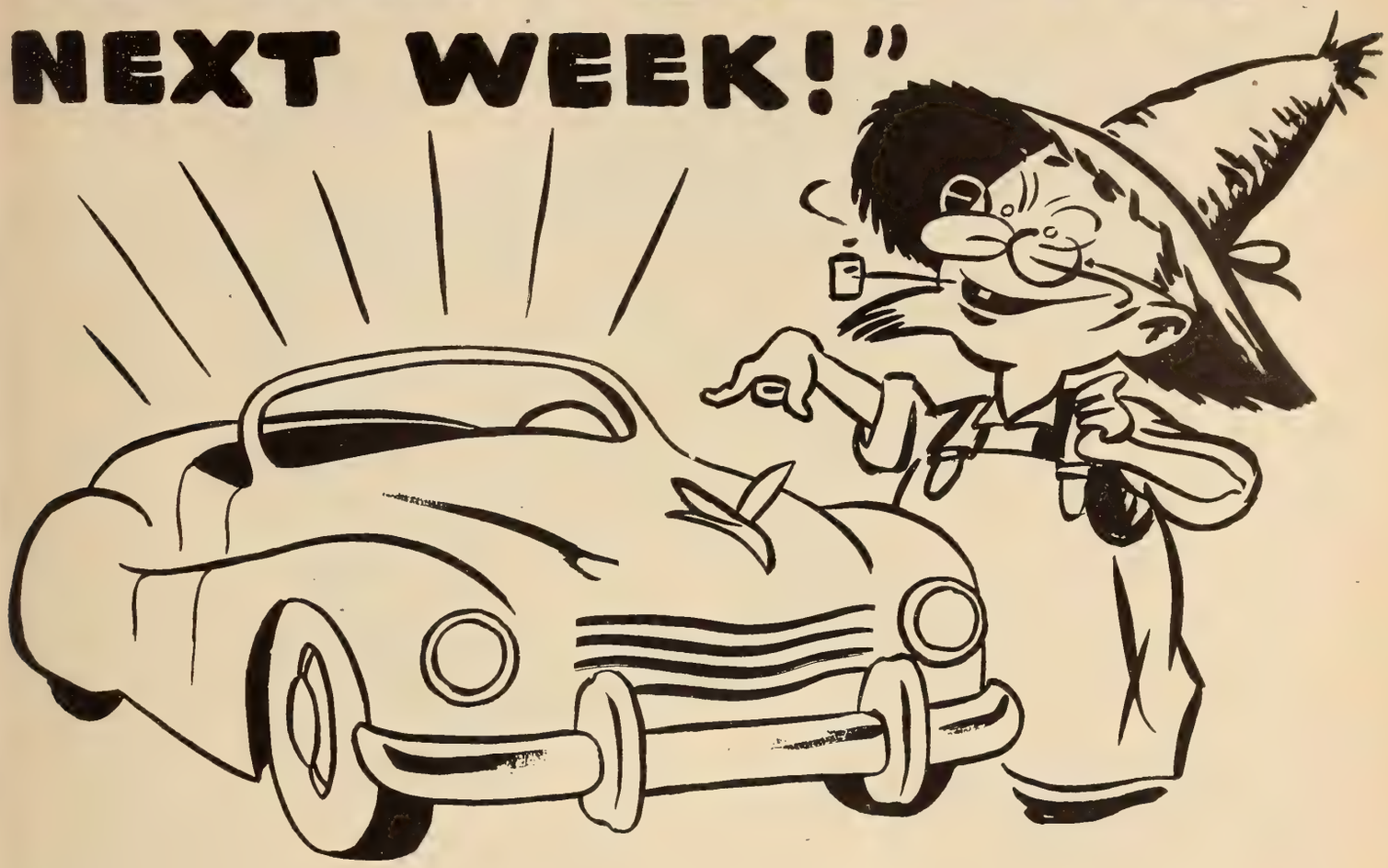
Among suggestions was to take advantage of selling implications in fact that "during the early months of the year . . . furniture sales are low . . . and the listening index is high."

BAB retail information folders will consist of series of file folders, each containing descriptive material on different retail business. Each release is to contain two editions, one for television and one for radio. First covered only radio but TV edition will be ready soon. But future releases will publish both editions simultaneously. Second folder on jewelry business is scheduled for Dec. 1 and others on laundry-dry cleaning business and on banks are to come out early in 1950.

NARSR CUTS DUES

NATIONAL Assn. of Radio Station Representatives reducing 1950 dues to two-thirds of those for 1949, when association had heavy legal costs in connection with Washington hearing, published spot rate finder and had other expenses not expected to recur next year. Thomas F. Flanagan remaining as managing director on altered basis which leaves him more time to devote to other interests.

"GONNA TRADE IT IN NEXT WEEK!"



YUP, by golly, us Red River Valley yokels in North Dakota keep right up-to-date. And with an Average Effective Buying Income that's $1729 higher than the national average, big spendin' comes easy.

WDAY, Fargo, persuades our hayseeds to buy more knicknacks, luxuries *and essentials* than any other station in this area, because they listen to WDAY *more than five times as much as to any other station!*

YES, FOR FIVE CONSECUTIVE MONTHS (DEC. '48 THRU APR. '49) WDAY HAD THE NATION'S HIGHEST SHARE-OF-AUDIENCE HOOPERATINGS — MORNING, AFTERNOON AND NIGHT!

WHAT'S MORE, WDAY'S RURAL COVERAGE IS EVEN MORE ASTOUNDING!

Let us or Free & Peters send you all the facts, *today!* You just wouldn't believe any one station could pile up such a record against *any* competition!

WDAY

FARGO, N. D.

NBC • 970 KILOCYCLES • 5000 WATTS



FREE & PETERS, INC.
Exclusive National Representatives

AVAILABLE IN *Indianapolis!*

M-G-M RADIO SHOWS

M-G-M THEATER OF THE AIR

A full hour of top dramatic entertainment once a week, presenting Hollywood's most glamorous stars in thrilling radio adaptations of all-time M-G-M- picture hits.

JUDGE HARDY'S FAMILY

The Famous movie series, never before released for radio adaptation, starring Lewis Stone, Mickey Rooney and Fay Holden . . . a half-hour presentation once weekly.

THE ADVENTURES OF DR. KILDARE

One of the most famous motion picture series, adapted to radio for the first time, and starring Lew Ayres and Lionel Barrymore, who created the leading roles on the screen. One-half hour per week.

MAISIE

Starring Ann Sothern . . . half-hour, once weekly, presenting brand new radio adaptations of the popular M-G-M pictures, other adaptations of which proved equally popular as a network radio series.

AT HOME WITH LIONEL BARRYMORE

One of the world's most famous and beloved stars chats, reminisces about the stage, the screen, and its people. Three fifteen minute programs per week.

COST AND TIME AVAILABLE QUOTED ON REQUEST

First IN INDIANA ANY WAY YOU JUDGE!

WFBM INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

Associated with: WFDF *Flint* — WOOD *Grand Rapids* — WEOA *Evansville*

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone ME 1022

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FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; How's Business
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Ginn, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Audrey Boyd, Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Wilson D. McCarthy, Jean D. Statz; Eleanor J. Brumbaugh, *Assistant to the Publisher.*

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JOHN P. COSGROVE, *Manager*

Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Grace Motta, Chapalier Hodgson.

NEW YORK BUREAU

250 Park Ave., Zone 17, PLaza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO

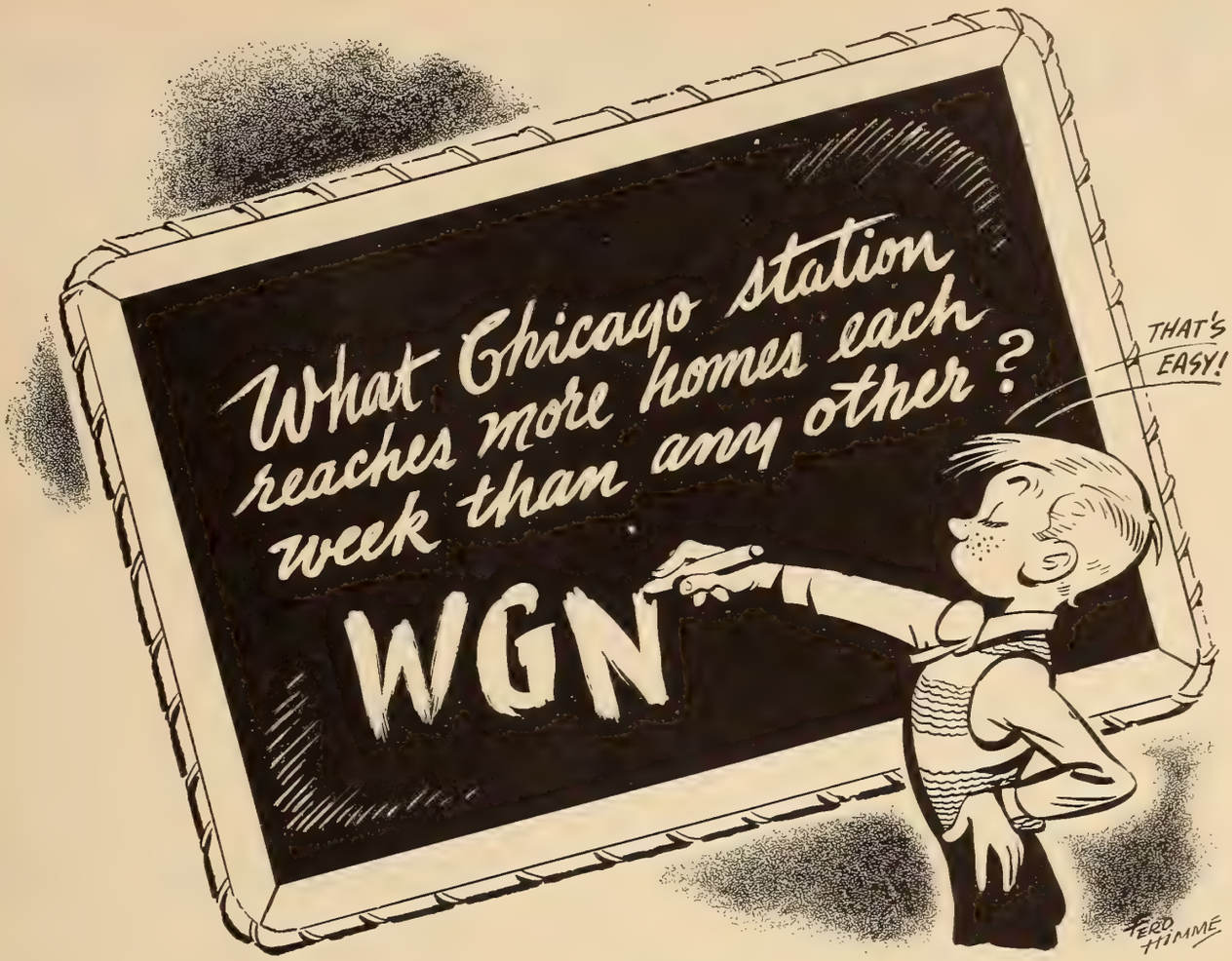
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

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* Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy



YES! **. . . everyone knows the answer to that question. And the answer, year after year, has been the same—WGN***

This means that advertisers have a better opportunity of having their messages heard on WGN than thru any other Chicago station. This impact is made possible thru the power, prestige, and programs that are synonymous with WGN.

Sure, surveys point out that WGN is the outstanding station in Chicago, but we've got even more—sales success stories and listener response that prove WGN's effectiveness on that great intangible . . . the listening audience.

** Nielsen Annual Coverage Report, Feb.-Mar., 1946, 1947, 1948, 1949.*

***Make your next buy, your best buy*—WGN**

A Clear Channel Station . . .
Serving the Middle West

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

Messrs. Hooper and



1/ CBS evening programs have the highest <u>average</u> rating in radio today.

CBS average Hooper: 10.0; the next closest network, 8.1; and the remaining two networks an average of 5.9.
On Nielsen, CBS rated 10.7; the next closest network, 8.6; and the remaining two, averaged 4.8

2/ CBS has most of the <u>most popular</u> programs– nearly three times as many as all other networks combined.

Hooper gives CBS 11 out of the "top 15"; the next closest network, 3; and the remaining two networks, 1.
Nielsen gives CBS 15 of the "top 20"; the next closest network, 4; and the remaining two networks, 1

That's why <u>advertisers</u> agree CBS gives them the bigges

Nielsen do agree...

Source: Eve. network commercial programs, 1948 and 1949
Hooper—October 1-7, 15-21
Nielsen—First Oct. report (average audience basis)

3/ Over the past year, radio listening shifted heavily to CBS and away from other networks.

Hooper shows a 15% *increase* in listening to CBS over last year; a 20% *drop* for the next network; a *drop* for the remaining two, combined. Nielsen shows a 16% *increase* for CBS; a 14% *drop* for the next network; and a *drop* for the remaining two

4/ The average program that remained on CBS increased its audience over last season. The average show that didn't switch to CBS from the next network lost listeners.

Hooper shows the average program that stayed on CBS went *up* 3%; those that stayed on the next network went *down* 15%; Nielsen shows CBS *up* 3%; the next network *down* 10%



audiences at the lowest cost in all advertising.

Smoothest



Howard Carlson



Ozzie Osborne

5 voices

on the



Vince Leonard

air in

Indianapolis



Bill Faulkner



Gene Allison

In analyzing the extremely high sales response to WISH shows, we take our hats off to our competent staff of announcers. That's because here at WISH an announcer must be a SALESMAN first—then a s-m-o-o-t-h-i-e on the air. All 5 of our announcers have a persuasive, sales-wise delivery that rings with enthusiasm . . . a personality that "gets across," that gets action. As you well know, that's mighty important in choosing a radio station. It keeps us almost constantly booked up.

WISH

1310 kc INDIANAPOLIS · A-B-C NETWORK

FREE & PETERS, *National Representatives*

George J. Higgins, General Manager

New Business



SALES AFFILIATES, New York, national distributors of Zotos Fluidwave, new beauty salon permanent wave, sponsor *The Adventures of Maisie* starring Ann Sothern, on WMGM New York, as first step in market-to-market program plan. Weekly series is owned and packaged by MGM. Company is planning to place show in major cities throughout country where they have distribution. Getschal & Richard, New York, is agency.

KELLOGG Co., Battle Creek, Mich., adds WCBS New York to 31 Pacific Coast stations on CBS currently carrying *Mother Knows Best.* Agency: Kenyon & Eckhardt, New York.

EGAN, FICKETT & CO., New York, for its Hurdy Gurdy brand of oranges and grapefruit, scheduling series of one minute TV announcements on three stations in New York area, WCBS-TV, WABD (TV) and WPIX (TV). Company is also sponsoring radio show for its distribution of Nevins Indian River oranges and grapefruit. Program is *The Adventures of Michael Shayne,* Friday 8-8:30 p.m. on WOR New York. Moore & Hamm Inc., New York, is agency.

LIGGETT & MYERS for Chesterfield cigarettes, adds WDKD Kingstree, S. C., to list of stations carrying *Bing Crosby Show,* Sunday, 4:30-5 p.m. Station also carries 42 one-minute spots per week for L&M. Agency: Newell-Emmett Co., New York.

BRESSEE Co. and **SALINA Co.,** Syracuse, N. Y. (Chevrolet dealers), alternating sponsorship of *INS-Telenews* weekly on WHEN (TV) Syracuse. Reel has automotive sponsors in Detroit, Los Angeles, Minneapolis, New York, Omaha, Schenectady, San Diego and Toledo.

DOYLE PACKING Co., Long Branch, N. J. (Strongheart Dog Food), supplementing current campaign on five Eastern stations with four-week spot campaign on two New York stations, WCBS and WOR. Firm running 11 spots weekly on WOR; three weekly on WCBS. Agency: John H. Riordan Co.

FORD MOTOR CO. using television announcements of its new 1950 models in about eight TV markets. Varied contracts of from one to four weeks are used. J. Walter Thompson Co., New York, is agency. Video schedule is in addition to heavy radio spot campaign.

WILSON & CO., Los Angeles (Ideal Dog Food), planning 26-week spot campaign in three Southern California markets to start about Dec. 1. Markets include Los Angeles, San Diego, and San Bernardino. Agency: Davis & Co., Los Angeles.

CANADIAN INDUSTRIES Ltd., Montreal (anti-freeze division), starts spot announcement campaign on large number of Canadian stations. Agency: Ronalds Adv. Agency Ltd., Montreal.

Network Accounts • • •

STERLING DRUG Inc., New York, renews *Bride and Groom* on ABC for 52 weeks effective Jan. 2. Mon.-Fri. 2:30-3 p.m. Agency: Dancer-Fitzgerald-Sample, New York.

STUDEBAKER Corp., South Bend, Ind., renews *Sam Hayes Newscast,* Monday, Wednesday, Friday, 10 p.m., PST, for 52 weeks on 11-station NBC western network starting Jan. 2 through Roche, Williams and Cleary, Chicago.

LINCOLN-MERCURY DEALERS of New York renew *Toast of the Town* on CBS-TV, Fri. 8-9 p.m. Agency: Kenyon & Eckhardt, New York.

STANLEY HOME PRODUCTS Inc., Westfield, Mass., to sponsor Dec. 11 5-5:30 p.m. one-time program featuring Boys' Town Choir on 273 ABC stations. Agency: Charles W. Hoyt Co., New York.

Adpeople • • •

MARION SHERWOOD, former account executive with Dorland Inc., New York, appointed advertising and promotion manager of United States Time Corp., New York.

Mrs. LUCILLE GOOLD appointed promotion director supervising advertising, publicity and promotion for Saks Fifth Avenue, New York. She formerly was vice president in charge of fashion advertising and merchandising at Hirshon-Garfield Inc., New York.

LAST CALL FOR 1950 YEARBOOK ADVERTISING

Final deadline: December 1, if proofs are desired.

★

Otherwise, these deadlines: **(no proofs)**

★

State directories of Ala.-Ky. print Dec. 5. Deadline, Dec. 1.

★

Kansas-South Carolina print Dec. 10. Deadline, Dec. 6.

★

All other departments print Dec. 15. Deadline, Dec. 10.

★

Wire collect today, if you wish to reserve space in your respective state sections.

★

Minimum size ad for state directories: half page (8½" x 5½"). One time rate: $200. Full page size: 8½" x 11". Rate, $350, one time. Frequency discounts apply for all current advertisers.

★

Quarter pages and eighth pages will be positioned in either Agency, Spot Advertiser or Network Advertisers sections.

★

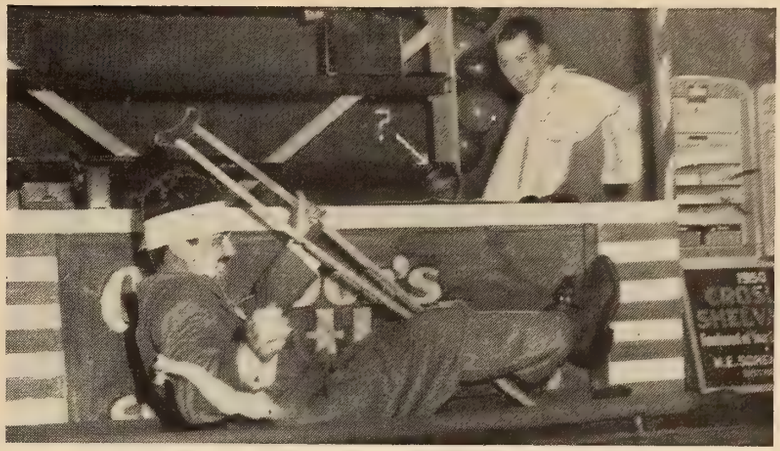
17,000 guaranteed circulation.

★

Yearbooks will be released in mid-January, 1950.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

Feature of the Week



Mr. Bell makes his entrance at the jamboree-broadcast.

* * *

THERE is nothing unusual about a radio party to promote a program or personality but it is something else again when the party begins at the chilling hour of daybreak. And it really is news when attendance at such a show registers 4,500 between the hours of 6 and 9 a.m.

This remarkable feat was performed by KRNT Des Moines in celebrating the third anniversary of its popular morning man, Don Bell. His second-year party marking his association with the station had overflowed the *Des Moines Register & Tribune* station's studios. This year, the station executives decided to move the event to the KRNT 4,200-seat theatre.

To soothe otherwise undisturbed sleepers, coffee and doughnuts were served free in the theatre lobby. When the curtain parted at 6 a.m., over 1,000 fans were in the audience. The sidewalk outside the

(Continued on page 63)

On All Accounts

IN the remote eventuality that energetic Producer George Foley should ever slip badly on one of his productions, chances are Publisher Foley would print a searing study of that failure. But he would have to choose his words carefully lest Attorney Foley hale him to court to challenge the propriety of that criticism.

However, the prospects of such action appear somewhat improbable for the Foleys in the case are all one: Given names, George Francis; major occupation, television chief, Newell-Emmett Co., New York.

Member of a newspaper family, George obtained his law degree from Fordham in 1940. After a year as a trial lawyer, he joined the Coast Guard, there to produce, with John Cole of Ruthrauff & Ryan, the celebrated "Tars and Spars," a Coast Guard hit that toured service bases all over the world.

In addition, the young lawyer-turned-showman produced a movie called "Active Service," following that with a book, *Sinbad of the Coast Guard*, which Universal Pictures adapted into a movie.

Abandoning law entirely upon his separation from the service in 1946, Mr. Foley joined Newell-Emmett in its public relations department. In 1947, at the age of 28, he was named an account executive; and when the agency organized its television department in 1948, Mr. Foley was called on to head that operation.



GEORGE

All of the Newell-Emmett shows are to be found in the top 10 program listings. These include the *Arthur Godfrey* and *Supper Club* shows, both sponsored by Chesterfield; and *Suspense*, underwritten by Auto-Lite.

Mr. Foley's newspaper properties include a pair of weeklies in New Jersey.

The Foleys were married Oct. 14, 1944. She is the former Margaret Gorley, one of the stars of "Tars and Spars." They have three children, Eileen, 4; Patricia, 2, and James, 6 months.

Mr. Foley's hobby is photography. He also is writing a book on television for Dodd, Mead, publishers.

for profitable selling— INVESTIGATE

WDEL
WDEL-TV
WILMINGTON
DEL.

WKBO
HARRISBURG
PENNA.

WORK
YORK
PENNA.

WRAW
READING
PENNA.

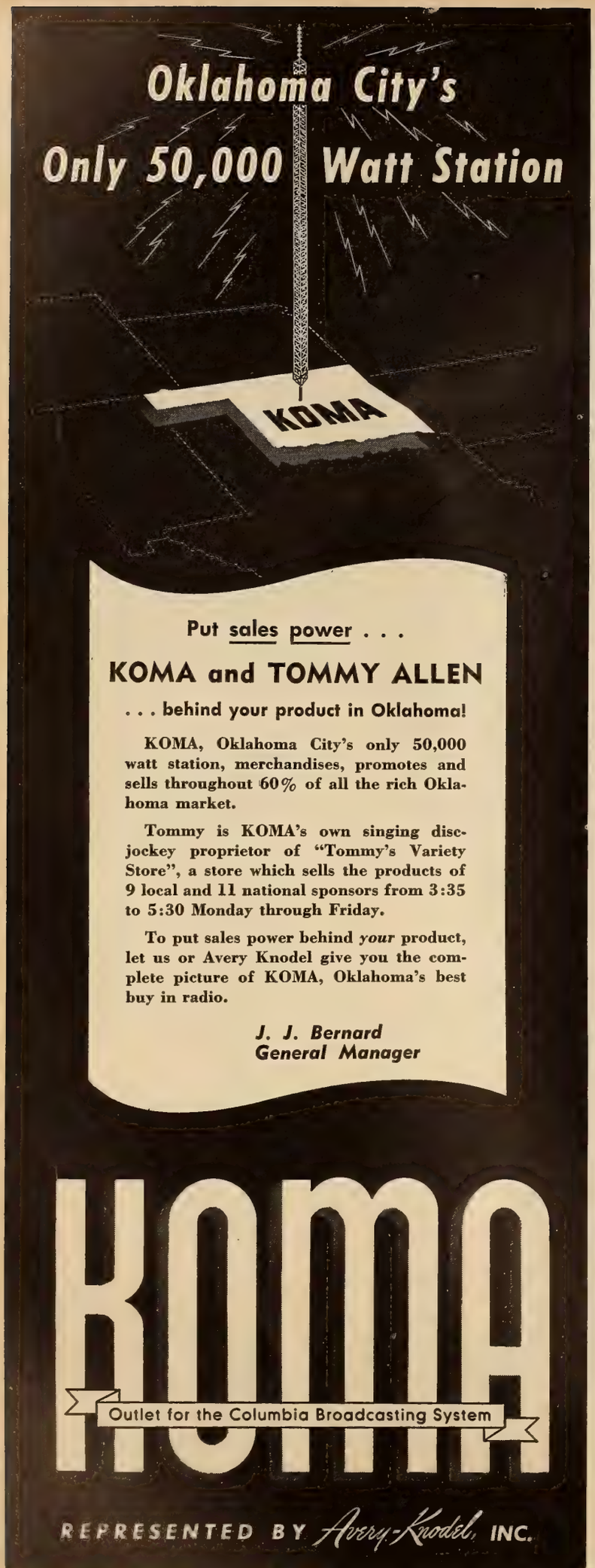
WEST
EASTON
PENNA.

WGAL
WGAL-TV
LANCASTER
PENNA.

NBC AFFILIATES

Represented by
ROBERT MEEKER ASSOCIATES
New York • Chicago
San Francisco • Los Angeles

STEINMAN STATIONS



Agencies



WILSON A. SHELTON, who had his own consulting business for past three years becomes vice president in creative department of Dancer-Fitzgerald-Sample, New York. He was formerly vice president and copy supervisor at Kenyon & Eckhardt and was with BBDO and the Biow Co., all New York.

C. D. PROCTOR, recently retired from American Type Founders where he had been vice president in charge of domestic sales and promotion manager, joins G. M. Basford Co., New York, as manager of newly-created division of sales services.



Mr. Proctor

WILLIAM H. BOTSFORD, recently vice president of Sills Inc., Chicago public relations counsel firm, appointed public relations director and account executive for Denman & Betteridge Inc., Detroit.

ARTHUR L. FORREST, member of NBC promotion staff for five years and more recently promotion manager for WOAI and KTSA San Antonio, Tex., appointed copy chief for Curt Freiberber & Co., Denver.

VAN DIVER & CARLYLE Inc., New York, changes firm name to **Van Diver & Crowe Inc.,** upon appointment of **PHILIP K. CROWE,** recently China ECA representative, to board chairmanship. **PAUL CARLYLE,** executive vice president, retired Nov. 16. **VERNON H. VAN DIVER** remains agency president.

BILL WELSH, for past five years general manager of Allied Adv., Los Angeles, joins Walter McCreery Inc., that city, as head of radio and television department.

ERNEST D. KOSTING, formerly advertising manager of Burlington Mills Inc., and associate copy director of J. M. Mathes Inc. joins Owen and Chappell Inc. as associate copy director. All are New York firms.

HARRISON LLOYD TAYLOR, formerly with Remington-Rand Inc., New York, joins copy department of Kenyon & Eckhardt, New York.

RALPH E. DeCASTRO, with C. J. La Roche and Co., New York, for over a year, elected a vice president of firm. **CRAWFORD PATON,** with company for three and one-half years as vice president in charge copy research, made manager of research department. **M. JAMES MANNING,** with firm for two years, named assistant treasurer.

RICHARD W. BYRNE and **JOAQUIN GRILL,** formerly with Sherman & Shore Adv., San Francisco, form Byrne & Grill Adv. Agency at 420 Market St., same city.

DANIEL H. PRICE, formerly with Funt Co. and Charles M. Storm Co., both New York, joins Ritter & Sanford Inc., New York, as a partner and vice president. Agency's name changed to Ritter, Sanford & Price.

HARRY TORP, formerly with Kenyon & Eckhardt, New York, joins Owen & Chappel, New York, as media director.

NORMAN WEXLER joins research department of Brooke, Smith, French & Dorrance Inc.'s Detroit office.

ROSS HORTON, formerly with Stone Assoc., San Francisco, joins Julius A. Bertrand, agency for Bankers Life Insurance Co., same city.

PAUL ROBERTS, formerly radio director at NBC, joins radio department of Benton & Bowles, New York, as script editor and radio director.

A. W. MOORE, formerly president, copy chief and media director of Agency Assoc., Los Angeles, joins Dozier-Graham-Eastman, that city, as account executive.

G. RANDOLPH ELLIOT, with Daniel Starch and Staff, New York, for three and one half years, named field director of television research for the organization.

KEITH BABCOCK ADV. AGENCY moves to larger quarters in deYoung Bldg., Market and Kearny streets, San Francisco.

CLINTON CARPENTER joins copy and creative staff of Ruthrauff & Ryan Inc., New York. He formerly was with William Esty & Co., Biow Co. and Grey Advertising, all of New York.

ERNIE SMITH, formerly commercial manager of CFCF Montreal, joins Erwin, Wasey of Canada Ltd., Montreal, as radio director.

JOHN E. MACZKO, formerly eastern representative of Industrial Maintenance, joins Wehner Advertising Service, Newark, N. J., as account executive.

JERRY HILL of Walter McCreery Inc., Los Angeles promotion department is the father of a boy, David Andrew.

IF THE SHOE FITS..

WHEN the booklet "Upper Midwest Food Sales" arrived at WNAX, we said, "this shoe fits us." The booklet prepared for the Twin City Food Brokers Association by Roland S. Vaile, professor of Economics and Marketing, and Edwin H. Lewis, assoc. professor of Economics and Marketing at the University of Minnesota, describes the tremendous market developed in the states of Minnesota, North Dakota and South Dakota—three of the five states in Big Aggie Land.

It seems that the agricultural folks are loaded. For instance, the brochure says the average retail sales per family in 1948 in this Upper Midwest area was $3,864, as opposed to the national average of $3,131. In 1948, farm folks in all of Big Aggie Land—the 308 counties within Minnesota, the Dakotas, Nebraska and Iowa—accounted for nearly $3-billion in *net* farm income. Big Aggie Land is the world's richest agricultural area—served only by WNAX.

In this rich, stable area, where the ebb and flow of industrial strife are only headlines, 61% of the population is rural. Radio is basic . . . and radio *is* WNAX. A 1948 diary study, made in 80 counties representing the five states covered by WNAX, showed that, of the 43 stations mentioned, listeners liked us best 94.7% of all daytime quarter hours—78.9% of all evening quarter hours. Call your Katz man for full particulars.

We'd be pleased to forward the brochure on "Upper Midwest Food Sales" to you upon your request.





IT'S EASY, IF YOU KNOW HOW!

WITH 24 years of successful radio Know-How behind us, we of KWKH "fly through the air with the greatest of ease" —get spectacular results in broadcasting to our Southern audience. Here's the Hooper proof—our Share of Audience figures for Shreveport for Mar.-Apr. '49:

MORNINGS (Mon. thru Fri.) KWKH	**39.6%**
Next Station	23.3%
AFTERNOONS (Mon. thru Fri.) KWKH	**31.7%**
Next Station	29.7%
EVENINGS (Sun. thru Sat.) KWKH	**42.5%**
Next Station	28.9%

With 50,000 watts, CBS, and outstanding local programming, KWKH does just as impressive a job in the rural parts of this prosperous four-state area as in Shreveport. *Write today for the complete facts.*

KWKH

SHREVEPORT
Texas
LOUISIANA
Arkansas
Mississippi

50,000 Watts • CBS •

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 37, No. 22 WASHINGTON, D. C., NOVEMBER 28, 1949 $7.00 A YEAR—25¢ A COPY

RADIO TAX BATTLE

Defense Forces Muster Against Arkansas Case

By J. FRANK BEATTY

THE case of the Little Rock, Ark., tax on radio stations started snowballing last week into a problem of unexpected importance as:

- The city of North Little Rock prepared to make KARK pay the same tax as that levied by Little Rock.
- Advertising Federation of America challenged the tax on salesmen.
- NAB's Legal Dept. issued a long statement answering criticism of its role in the case.
- Two Little Rock stations (KARK, KGHI) asked the U. S. Supreme Court to reconsider its refusal to hear their appeal.
- NAB entered the rehearing proceedings as *amicus curiae* (friend of the court).
- Both petitioners suggested the highest court had made an inadvertent mistake that should be corrected.
- Signs developed that cities all over the nation would jump on Little Rock's tax scheme.
- The whole local tax situation became involved in confusion.
- KARK and KGHI told the court broadcast stations should no longer be subject to controls by Congress because the Arkansas ruling in effect removes the industry from its interstate status.

AFA Studies Case

E. G. Borton, Advertising Federation of America president, told BROADCASTING AFA is studying the Little Rock case to decide its future course. He said the association is concerned over the $50 annual tax by the city on each person who solicits intrastate radio advertising.

AFA officially alerted the Little Rock Ad Club of the possible nationwide consequences of a tax on advertising salesmen, he said. The Little Rock club is to take formal action at its meeting today.

AFA had not decided, however, whether it would enter the U. S. Supreme Court rehearing proceedings as *amicus curiae*.

The Little Rock stations' challenge to all Federal regulation of broadcasting is based on the U. S. Supreme Court's one-sentence statement in which it merely said no federal question was raised and it would not hear an appeal from the Arkansas Supreme Court. The Arkansas Supreme Court had held valid the two-ply broadcast tax after a county court had adjudged it invalid.

The highest court's decision, which has thrown the whole local tax structure into confusion, was suported by a citation (Crutcher v. Kentucky, 141 U. S. 47).

What has baffled lawyers who have studied the whole situation is the fact that the Crutcher case held a state tax invalid as applied to interstate commerce. That's just what broadcasters have contended all along, and the court is reminded in briefs filed last week that a mistake appears to have been made.

By inference, they argue, the court has upset the Fisher's Blend case, bulwark of legal protection against attempts to break down the industry's interstate character. Many other decisions support the Fisher's Blend decision.

KARK and KGHI, in a brief filed by Bruce T. Bullion, Little Rock, as attorney, said, ". . . it might be further argued with some merit that radio was no longer subject to the many rigorous controls which Congress has heretofore placed upon it.

"It is not believed that it is the policy of this court to so summarily and inferentially overrule such important doctrines or to leave the apparent confusion that presently prevails throughout the radio industry as to the true meaning of this decision."

Double Tax

While a number of Arkansas cities were ready to adopt the Little Rock radio tax, the city of North Little Rock was prepared to go them one better and make KARK pay two sets of taxes. KARK's studios and offices are located in the city of Little Rock. Its transmitter is located across the Arkansas River in North Little Rock, a separate city. North Little Rock's mayor also has indicated KXLR, that city, will be assessed taxes similar to those of Little Rock.

Among other Arkansas cities poised to levy the broadcasting taxes were Hot Springs, El Dorado, Russellville and Camden.

G. E. Zimmerman, KARK vice president and general manager, told BROADCASTING, "They can tax us out of business if this keeps up. The mayor of North Little Rock has publicly stated that he will make us pay the tax in his city as well as Little Rock."

S. C. Vinsonhaler, part owner and general manager of KGHI, said the station had been ordered by Roy Beard, city tax collector, to pay the $416.67 in license taxes since May 1948 plus $50 on each salesman by Dec. 1 but later had received notice that payment could be deferred pending the Supreme Court rehearing proceedings.

Both stations have been asked to submit lists of their intrastate advertising solicitors to Mr. Beard.

Little Rock newspapers pay a $1,000 annual privilege tax. This levy covers everything, including salesmen. The radio tax, on the other hand, puts a $250 annual tax on stations for generation of electromagnetic energy and then taxes each salesman $50 a year.

While definite steps by cities to impose the radio tax had been confined mostly to Arkansas, the tax

(Continued on page 60)

KMPC SALE

Negotiations With NBC Off

NEGOTIATIONS for the sale of KMPC Los Angeles by G. A. Richards to NBC [BROADCASTING, Oct. 17] have been called off "by mutual agreement," spokesmen for the Richards interests announced last week.

The announcement said discussions, which have been in progress for several weeks, were terminated Wednesday when NBC asked for "certain guarantees . . . which were impossible of fulfillment."

Richards spokesmen said one of the requested guarantees was that KMPC definitely go to 50-kw nighttime operation within six months. The station, on 710 kc, has a 50-kw construction permit but has been operating with 10 kw at night pending solution of a directional antenna problem, it was explained.

When representatives of Mr. Richards contended that no licensee could make such a guarantee because its accomplishment depends upon FCC action, the announcement said, NBC insisted that the transmitter be moved to a new location and the expense borne by the present KMPC owners.

"This amounted to a further substantial reduction in price and was unsatisfactory to Mr. Richards and his associates," the announcement said. "KMPC will, therefore, continue to operate as the highest powered independent station on the West Coast."

Tentative Sale Price

The sales price tentatively fixed in the negotiations had been reported as $1,250,000. Last week's announcement did not mention a figure, but said that in view of Mr. Richards' wish to retire from active broadcasting operations NBC's offer had been considered "in spite of the fact that [it] was considerably less than other offers made for KMPC by NBC in the past."

NBC Board Chairman Niles Trammell, who reportedly had participated in the negotiations, said he had "no comment" on the announcement.

NBC has long sought to acquire its own station in the key Los Angeles market and has negotiated intermittently with the Richards group over a period of years.

Mr. Richards owns 64.8% of KMPC. He also owns 71.64% of WGAR Cleveland and, with his wife, 62.39% of WJR Detroit. Last week's announcement came from the WJR publicity department.

License-renewal applications of all three Richards stations, plus an application to transfer control to three trustees, have been set down by FCC for hearing.

Among the issues are Mr. Richards' news policies, based on charges by the Radio News Club of Hollywood contending that he ordered KMPC staff members to slant news against members of the late President Roosevelt's family and certain minority groups. A motion for deletion of these issues has been filed by counsel for Mr. Richards and is now awaiting FCC's decision.

TRAMMELL PACT

Gets $100,000 as Chairman

NILES TRAMMELL'S seven-year contract as chairman of the board of NBC at a basic salary of $100,000 a year became a matter of public record last week. The new contract amends one he held, at the same salary, as NBC president.

Signed a month ago when Mr. Trammell became chairman of the board and Joseph H. McConnell became NBC president, the contract is effective from Jan. 1, 1948, to Dec. 31, 1954. His contract as president, executed in January 1948, was effective from Jan. 1, 1948, to Dec. 31, 1952.

The new contract contains security provisions not unlike those contained in the contract which Frank Stanton signed as CBS president early this year. Mr. Trammell's agreement provides that if his employment as chairman of the board does not continue after the expiration date of the contract, he will be retained for another five years as a consultant at $25,000 a year.

FMA-NAB MERGER

Official Invitation Issued

FM ASSN. last week was officially notified by NAB Secretary-Treasurer C. E. Arney Jr. that the NAB board had invited FMA's members to merge. FMA's Executive Committee had considered the invitation at a Nov. 18 meeting [BROADCASTING, Nov. 21].

Next step will be a meeting of the FMA board, which is expected to submit the matter to the association's membership.

NAB's invitation followed recommendation of its Structure Committee which in turn had accepted a plan suggested by a joint NAB-FMA liaison group that met in Washington last Oct. 20.

The merger plan proposes these NAB activities on behalf of FM: Collect and compile information for stations on FM operation, progress and set distribution; conduct FM listener and measurement studies; develop a pool of program and promotion ideas; compile list of stations; conduct management studies; cooperate with other NAB departments.

BRISTOL-MYERS

Names Three Adv. Managers

BRISTOL-MYERS Co., New York, last week announced the promotion of three assistant advertising managers to advertising managers of specific products. Wallace T. Drew will supervise Sal Hepatica, Resistab, Brushless Shave Cream and Ingram Ammonium tooth powder. Donald S. Frost will handle Trushay, Ammen's Antiseptic Powder and Vitalis. Roger C. Whitman will head advertising for Ipana, Bufferin, Mum and Minute Rub.



Drawn for BROADCASTING by Sid Hix

"It's ok, boss, we'll make the job-extension cord or no extension cord!"

CBS TIME SALES

$5 Million New Business Reported in Month

A TOTAL of more than $5 million in new time sales was rung up on CBS cash registers during the past month, the network announced last week. This figure includes the recent sale of the network's *Life with Luigi* radio package to William Wrigley Jr. Co., Chicago, and the *Ken Murray Blackouts* video show to Anheuser-Busch Corp., St. Louis, for Budweiser beer.

Four hours of network time, including two evening half-hour shows, one afternoon 30-minute program, and a five-a-week series, are represented in the total. In addition one-time sponsorships of the Orange and Rose Bowl football games by Gillette Safety Razor Co., Boston, are included.

Shows included in the count are: *House Party*, Mon.-Fri., 3:30-3:55 p.m., starting Jan. 3, sold to Pillsbury Mills Inc.; *Get More Out of Life*, Sat. 2:30-3 p.m., starting Jan. 7 for William H. Wise & Co. (books); *Skippy Hollywood Theatre*, Thurs., 10:30-11 p.m., starting Dec. 1, for Skippy Peanut Butter; *Life With Luigi*, effective Jan. 10, 9-9:30 p.m. Thurs., *Ken Murray Blackouts*, CBS-TV, 8-9 p.m. Sat.; the UN television series sponsored by Ford Motor Co.; the Thanksgiving Day full hour simulcast for Longines-Wittnauer Watch Co., and the Nov. 24 *Hotpoint Holiday* purchased by Hotpoint Inc., New York.

Other CBS one-time radio sales not previously announced, are the full-hour Christmas Day drama, *Servant in the House*, to be sponsored also by Hotpoint through Maxon Inc., New York, scheduled for Sun., Dec. 25, 5-6 p.m., and the Notre Dame vs. Southern California football game, aired last Saturday, under sponsorship of the Pontiac Motor Division of General Motors through McManus, John & Adams, Detroit.

BEAUTY SALES

Night Spots Pay Off

LADIES losing beauty sleep are quick to invest in beauty advertised on past midnight radio programs. This is the discovery of Eve Wygod, of Love-Lite Beauty Studios, New York.

Miss Wygod, in an experimental one-minute spot campaign, bought time for seven nights running on WMGM New York, offering, on the Bea Kalmus midnight to 1 a.m. program, a $35 permanent wave for $15 to the first 25 women calling Miss Wygod at her home.

According to Miss Wygod, results were so overwhelming that not only were the 25 appointments made as fast as she could answer the telephone, but more than 25 were turned down each night. Calls were received as late as 2:30 a.m., and had to be handled, starting the second night of the offer, by a telephone answering service. Gratified with the returns from her primary campaign, Miss Wygod has signed a 13 weeks contract with the Bea Kalmus show, with spots to run nightly.

Miller Renews

MILLER Brewing Co., Milwaukee, through Klau-Van Pietersom-Dunlap Assoc., also Milwaukee, has renewed sponsorship for 26 weeks of the ABC *Lawrence Welk Show* aired Wednesday, 10-10:30 p.m.

RECRUITING PACT

Army, Air Force Name Grant

GRANT ADV. Inc., Chicago, Ill., has been selected to handle the advertising services for the Army and Air Force recruiting program, effective Jan. 1, 1950, the Defense Dept. announced last Tuesday. The selection was made jointly by Army Secretary Gordon Gray and Air Force Secretary Stuart Symington.

The new contract will run for an 18-month period, or until July 1, 1951, the department said. No other details were revealed but Grant was chosen after a defense group had studied about a dozen agency presentations for the contract. Amount of the 1950 budget has not been announced.

Gardner Advertising Co. has held the joint account the past 13 months, and will place advertising already prepared for the duration of 1949. Selection of Grant culminates a four-month study of Army-Air Force recruiting needs to determine whether the Defense Dept. should continue its ad campaign.

Mark Martin, vice president of Gardner Advertising, served as special consultant to the Personnel Policy Board after announcing his agency would not compete for the contract if the advertising campaign were extended [BROADCASTING, Oct. 31].

Gardner originally had been selected to handle the account ending June 30, 1950, but the Defense Dept. decided to terminate the contract effective Oct. 31 while it reexamined recruiting needs. The action served eventually to reopen agency bids after officials of Ruthrauff & Ryan had protested the "arbitrary" choice of the military [BROADCASTING, Aug. 8]. When the study was completed, Gardner's tenure was extended to Dec. 31.

The original advertising budget was placed at $1,880,000, of which an appreciable amount was radio.

Names R. H. Coffin

RALSTON H. COFFIN, former McCann-Erickson Inc. account executive, has been appointed director of advertising for the RCA Victor Div., Camden, N. J., Robert A. Seidely, vice president in charge of distribution, announced last week. Mr. Coffin, who was associated with McCann-Erickson for the past five years and with the advertising business for 19 years, assumes the new post Dec. 1. In his new position, Mr. Coffin will coordinate and administer RCA Victor's advertising, marketing and promotion of 45-rpm instruments and records, television, radio and other product lines.



Mr. Coffin

TIME SALES

Network Sept. Gross Over $14 Million

COMBINED gross time sales of the four nationwide networks in September totaled $14,082,021, a decline of 10% from the $15,646,362 network gross for the same month of last year, according to figures compiled by Publisher Information Bureau and released last week to BROADCASTING.

From the period January-through-September, the combined gross time sales of the networks equalled $139,111,454, down 4.2 percent from the sum of $145,320,596 for the like period of 1948.

Slight Losses

Individually, all networks showed losses for September billings from last year to this and all but CBS had lower January-September grosses in 1949 than in 1948. CBS had the largest gross time sales in September, but NBC ranked first in the nine-month billings list. For individual network figures, September and nine-month, 1948 and 1949, see Table I.

Procter & Gamble Co. was the largest user of network time in September, spending $1,325,232 for time to air the 29 network programs this company sponsors for its various products—seven for toilet soaps, four for Crisco and 18 for its household cleansers.

Sterling Drug Co. was the month's second largest spender for network time, paying the networks $644,872 for time to broadcast the ten programs it sponsors. General Foods ranked third, spending $630,242 for time to air its 13 network shows. The top ten network users are listed in Table II.

Foods and food products made up the leading class of network advertisers, both for September and for the year to date, with advertising of toiletries second, smoking materials third, drugs fourth and soaps and cleansers fifth, both for the month and the nine-month period.

The order is slightly at variance with that of September, 1948, when foods ranked first and toiletries second but soaps and cleansers were third, drugs fourth and smoking products fifth. For the January-to-September 1948 period, the rank order of the top five classes was foods, toiletries, drugs soaps and cleansers and smoking materials.

Table III lists the expenditures of each product group for network time for September and the nine-month period for both 1948 and 1949. The top advertiser in each group in September is shown in Table IV.

* * *

TABLE I

Network	1948	Sept. % Gain or Loss	1949
ABC	$3,164,753	— 2.8%	$3,077,302
CBS	5,212,795	— 4.1	5,001,135
MBS	1,755,932	—32.9	1,178,388
NBC	5,512,882	—12:5	4,825,196
Total	$15,646,362	—10.0%	$14,082,021

January-September

Network	1948	% Gain or Loss	1949
ABC	$32,128,984	— 0.8%	$ 31,874,710
CBS	45,260,410	+ 2.3	46,304,700
MBS	16,531,750	—17.1	13,710,341
NBC	51,399,452	— 8.1	47,221,703
	$145,320,596	— 4.2%	$139,111,454

TABLE II

TOP TEN NETWORK ADVERTISERS FOR SEPTEMBER 1949

1. Procter & Gamble	$1,325,232
2. Sterling Drug Co.	644,872
3. General Foods	630,242
4. Campbell Soup Co.	549,209
5. Lever Bros.	540,789
6. American Tobacco Co.	518,951
7. General Mills	504,333
8. Miles Labs.	463,138
9. Philip Morris & Co.	362,463
10. Liggett & Myers	352,943

TABLE III

GROSS NETWORK TIME SALES FOR SEPTEMBER 1949 BY PRODUCT GROUPS

	Sept. 1949	Jan.-Sept. 1949	Sept. 1948	Jan.-Sept. 1948
Agriculture & Farming	97,796	851,785	144,152	1,137,786
Apparel, Footwear & Access.	96,040	956,322	114,790	1,026,970
Automotive, Automotive Equip. & Access.	403,647	5,322,494	413,585	5,228,627
Aviation, Aviation Access. & Equip.	123,473	788,348	90,521	875,185
Beer, Wine & Liquor	102,406	976,091	97,525	689,906
Building Materials Equip. & Fixtures	414,811	4,901,264	632,117	5,612,190
Confectionary & Soft Drinks	188,625	1,414,994	184,011	1,799,432
Consumer Service	1,705,159	15,346,259	1,747,670	16,996,536
Drugs & Remedies	5,340	5,340	5,215	5,215
Entertainment & Amusements	3,585,999	32,858,860	3,679,663	34,841,556
Food & Food Products	377,175	4,355,874	441,221	4,331,254
Gasoline Lubricants & Other Fuels	2,109	94,077		98,946
Horticulture	320,861	5,226,686	734,149	6,410,254
Household Equip. & Supplies	38,196	771,308	102,910	975,441
Household Furnishings	172,310	1,602,341	134,562	1,163,324
Industrial Materials	289,792	2,898,531	325,895	3,200,312
Insurance	285,012	2,898,531	113,126	660,972
Jewelry, Optical Goods & Cameras	116,808	979,188	143,398	1,890,937
Office Equip., Writing Supplies & Stationery	74,071	651,137	125,944	1,213,414
Publishing & Media		731,545	65,460	1,139,743
**Radios, TV Sets, Phonographs, Musical Instr. & Access.		38,472		
Retail Stores	1,777,239	17,211,249	1,510,741	14,942,324
Smoking Materials	1,467,269	14,589,061	1,919,750	14,954,687
Soaps, Cleansers & Polishes		62,774		59,089
Sporting Goods & Toys	2,124,220	21,805,726	2,480,495	23,858,795
Toiletries & Toilet Goods	71,820	855,248		
Transportation, Travel & Resorts	241,084	2,101,411	209,459	1,964,397
Miscellaneous				
TOTAL	$14,082,021	$139,111,454	*$15,646,362	*$145,320,596

* An additional political category is included in this total: Sept. '48—$230,003; Jan.-Sept. '48—$243,304.

**Network programs advertising radios, etc., also advertise household appliances made by same company and are included in that category.

TABLE IV

TOP NETWORK ADVERTISER FOR EACH PRODUCT GROUP IN SEPTEMBER 1949

Agriculture & Farming Ralston Purina Co.	$34,549
Apparel, Footwear & Access. Adam Hats Inc.	33,298
Automotive, Automotive Equip. & Access. Electric Auto-Lite Co.	93,375
Aviation, Aviation Equip. & Access.	.....
Beer, Wine & Liquor Pabst Brewing Co.	72,885
Bldg. Materials Equip. & Fixtures Johns-Manville Corp.	102,406
Confectionary & Soft Drinks Pepsi-Cola Co.	158,874
Consumer Services Electric Cos. Adv. Program	67,038
Drugs & Remedies Sterling Drug Co.	571,351
Entertainment & Amusements Shipstad & Johnston	5,340
Food & Food Products General Foods	630,242
Gasoline, Lubricants & Other Fuels Sun Oil Co.	88,832
Horticulture Ferry-Morse Seed Co.	2,109
Household Equip. & Supplies Philco Corp.	136,456
Household Furnishings	.....
Industrial Materials E. I. du Pont de Nemours & Co.	64,620
Insurance Prudential Insurance Co.	116,974
Jewelry, Optical Goods & Cameras Longines-Wittnauer Watch Co.	75,730
Office Equip., Writing Supplies & Stationery Hall Bros Inc.	66,993
Publishing & Media Doubleday & Co.	26,421
**Radios, TV Sets, Phonographs & Musical Instruments & Access.	.....
Retail Stores	.....
Smoking Materials American Tobacco Co.	518,951
Soaps, Cleansers & Polishes Procter & Gamble	853,871
Sporting Goods & Toys	.....
Toiletries & Toilet Goods Lever Bros.	314,696
Transportation, Travel & Resorts Assn. of American Railroads	70,188
Miscellaneous Gospel Broadcasting Assn.	49,584

* * *

NBC CHANGES

Advertising, Promotion Next

THE advertising and promotion department of NBC probably will be the next to be split in the reorganization of the network, it was learned last week.

Charles P. Hammond, vice president and assistant to the president, will become vice president in charge of advertising and promotion for sound radio, it was learned. James Nelson, now director of advertising and promotion, will become chief of that department in the television unit of the network.

Roy C. Porteous, manager of the NBC advertising and promotion department, will join the newly organized television set-up in the sales department under George H. Frey, director of television sales, it was authoritatively reported.

Reassignment of other members of the present advertising and promotion department awaits the split of the department, which probably will not occur until a number of projects which have been in the works for some time are completed, it was said.

Meanwhile, the network announced some appointments in the sales department of its sound radio operation, headed by Harry C. Kopf, former administrative vice president of the network, as vice president in charge of sound radio sales.

Walter Scott, an NBC salesman for 11 years, has been appointed Eastern Sales Manager. Gordon Mills, formerly of the Kudner Agency, New York, has been appointed an account executive [CLOSED CIRCUIT, Nov. 14].



Mr. Hammond Mr. Porteous Mr. Nelson Mr. Kopf Mr. Mills

Mr. Kopf joined NBC in 1931 in the sales department at Chicago. He became sales manager of the Central Division in 1939 and a year later was named Central Division manager. He became vice president in charge of sales in 1946 and a year later was made administrative vice president.

Mr. Scott joined NBC in 1938 after serving in the sales department of Hearst Radio Inc. and before that on the advertising staff of the Oklahoma City *Daily Oklahoman* and *Times*.

Mr. Mills was a salesman for NBC for 10 years before he joined the Kudner Agency in 1943. He began his radio career in the advertising Department of RCA in 1927. Two years later he moved to the *New York Times* where he was in charge of the Classified radio advertising department serving there until 1933 when he first joined NBC.

Another appointment in the station relations department of the network's television unit was made last week. Thomas E. Knode, former assistant to Carleton D. Smith, director of television operations, was reassigned to station relations.

Block Drug Budgets High

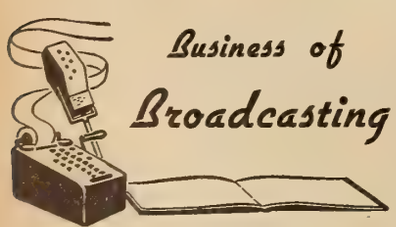


By FLORENCE SMALL

TWO-THIRDS of $2 million is a lot of confidence, but that is the measure of the Block Drug Co.'s faith in radio. Amm-i-dent tooth paste and powder sales rose as much as 15,000% largely as a result of a recent spot campaign. Now Block Drug has enlisted network radio and the *Burns & Allen Show* on CBS—and already sales have begun to ring on a higher register.

FOLLOWING hard on the startling success of its Amm-i-dent spot campaign, which saw sales rise as much as 15,000%, the Block Drug Co., Newark, is spending two-thirds of its estimated $2 million budget this year to exploit the product on a network program, the *Burns & Allen Show* on CBS.

Though the network show has been on the air for Amm-i-dent only since September of this year, George Abrams, advertising manager of Block Drug Co., revealed that in a recent "limited depth" survey conducted in five-and-ten-cent stores in New York City, three out of four purchasers of Amm-i-dent specifically identified the product with the CBS show. The survey was made by the Wallach Research Inc., an independent research organization. Currently the firm is being employed by the drug company to conduct a further survey on a national scale.



Business of Broadcasting

One of a Series

Spot Campaign Lead the Way

Yet for all this intimation of remarkable sponsor identification, the network show actually is the culmination rather than the beginning of one of the most successful "new product" promotions of 1949. It was preceded by a saturation campaign of one-minute spot announcements and chain breaks in a large number of test markets, supplemented by magazine ads. The result was the electrifying 15,000% increase in sales.

Extensive Promotion Held Until 1949

Amm-i-dent originally was manufactured in 1946 but extensive advertising was not used until February 1949 to coincide with an article on Amm-i-dent which ran in *The Readers Digest* that month.

The preliminary campaign for the toothpaste and powder was conducted in three sets of tests by a group of radio veterans, headed by Melvin Block, president of Block Drug Co., Mr. Abrams, advertising manager, Sam Dalsimer, vice president of Cecil & Presbrey, agency for the drug firm, Edward Cauley, account executive with the agency, and Ted Kelly, agency timebuyer.

All five executives made the rounds of stations in all markets where the tests were run to interview personally the station manager. The spot schedule called for time periods from early morning to late at night.

Moreover, selection of stations was made by the five-man team on a principle of "balanced programming," adjacent to every conceivable type of show including symphony music, hillbilly, comedy, quiz shows and newscasts.

Four Markets In First Test

First group of markets included Toledo, Fort Wayne, Syracuse, and Columbus, Ohio, for the new ammoniated tooth powder and Fort Wayne and Columbus for the tooth paste.

Larger markets were included as the second step in the campaign with an average of 50 spots per week being used in Philadelphia, Milwaukee, Seattle, Pittsburgh, Chicago, St. Louis and Minneapolis,

Amm-i-dent
TRADE MARK
THE AMMONIATED TOOTH PASTE
TESTED AND COMMENDED BY PARENTS MAGAZINE

Two-Thirds of $2 Million Ad Expenditure Goes for Amm-i-dent Radio

plus a long list of supplementary smaller markets. Final tests were made in Nashville, Birmingham, and Cincinnatti, where five to ten spots per week were purchased.

Of the total announcements purchased, better than 85% were minute spots, the rest chain breaks.

* * *

THE typical spot announcements said tooth decay could be reduced with the new tooth paste (or powder) discovery, tied in with a recommendation by *Parent's* magazine, stated the price and that the product could be purchased at drugstores everywhere. Variation to avoid wearing out listeners during the campaign was effected by use of the three-announcer system employing the housewife-druggist-announcer technique.

With seven out of ten announcements transcribed, live copy was handled by "personalities," usually m.c's of women's participation programs. Margery Mills of New England Regional Network, Mary Margaret McBride of WNBC New York, Margaret Arlen of WCBS New York, and Agnes Clark of WJR Detroit were among those enlisted to help sell the new dentrifice.

Previous Spot Success Is Factor

Actually the success of the Amm-i-dent spot campaign represented a heightened application of principles learned by the Block Drug people over a spot history extending back to 1936.

The firm previously had used spots with signal success exploiting Allenru, an internal remedy for rheumatic pains. Sales increased more than 150% in areas where the campaign was prosecuted intensively. In areas where spots had been purchased only in early morning time periods, sales rose over 90%, with the overall sales of Allenru showing a national increase of 31% in the first four months of 1948. Omega Oil and Poslam (a medicated ointment), two other Block Drug products, also were promoted successfully in spot campaigns during the same period.

Family Market Goal Set

With the purchase of the *Burns & Allen Show* for Amm-i-dent, the firm is reaching out into the family market, and for that purpose has identified itself with one of the most successful comedy families in radio.

Since 1942, when George Burns and Gracie Allen acknowledged in their work their actual status as man and wife, they have functioned as one of the most engaging family couples on the networks.

* * *

REFINING the then-existing concept of "situation comedy," they have gone on to develop a type of radio humor that can most accurately be described as "character comedy."

Skirting neither the pointed joke nor the circumscribing situation they still have made certain that both joke and situation flow naturally out of their established personalities. It is a comedy principle which reaches perhaps its rarest realization on the Jack Benny show.

Production, Writing Of High Calibre

The announcer on the Burns and Allen program is Bill Goodwin. Music is under the direction of Harry Lubin. Head writer on the show is Paul Hanning, and William Burns, brother of George, is producer-director.

During the past summer George Burns and Gracie Allen played a phenomenally successful return engagement at the Palladium in London, where they previously had delighted London audiences in 1930, in the comparatively early days of their career.

Last March the couple signed a long-term contract with CBS granting their exclusive services in radio and television to that network.

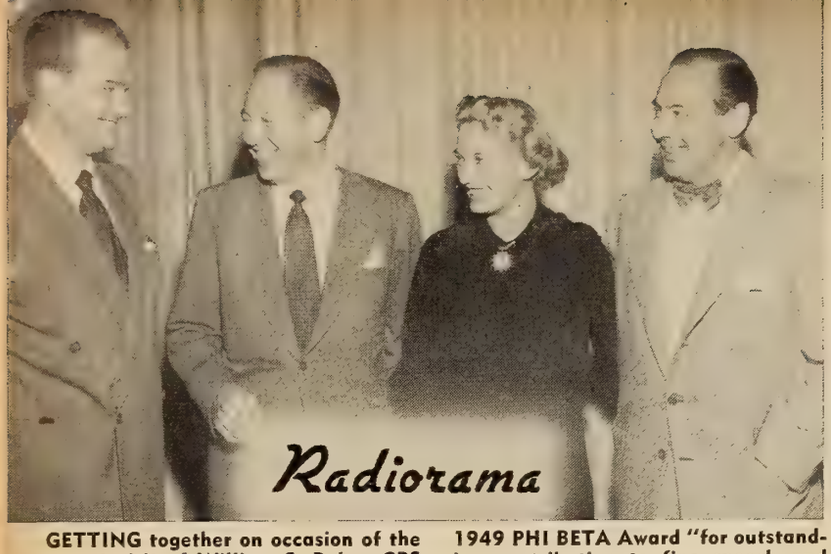
Thorough Promotion Keys Block's Effort

Results of the network venture for Amm-i-dent are not expected to show until after the initial 13-week cycle is completed, but in the abstract, the steadily mounting percentage of Amm-i-dent toothpaste and toothpowder sales proves without question that radio is doing an outstanding job for the firm. As for sponsor recognition of that fact, the record speaks for itself—two thirds of the huge Amm-i-dent budget is in radio.

Thus, Block Drug Co. is continuing to prove, as others in the proprietary field or in innumerable other business and service fields are proving, that radio as an advertising medium is a highly effective sales tool when used correctly. Careful planning and thorough follow-through help radio do its fullest job.



GEORGE BURNS and Gracie Allen, flanked by Guest Actress Hedy Lamarr and Announcer Bill Goodwin, cast a final eye over the script before the show takes the air.

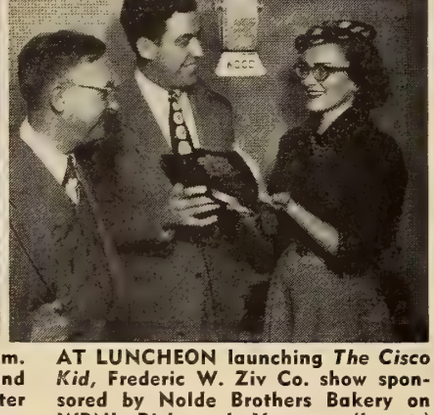


GETTING together on occasion of the recent visit of William S. Paley, CBS chairman of the board, to the CBS *Red Skelton Show*, are (l to r) Red Skelton; Mr. Paley; Edna Borzage, producer and head writer of the program; Harry Ackerman, CBS vice president and director of network programs

1949 PHI BETA Award "for outstanding contribution to fine speech and music on the air" on WCCO Minneapolis' *Let's Listen to the Classics*, is made by Bette Holmes of Phi Beta music and speech fraternity to Announcer Ed Viehman (c), show's originator and R. A. Schmitt, Schmitt Music Co., sponsor.



CELEBRATING the 1,000th 7 a.m. newscast for the South Seattle Land Co. over KING Seattle, Newscaster Bob Davies (r) blows out candles on the cake. Joining in the proceedings are Henry B. Owen (l), president of KING Broadcasting Co., and Roger Rice, KING account executive on the South Seattle Land account.



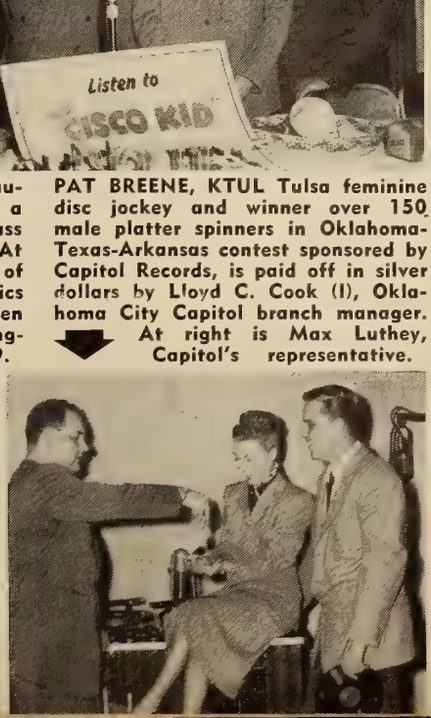
AT LUNCHEON launching *The Cisco Kid*, Frederic W. Ziv Co. show sponsored by Nolde Brothers Bakery on WRNL Richmond, Va., are (l to r) Don Martin, WRNL prog. dir. Joseph Sierer, WRNL sales mgr.; August Nolde; Bill Christian, Ziv Co.; Arthur Nolde, and Anthony Dutte of Nolde Brothers.



GENERAL Manager Joseph E. Baudino of KDKA Pittsburgh awards a 25-year service pin to Ida Kohlhass of the accounting department. At left is Evelyn Gardiner (recipient of a 20-year-pin), home economics director whose *Home Forum* has been a feature of the Westinghouse outlet since 1929.

PAT BREENE, KTUL Tulsa feminine disc jockey and winner over 150 male platter spinners in Oklahoma-Texas-Arkansas contest sponsored by Capitol Records, is paid off in silver dollars by Lloyd C. Cook (l), Oklahoma City Capitol branch manager. At right is Max Luthey, Capitol's representative.





FARM SAFETY AWARDS

NSC Cites Radio

(See NARFD story, page 56)

ABC, TEXAS QUALITY NETWORK, Rural Radio Network and 14 stations received the National Safety Council's public interest award for "exceptional service to farm safety" yesterday (Sunday) on the second day of the National Assn. of Radio Farm Directors annual meeting. Council representatives were luncheon hosts to NARFD members at the Stevens Hotel, Chicago, where the two-day session started Saturday.

Station winners are KASI Ames, Iowa; KDKA Pittsburgh; KFEQ St. Joseph, Mo.; KPOJ Gresham, Ore.; KSOO Sioux Falls, S. D.; KUSD Vermillion, S. D.; KWG Stockton, Calif.; WFIL Philadelphia; WGY Schenectady; WHO Des Moines; WIOU Kokomo, Ind.; WRFD Columbus, Ohio; WTIC Hartford and CHUM Toronto, Ont.

WGY Cited

WGY was cited especially for developing one of the first farm safety television shows for its TV affiliate WRGB, and for its contribution to safety in re-writing and re-recording the prize-winning *Accident on Trial* for free distribution by the Safety Council.

Special commendation also went to KASI as a "new station which got a late start but which nevertheless showed its active community interest in farm safety through safety talks before farm gatherings, window displays, tape recordings, farm safety charts, consistent use of spot announcements and a good general farm safety program."

ABC earned the award for its *American Farmer*, which devoted a complete broadcast to the official opening of National Farm Safety Week, and for its featuring safety in 46 weekly programs.

Texas Quality Network was cited for safety activities on the *Farm and Home* show, originated by WTAW College Station, Tex., and the Rural Radio Network was mentioned because of its 60-day safety drive in June and July and its daily use of farm safety messages.

Nominees for the 1949-50 public interest awards are now being received, according to Council Radio Director Dan Thompson. Paul Jones, council public information director, presented the awards. He was introduced by Sidney J. Williams, assistant to the president of NSC who welcomed farm radio directors.

ABC DEFICIT

Network Reveals 1949 Loss

DOLLARS and cents reasons for recent personnel and program retrenchments at ABC were revealed last Wednesday when the network made public a loss of $482,000 for the nine months ending Sept. 30.

The close to half-million dollars deficit was inked up even after a reduction accounted for by recovery of federal income taxes under carry-back provisions of the Internal Revenue code.

The loss itself compares sharply with the profit picture of the similar period in the preceding year, when $440,000 net income after federal taxes, was earned.

Analysis of the loss indicates that television is largely the reason for the deficit. Revenues from standard broadcasting were said to be 1.4% in excess of those for the same period of the previous years.

The earnings figures cast a long shadow over ABC practices long before they were released to the public. A few weeks ago, ABC announced it was slashing its TV programming in New York to a five-day operation—departing the air completely Monday and Tuesday. Personnel slashes, too, have been made at the network, with the total released said to be about 100.

U.S. INFORMATION

Foreign Units Coordinated

COORDINATION of all U. S. information services abroad through a newly-created psychological warfare branch has been revealed by State Dept. officials. Purpose of the unit would be to disseminate propaganda pieces to field units in the event of war.

The branch includes members of the Dept. of Defense, State Dept., ECA and other agencies and is called the Interdepartmental Foreign Information Staff. Directed by William T. Stone, it comes under the supervision of George V. Allen, outgoing assistant secretary for Public Affairs, who has been appointed ambassador to Yugoslavia. Mr. Stone is special assistant to Mr. Allen.

Freedom Awards

FREEDOMS Foundation Awards in recognition of contributions to the American way of life [BROADCASTING, Nov. 21] were formally presented by Gen. Dwight D. Eisenhower in ceremonies Nov. 21 at the Freedoms Foundation's new national headquarters—a remodeled barn once used by George Washington's troops on ground adjoining Valley Forge Park, Valley Forge, Pa. Gen. Eisenhower presented $72,000 in cash prizes to 121 winners in 14 categories. First prize for the best radio program, from the viewpoint of promoting American ideals of freedom, went to *The Greatest Story Ever Told*, sponsored by the Goodyear Tire & Rubber Co. on ABC.



JUST before NAB President Justin Miller's speech to the 8th District meeting in Detroit, this group got together for some shop talk. They are (l to r) Robert B. McConnell, WANE Fort Wayne, Ind.; Bert Lown, Associated Program Service; Milt Blink, Standard Radio; Pierre Weis (standing), Lang-Worth; R. J. McIntosh, WJPS Evansville, William F. Reilly, RCA Thesaurus.

* * *



JUDGING from the expressions registered by his audience, Stanley Barnett (l), general manager of WOOD Grand Rapids, Mich., is passing along some good news at the District 8 sessions. L to r: Mr. Barnett; Walter Bass, commercial manager of WOOD; Arthur Treanormm and Les Lindow, both of WFDF Flint, Mich.

* * *

GIVE BAB FUNDS

NAB Dist. 8 Urges Support

NAB'S Broadcast Advertising Bureau should be given funds to permit "maximum effort" in promoting broadcast selling, in the opinion of NAB District 8 (Ind., most of Mich.), which met last Monday and Tuesday at the Book-Cadillac Hotel, Detroit. Harry M. Bitner Jr., WFBM Indianapolis, presided as district director.

The district adopted a resolution pointing out that "BAB has answered a great need of the radio industry." Maurice B. Mitchell, BAB director, was cited for his leadership. The board was lauded for its action creating the association's advertising segment, with suggestion that BAB be provided with adequate finances.

BAB gives promise of becoming "an important influence" in the advertising field, the resolution stated.

Dr. Kenneth H. Baker, acting president of Broadcast Measurement Bureau, whose work was praised, was urged to explore the possibility of expanding present research activities.

District 8 expressed approval of the NAB board's decision to sell association memberships "on location." Arthur C. Stringer, NAB staff director, was detailed by NAB headquarters to discuss membership with nonmember broadcasters, who were invited to attend the meeting.

The first day's session plunged right into a discussion of costs, profits and labor, with Kenneth W. Church, WIBC Indianapolis, District 8 employe-employer relations chairman, presiding. Richard P. Doherty, director of NAB Employe-Employer Relations Dept., acted as discussion leader.

The second day explored sales methods and problems with Mr. Mitchell as discussion leader. He concluded the sales seminar with an explanation of BAB sales aids, and "How to Make Them Pay." Both day's sessions were punctuated with question and answer periods, with members firing their problems at the assembly.

Between these sessions, the District 8 members heard speeches from NAB President Justin Miller, Dr. Baker, and Carl Haverlin, BMI president.

The district resolutions praised Judge Miller's leadership; lauded the legal seminar conducted by Don Petty, general counsel, and suggested these seminars be a regular part of district meetings; thanked Director Bitner for arranging a successful meeting; urged inclusion of an FM question in the 1950 census; urged increased use of BMI selections; thanked the Book-Cadillac Hotel for services; endorsed the workshop type of meeting as against district conventions.

Members of the Resolutions Committee were Helen Nelson, WHLS Port Huron, Mich., chairman; Milton Greenebaum, WSAM Saginaw, and Joe Higgins, WTHI Terre Haute, Ind.

The BAB slide film, "How to Turn People Into Customers," had been shown at a luncheon staged by four Indianapolis stations—WFBM WIRE WIBC WISH. George Higgins, WISH, suggested stations in other cities get together for similar luncheons. "We made a lot of friends for radio," he said. Over 200 advertiser and agency executives saw the BAB film at the luncheon.



SPEAKER'S table lineup at the District 8 NAB meeting at Detroit's Hotel Book-Cadillac included this group of speakers and discussion leaders (l to r): Richard P. Doherty, director of employe-employer relations, NAB; Harry M. Bitner Jr., WFBM Indianapolis, District 8 director; Judge Justin Miller, NAB president; Kenneth W. Church, WIBC Indianapolis, 8th District employe-employer relations chairman; John W. O'Harrow, WKZO Kalamazoo, 8th District sales managers chairman.

District 8 Registration

James H. Hopkins and John J. Carroll, WHRV; Ken MacDonald and Roe Turner, WPAG; E. P. Mills Jr., WELL; Virginia Allen, William E. Depoy, Ray St. Pierre, Frank I. Tebrugge, WHFB; R. C. Force, Edwin R. Huse, Walter Patterson, George M. Miller, WKMH; Ralph Dawson, James H. Quello, Mark L. Hass, WJR.

Marvin Levey, WFDF: Robert R. Beauchemin, G. H. Forbes, Bill Weil and Robert Hillock, WTTH; R. J. McIntosh and John Wismer, WHLS; Calvert M. Hill, and John G. Lyon, WEXL; Vincent Picard, Floyd W. Clark Jr., Ed Campbell, WSAM; Ted Graim, Eddie John, WSOO; N. W. Evans, WHRV.

Dee O. Coe, WWCA; William F. Kiley, WFBM; William H. Spencer, WHOT; Joe Autenrieth, WKAM; Maurice B. Mitchell, BAB; Dr. Kenneth Baker, BMB.

Fred Knorr and Richard Kelliher, WKMH, John L. Booth, WBBC, WJLB and WSGW; Eric V. Hay, WJLB.

MARKET DATA

Book Reviews Pacific Coast

PEOPLE, JOBS AND INCOME ON THE PACIFIC COAST 1949-1960. Published by Pacific Coast Board of Intergovernmental Relations, San Francisco. 137 pp. $1.

NEW marketing information, giving a look into the future as well as into the past, is contained in this volume, the first of a new series of economic reports on the rapidly growing Pacific Coast region.

Discussed are plans and programs to meet the problems stemming from the West Coast's 40% population increase since 1940. Extensive attention is given the probable rate of future migration from other parts of the nation and the capacity of the region to absorb a continuing influx of newcomers. This comprehensive survey of the region was undertaken by PACBIR which recognized the need for a broad and factual approach to these problems.



WDIA Sells Beale Street

BY employing initiative and pioneering, WDIA Memphis has built itself into one of several southern stations that is capitalizing on its Negro audience with success.

An estimated 46% of the population of Memphis is Negro. Still a higher percentage of Negro listeners live outside the city in the outlet's area. The potential in the listening power was obvious and WDIA nearly a year ago decided to do something about it.

Credit for the bold policy lies with the station's owners, Bert Ferguson and John R. Pepper. Convinced that the Negro market in and around Memphis would respond to catering advertisers' programs which featured quality Negro talent and entertainment, Messrs. Ferguson and Pepper went to work.

Pick Williams

They selected Nat D. Williams, Negro high school teacher, to serve as the backbone in the new programming. Mr. Williams, said to be the Mid-South's original Negro disc jockey, a syndicated columnist and reporter for two Memphis Negro newspapers, has three daily shows: A 45-minute presentation *Tan Town Coffee Club*, an afternoon program *Tan Town Jamboree*, and another under his own name in the evening. He presents all-time blues and swing recordings in addition to items of general interest to Negro listeners.

While launching the Negro shows, WDIA tightened its hold on its white audience and found it could do both with a minimum of anxiety. The protest from white listeners following the inaugura-

ONE of the successful groups on WDAI is the Teen-Town Singers, Mid-South high school student group under the direction of Prof. A. C. Williams, instructor of music at Manassas Negro High School.

* * *

tion of Negro broadcasts (Oct. 25, 1948) was loud with condemnation. Negro telephone calls and letters also were heavy but laudatory and filled with surprise. Now, the radical change is that white listeners have come to realize that the Negro is entitled to a radio voice and WDIA hardly ever receives a protest.

The station, by maintaining five-minute hourly news summaries which highlight local and regional events and with other careful programming, has retained a good-sized portion of its white audience.

Building around Mr. Williams' shows, WDIA added the services of Rev. Dwight (Gatemouth) Moore, the Negro personality known nationally as a spritual and blues singer. "Gatemouth," whose recordings have been put out under King, Damon and Aristocrat labels, was born in Topeka, Kan., but has come to recognize Memphis as his home as he received his start there.

With the addition of Maurice (Hot Rod) Hulbert, Negro choregrapher, playwright, producer and m.c., WDIA has answered most of the cultural and entertainment demands of its Mid-South Negro audience. Mr. Hulbert has an hour-long morning show *Tan Town Jubilee*, and a two-hour afternoon program *Sepia Swing Club*. Lack of a Negro women's news reporter and commentator was answered by Messrs. Ferguson and Pepper in placing Willa Monroe, popular Memphis Negro socialite, on a 15-minute a.m. show.

Other services developed for WDIA's Negro listeners include a Negro artists bureau which sends personalities on appearances throughout the Southland, concerts by teen-aged Negro vocalists rendering popular, semi-classical and spiritual selections, and special religious programs on Sunday.

WDIA believes the Negro in the Mid-South feels the station has answered the demand for a voice in radio. To cite this, it points to two other metropolitan Memphis-area stations which, in recent weeks, have employed Negro announcers.

IN SPITE of some anxiety about keeping its southern white audience and an initial flurry of protests, WDIA Memphis has found that selective programming for the Negro audience does pay substantial dividends. After a year's try WDIA also has found no loss in white listeners because of efforts to serve the Negro, 46% of Memphis' population. In fact, it's reported local competitors have begun hiring Negro announcers.

Shah at RCA

THE SHAH of Iran last Tuesday was conducted on a tour of RCA Laboratories at Princeton, N. J., by Meade Brunet, RCA Vice President, managing director of the firm's international division. The Shah and an entourage of six Iranian and U. S. government officials were shown some of RCA's latest research projects in radio, television, accoustics, etc.

FM OWNERSHIP

NAB Submits Survey Method

REVISED technique for use by FM stations in finding percentage of FM set ownership in the community has been submitted to stations by the NAB FM Dept. The basic method was originally worked out last year by the NAB FM Committee.

Two surveys employing this technique, conducted in Oklahoma City and Shawnee, show FM ownership of 26.29% in the former and 24% in the latter, according to a letter sent all NAB FM members by Arthur C. Stringer, NAB FM Dept. director.

The surveys were conducted by Matthew H. Bonebrake, KOCY-AM-FM Oklahoma City. Data was obtained in a telephone survey. In Oklahoma City, 2,581 calls were made, with 1,506 completed. It was found that 396 homes had FM sets. The survey assumes FM ownership is the same among nonrespondents as among those who replied. In Shawnee 413 calls were made and 300 completed, showing 72 FM homes or 24% of those responding.

NAB points out that use of telephone technique in Oklahoma City and Shawnee instead of the FM Committee's mail method has no research significance.

The NAB FM Dept. has published a 16-page roundup of program and promotion ideas which have been successfully used by FM stations. The department is building up a pool of tested program and promotion ideas.



THE MID-SOUTH's original Negro disc jockey, Nat D. Williams, reigns over WDIA



47.5% OF ALL IOWA FAMILIES HAVE TWO OR MORE RADIOS IN THEIR HOMES

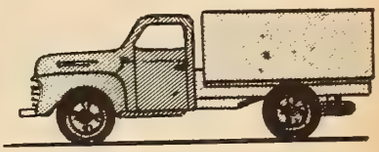
12.5% OF ALL IOWA BARN OWNERS HAVE RADIOS IN THEIR BARNS

51.9% OF ALL IOWA CAR OWNERS HAVE RADIOS IN THEIR CARS

IN IOWA EXTRA SETS MEAN EXTRA LISTENING!







9.7% OF ALL IOWA TRUCK OWNERS HAVE RADIOS IN THEIR TRUCKS

THE 1949 Iowa Radio Audience Survey* proves that multiple-set ownership means additional listening—that the number of hours of extra listening is in almost direct proportion to the number of extra *sets*. (In homes having four or more sets, for example, an average of 67.7% of the families use two sets simultaneously, daytime, as against 26.4% with only two sets.)

Iowa families are really radio-equipped. 45.7% of them have two or more sets in their homes . . . 51.9% of all car-owners have car radios . . . 9.7% of the truck-owners have radios in their trucks . . . 12.5% of the barn-owners have radios in their barns!

More than that, the 1949 Survey shows that radio-minded Iowa families *listen more than twice as much to WHO as to any other station.* This top-heavy preference for WHO of course applies to multiple-set families as well as to single-set families—hence gives advertisers a substantial bonus audience that is not ordinarily measured.

The Iowa Radio Audience Survey is a MUST for every advertiser who wants to *know all* about Iowa listening. *Ask us or Free & Peters for your free copy,* today!

* The 1949 Edition is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University—is based on personal interviews with over 9,000 Iowa families, scientifically selected from cities, towns, villages and farms all over the State. It is widely recognized as one of the nation's most informative and reliable radio research projects.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

WBIG

"The Prestige Station of the Carolinas"

HOOPER STATION AUDIENCE INDEX

WINTER, 1949 CITY ZONE Greensboro, N. C.

	WBIG
Monday thru Friday 8:00 AM—12 N	46.0
Monday thru Friday 12:00 N—6:00 PM	41.2
Sunday thru Saturday 6:00 PM—10:00 PM	59.8

columbia affiliate

5000 w. day & nite

Greensboro, North Carolina

represented by hollingbery

RADIO'S BEST

Four Network Shows Cited by NCTE

THE National Council of Teachers of English presented its annual radio award last weekend to *The NBC University Theatre* as the program doing the most during the 1948-1949 school year to promote greater understanding and appreciation of "our literary heritage. . . ."

Cited as a program "stimulating to English students" and of "interest to mature minds and minds reaching for maturity," the *University Theatre* series was judged radio's best in promoting "powers of intelligent listening and critical thinking, and to raise ideals of good speech and writing."

Three other programs, *You Are There* (CBS), *The Greatest Story Ever Told* (ABC, Goodyear Tire & Rubber Co.) and *Invitation to Learning* (CBS), were all given honorable mention. Awards were presented at the council's three-day convention held over the weekend in Buffalo. Leon C. Hood, chairman of the NCTE Committee on Radio, officiated.

The council noted that the NBC series "has acquainted a large group of people with worthwhile books that they otherwise would never have known." Another quality, the council said, was its stimulation of English class students to do further reading of the authors whose works were dramatized by the series. "Dramatic offerings on the air have been far ahead of all other types of broadcasts, and this program is at the top of the dramatic group," the council concluded.

Note was made of *You Are There* because of its qualities of "combining showmanship and educational values. It was one of the few successful departures from standard radio fare and was outstanding for its imaginative conception and choice of material," the council said.

"Acting is superior, the dramas are beautifully written, and the theme is one to inspire love, reverence and respect . . ," the council said of ABC's *Greatest Story Ever Told.* The CBS program, *Invitation To Learning,* the council said, was an "outstanding example of programming for mature minds" and "it . . . deserves a larger audience than it apparently has."

Taking a side-glance at critics of its awards, the Committee on Radio channeled its bouquets to radio for its alert programming "in the face of the threat from television," and for programs still aired which demonstrate that "American radio can be a worthwhile communications instrument." In answer to criticism that the council's awards in the past have resulted in a "kiss of death" for the programs named, the committee pointed to eight programs still on the air following their mention by the council last year.

UN AWARDS

Top Radio Men Get Scrolls

TOP-RANKING network and radio officials were awarded scrolls of appreciation for United Nations cooperation at UN luncheon Nov. 16 in New York's Rainbow Room at Rockefeller Center. Dr. Benjamin A. Cohen, UN assistant secretary-general, presented the scrolls, which cited the outstanding coverage of UN during the past year by the broadcasters, to the following:

Niles Trammell, NBC board chairman; Frank Stanton, CBS president; Edward J. Noble, ABC board chairman; Theodore C. Streibert, WOR New York and MBS board member, representing Mutual, Don Lee and Yankee Networks; Forney Rankin, NAB, representing President Justin Miller; J. R. Poppele, WOR New York vice president and president of Television Broadcasters Assn.; Ted Cott, WNEW New York vice president, for NAB Nonaffiliates Committee; Seymour N. Siegal, New York's director of radio, representing Municipal Broadcasting System, and Millard Faught, representing the FM Assn.

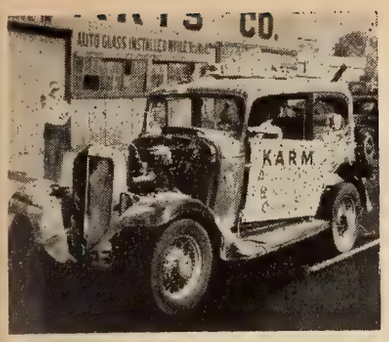
Mr. Cohen announced at the luncheon that every American station which carried UN program series during 1949, would receive similar citations, suitably inscribed. In presenting approximately 1,000 scrolls, Mr. Cohen said in part: "We are indeed indebted to the American broadcasters for their remarkable response to the need for better understanding of the 59 United Nations' efforts to build a lasting peace. They have demonstrated what a medium can do to enlighten the public through frequent news releases and feature programming."

PRATT ELECTED

Heads Michigan Broadcasters

STANLEY R. PRATT, president and general manager of WSOO Sault Ste. Marie, Mich., was elected president of the Michigan Assn. of Broadcasters at the annual meeting held in Lansing. Mr. Pratt succeeds Milton Greenebaum, president and general manager of WSAM Saginaw.

Other officers named were: Howard K. Finch, WJIM Lansing, vice president; J. P. Scherer, WHFB-AM-FM Benton Harbor, secretary-treasurer; Worth Kramer of WJR Detroit, Edward Baughn of WPAG Ann Arbor, Willis Dunbar of WKZO Kalamazoo and WJEF Grand Rapids, and Mr. Greenebaum, members of the board of directors. Among resolutions passed, one urged the Michigan High School A. A. to eliminate all broadcasting fees pertaining to high school athletic events.



THIS CHARMLESS jalopy was entry of KARM Fresno, Calif., in the Central California New Automobile Dealers Assn. parade to promote highway safety. Each dealer dug up a ready-for-the-grave auto and at the conclusion of the parade returned the pink slip to the Dept. of Motor Vehicles and the jalopies were burned.

DEFAMATION SUIT

Four Stations Are Charged

DAVID H. H. FELIX, Philadelphia attorney and member of Americans for Democratic Action, filed suit in Federal Court Nov. 18 for $50,000 damages each against WCAU Inc., operator of WCAU; Triangle Publications Inc., owner of WFIL; Westinghouse Radio Stations Inc., operator of KYW, and the William Penn Broadcasting Co., owner of WPEN, all of Philadelphia, for allegedly broadcasting transcriptions of recent election speeches by Republican City Chairman William F. Meade. Mr. Felix charges defamation of character in these speeches.

Thomas D. McBride, attorney for Mr. Felix, also filed in Common Pleas Court No. 2 a suit for $50,000 damages against Mr. Meade. It also sought personal damages of $25,000 and a like sum for occupational loss. Mr. Felix charged that in a speech broadcast on Oct. 24, Mr. Meade identified Mr. Felix as a member of the national executive committee of the Socialist Party and asserted that "the Socialist and Communist parties are peddling the same bill of goods to change our constitutional form of government to a foreign 'ism'."

Quick Thinking

DISASTER was avoided by quick-thinking on the part of two WCCM Lawrence, Mass., staffers during an Armistice Day broadcast of a high school football game played at the Lawrence Memorial Stadium. When fire broke out in the broadcast booth high atop the stadium, jam-packed with 8,000 spectators, WCCM's sportscasting team, Ernie LaBranche and Dean J. Slack, battled the blaze to a standstill despite first degree burns received on their hands. Fire was a result of a carelessly discarded cigarette.

TRANSIT RADIO

D. C. Probe Aids—Crisler

HEARINGS on radio-equipped vehicles in the Washington, D. C., area will prove beneficial in the long run to overall business of Transit Radio Inc., according to R. C. Crisler, executive vice president.

On the day the hearings were concluded by the Public Utilities Commission, District of Columbia, the Washington TR branch received new advertiser inquiries, Mr. Crisler revealed—from a national consumer product representative and a network executive, whom Mr. Crisler did not identify.

PUC concluded hearings a month ago after hearing pro-and-con arguments for musically-soothed rides [BROADCASTING, Nov. 7]. Its spokesman said last week the Commission would hand down a decision "very shortly."

The inquiries received by TR lauded the fame and publicity enjoyed by transit FM during the hearings. A representative of a large national consumer product placed an order, according to Mr. Crisler, with the comment that the service "was bound to have merit" in view of public reaction. The network executive extended congratulations and said that, in his 25 years as publicity man, he had never been able to achieve the fame which "blessed" TR in one week, Mr. Crisler said.

The TR executive noted that "every possible argument . . . has not only been thought of, it has been aired," and pointed out that legal aspects also had been explored. TR has received favorable expressions from otherwise disinterested parties sympathetic to radio-installed busses and streetcars "as a possible victim of a handful of malcontents."

Reviewing newspaper comment and testimony before PUC, which tended largely to substantiate public approval of transit FM, Mr. Crisler said TR is spending a "fairly sizable sum" to obtain a complete transcript of the hearings, available for only the stenographic expense.

NEWSMEN'S DINNER

Feb. 4 Date Set in D. C.

ANNUAL dinner given by the Radio Correspondents Assn. for the President of the United States has been set for next Feb. 4 at the Statler Hotel in Washington. Preliminary plans now are being mapped following a meeting with President Truman last month.

The association plans to give the dinner more of a radio-TV industry atmosphere next year than it has in the past, according to Bill Henry, MBS commentator, who is chairman of the 1950 dinner committee. Various committees probably will be chosen sometime this week.

WANNA SWITCH TO CALVERT CITY (Ky.)?

If you're an Old Forester, you might get a Golden-Wedding sort of kick out of Calvert City (Ky.) . . . If you're a *radio advertiser*, you'd probably find it's too small a package for noticeable results!

WAVE gives you the Cream of Kentucky, the Louisville Trading Area . . . It's truly the King of our State's markets — a full-bodied, concentrated Old Grandad of a market whose families have a 40% higher average Effective Buying Income than the folks in the *rest* of Kentucky Bourbon-land!

That's giving it to you Straight, Gents! Or would you ruther learn the hard way — and end up sadder, Bud-weiser?

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

NBC AFFILIATE

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,



Editorial

BMB, Dead or Alive?

THERE'S NEED for clarification of the BMB situation. The NAB board at its mid-November session, announced that the Broadcast Measurement Bureau would be dissolved upon completion of Study #2. To be sure, it followed up that action with a simultaneous announcement that it favored the formation of a new corporation to pursue the whole subject of audience measurement and research.

On the heels of the NAB board's action came the whole-hearted endorsement by the BMB board, made up of representatives of the NAB, Assn. of National Advertisers and the American Assn. of Advertising Agencies. The latter two consistently have expressed the need for continuance of audience measurement studies.

Although the actions seem clear enough, the report persists that BMB has been buried, never to be revived. Agencies point to increased research and survey activities by competitive media. There is confusion.

BMB's development has been abortive and ill-starred. Many in radio wanted to wash their hands of the whole deal. Yet, most broadcasters recognize the need for data to offset the research of the competition.

Radio should take the initiative. The time to plan for the BMB successorship is now. An integrated plan should be ready for presentation to the 1950 membership conventions of the NAB, ANA and AAAA.

THAT ARMY-NAVY unification fight has even reached the sports level. For the annual football classic, the sponsor, Gillette, wanted Harry Wismer to handle the play-by-play. Navy agreed on Mr. Wismer too. But the Army held out for Ted Husing, who had been handling its games over WMGM New York for years. Because of the impasse, they compromised on the veteran Bill Slater (a West Point graduate). Who won?

Hams Up; Eggs Over

RADIO'S HAMS are happy again. The FCC has quietly relegated to its dead files a project that would have bound and gagged the nation's 100,000 amateurs by forcing them to limit their operations under rigid rules which the American Radio Relay League argued would "stifle amateur initiative, circumscribe amateur development, and eventually result in the debilitation of amateur radio as we know it today."

Exactly what happened isn't revealed in the FCC's public notice. There were conferences of ARRL officials with members of the FCC. The ARRL brief, filed by Secretary A. L. Budlong and Attorney Paul Segal, League general counsel, was as hot as it was erudite.

The now rescinded rules would have imposed upon the amateurs the same sort of "planned economy" that the FCC once sought to foist upon commercial radio via the "Blue Book" and related onslaughts. Some of the same philosophy is incorporated in both the FM and TV rules, wherein the FCC allocates particular facilities to particular areas, without regard to supply and demand.

There's one lesson implicit in the amateur turnabout. You can manhandle and maul business (particularly if it's big business) but you can't monkey around with a man's hobby.

The Newsman's Niche

IT'S NO LONGER news that news is a basic ingredient of successful radio operation. If music is the lifeblood, then news generates most of the red corpuscles.

The status of news in the programming (and sales) budget was clearly established by the Press-Radio War of the early thirties, when radio staked its claim as a news medium, and, after a sanguinary campaign, won in the court of public opinion. It reached its zenith by reporting, at first hand and with the speed of light, every significant event of World War II.

Radio's emergence as the prime news medium was as meteoric as the rise of radio itself. The press conference became the news conference, from White House to police beat. The term newspaperman gave way to newsman. Newspapers and press associations monitor radio and TV newcasts as standard operating procedure these days. (Radio's newsmen still read the newspapers too).

It was but logical for radio's newsmen to form their own association three years ago, looking toward improvement of newscasting and betterment of their lot. A fortnight ago the National Assn. of Radio News Directors held its annual convention in New York. The membership had increased from scratch in 1946 to 179—not a staggering total but one that compares favorably with the early development of other news groups outside radio.

The NARND convention was significant in several respects. Speakers included some of the outstanding personalities on the national scene. Plans were made for promulgation of a code of standards for news directors.

And there were resolutions.

The approach of the news director is that he is the counterpart of the newspapers' managing editor. He wants qualified newsmen on his staff. He wants recognition on equal footing with the program director, sales manager and chief engineer. He wants to report direct to management. And he covets sole responsibility for the news budget.

All these aims are commendable. But they must be earned. There are instances where the news director appropriately reports to management. Yet it must be recognized that it is the program department's responsibility to keep program schedules balanced. Where the program director is wise in news-handling, he may well perform the duties of the managing editor. The news director may be qualified only as the news or copy editor.

The responsibility of management becomes infinitely greater as the editorial content of the radio schedule expands. The right to editorialize, which conceivably can be read out of the gobbledegook of the FCC's so-called Mayflower Decision Repealer of last June, places upon those stations which editorialize the kind of responsibility that goes beyond the province of the average news director.

We doubt whether any NARND member would contend that he should direct the editorial policy of his station without regard to the views of ownership and management. Ownership can delegate to management, and presumably management can delegate to news director, though at this stage of development the chances are slim. Using the newspaper analogy again, the general manager, at his echelon, is the station's "publisher." He sets the policy and exercises the veto power.

NARND can perform a most useful function in elevating the standards of news reporting by radio and TV. It must remember that radio learned to talk before it could write. It must learn to reason before it can editorialize and assume the concomitant responsibilities.

Our Respects To —



PAUL ROY FRY

PAUL ROY FRY is a young man in a young man's business—radio. He began his career in 1938 when he walked into WAWW Omaha, now KOWH, and promoted himself into the job of promotion man. The station's straining budget underwent further stress to provide Paul Fry with a grand salary of $15 per week. Today he is vice president and general manager, as well as a major stockholder of the Inland Broadcasting Co. Inland owns and operates KBON Omaha, KOLN Lincoln and has a TV application pending for the latter city.

Born June 15, 1917, Mr. Fry was only 21 when he joined WAWW. He was not yet graduated from Creighton U. School of Journalism and had only a little experience in advertising, acquired with the Union Pacific Railroad. He soon realized that non-network daytime stations did have a few good jobs—all in sales. He became a salesman, writing, producing and merchandising his own accounts. In 1939 the station was sold to the Omaha *World-Telegram* and he remained with them as account man until 1941.

Paul Fry took part in the initial setting up of KBON when it was organized in 1941 as Omaha's fourth station and a basic Mutual outlet. In July of 1942 he became station manager and in January 1943 general manager and director of the company with a minor financial interest. By July 1946 Mr. Fry had added substantially to his stock-holdings and assumed the vice presidency.

Mr. Fry has "the game as well as the name," since his colleagues in Inland are engaged in non-radio interests, his job has been an exceedingly active one. He has in the past few years added KBON-FM to the AM outlet in Omaha and built KOLN Lincoln. To this was added the task of moving KBON to larger studios and offices, setting up a new transmitting plant and making plans for KOLN-TV. Mr. Fry recently announced that Omaha would get a trial operation of radio-equipped transit vehicles in early December and a poll to test public reactions.

The staff and associates of Paul Fry say he loves his work although he sometimes gets his "job hats" a little mixed up moving from one city and situation to another. He thrives on activity and takes his Omaha, Lincoln, Chicago, New York and Washington circuit right in his prodigious stride. He has never decided whether his biggest thrill was his all-out Omaha promotion of *Queen for a Day* or a civic affair with Ed Kobak, then MBS president; Lewis William Jeffers, at that time Union

(Continued on page 28)



EXPERIENCE

another reason why...

KOIN IS THE #1 RADIO STATION IN THE OREGON AND SOUTHWEST WASHINGTON MARKET!

A radio station is as good as the men behind it! KOIN's key men are among the most experienced and versatile in the radio business.

This year eight more staff members became part of KOIN's famous TEN YEAR CLUB!

This makes a total of 28 staff members who have been with KOIN TEN YEARS OR MORE. Of this number 16 can boast 15 YEARS OR MORE service...5 with 20 YEARS OR MORE.

This experienced personnel governed by sound policy and management plus proper programming and "tops" in network affiliation makes KOIN your best buy in the Oregon market.

1st weekday mornings...1st weekday afternoons 1st evenings (Sunday thru Saturday) 1st total rated time periods.

(Hooper station audience index May thru September '49)

CBS

AVERY-KNODEL, Inc.
National Representatives

KOIN

and...
KOIN F·M

A *Marshall Field* STATION

PORTLAND, OREGON

Management



GUY ZWAHLEN, formerly North Carolina representative for Frederic W. Ziv Co., appointed general manager of WMRC Greenville, S. C.

CHARLES M. ERHARD, program director for WWYO Pineville, W. Va., appointed assistant manager of station.

FRANK M. FOLSOM, president of RCA, received award for his many years of service to humanitarian causes at testimonial dinner in his honor sponsored by National Jewish Hospital, Denver, Nov. 20.

GEORGE M. BURBACH, general manager of KSD-AM-TV St. Louis, elected secretary of Better Business Bureau of St. Louis.

JOHN D. HYMES, appointed manager of WLAN Lancaster, Pa. For past year and half, he has been assistant manager and commercial manager of station and formerly was with CBS, WNEW New York, Foote, Cone & Belding and Biow Co., both New York. During the war he was deputy chief of OWI Domestic Radio Bureau.



Mr. Hymes

WILLIAM E. SCRIPPS, president of WWJ Detroit, is the father of a boy, David Locke, born Nov. 15.

PAT HAYES, sportcaster for KIRO Seattle, is the father of a girl, born Nov. 14.

ROBERT J. McANDREWS, managing director of Southern California Broadcasters' Assn., is author of article on use of broadcasting by wine industry appearing in last month's *Wine Review.*

Religion Campaign

MORE THAN 175 network and regional programs, both sustaining and commercial, are airing messages this month on the Advertising Council's new "Religion in American Life" campaign, the Council has announced. In addition, many individual stations carry live and transcribed messages placed through 3,000 church groups backing the campaign. J. Walter Thompson Co., New York, is volunteer agency.

Telecasting Insert

Pull Out for Filing

Respects

(Continued from page 26)

Pacific president, and Dr. C. C. Criss, past president of Mutual Benefit Health and Accident Insurance.

Mr. Fry was married in 1939 to the former Oleva Smisek. They have two daughters, Carol An, 7, and Kathleen, nicknamed "Butch," 4. The Fry's live in a country home west of Omaha. Paul Fry takes real pride in a picnic shack-party house which he and his father built last year and where he dons his "chef's hat" for his friends. Born and raised in Omaha the Frys have never lived elsewhere and hope they never will.

Although not a joiner, Mr. Fry is serving his second term as secretary-treasurer of the Nebraska Broadcasters Assn., is director of the Omaha Advertising Club and public relations chairman of the Omaha Kiwanis Club.

FRANK B. JEWETT

Leading Researcher Dies

DR. FRANK B. JEWETT, 70, former AT&T vice president, and president from 1925 to 1940 of Bell Telephone Labs, died Nov. 17 at a Summit, N. J., hospital, a week after entering for an emergency abdominal operation. Former president of the National Academy of Sciences, Dr. Jewett held many medals and awards, including the 1949 Hoover Medal for "distinguished public service," which was to have been presented at the winter general meeting of the American Institute of Electrical Engineers.

In October he was awarded the 1950 medal of the Industrial Research Institute for outstanding accomplishment in industrial research. Dr. Jewett, a Pasadena, Calif., native, received his B.A. from Throop Polytechnic Institute (now California Institute of Technology) and his Ph. D. from the U. of Chicago. He is survived by two sons, Harrison L. Jewett, of Short Hills, N. J., and Frank B. Jewett Jr., of Minneapolis.

NAB 'Handbook' Price

NAB HAS SET bulk rates for the *NAB Engineering Handbook,* recently published, to meet heavy demand. Rates now range from $17.50 for one copy to $10 each for 10 or more. Stations eligible for NAB active membership, but not members, and persons or firms eligible for associate membership, but not members, are not eligible to buy the 700-page handbook, according to NAB.

In Buffalo you can go places fast with WGR

---AND ITS HIGHER-THAN-EVER HOOPER RATINGS



EDGAR BERGEN · ARTHUR GODFREY · BOB HAWK · SUSPENSE
LUX RADIO THEATRE · MY FRIEND IRMA · BUDDY CLARK
LOWELL THOMAS · HALLMARK PLAYHOUSE · JACK SMITH · THE F.B.I.
DICK HAYMES · EDWARD R. MURROW · SING IT AGAIN · BELLAH
MR. & MRS. NORTH · THE GOLDBERGS
LUCILLE BALL · ABE BURROWS
MR. KEEN · CRIME PHOTOGRAPH
JOAN DAVIS · GROUCHO MA
MR. CHAMELEON · DR. CHRISTIAN
BING CROSBY · BURNS & ALLEN
EVE ARDEN · AMOS 'N' ANDY
JACK BENNY · INNER SANCTU
RED SKELTON · HELEN HAYES
HORACE HEIDT · MYSTERY THEA
PHILIP MARLOWE · GANG BUSTERS · DINAH SHORE · GENE AUTRY
HIT THE JACKPOT · WE, THE PEOPLE · VAUGHN MONROE · CONTENTED HOUR

NOW ON WGR CBS 550

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

WGR 550 Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.
National Representatives: Free & Peters, Inc.

NOVEMBER 28, 1949

TELECASTING

A Service of BROADCASTING Newsweekly



What's New in Television? **Take a Look at WPTZ!**



"One TV Spot Per Week on WPTZ... Returns by the Thousands!"

HERE'S a TV success story of a particular significance to all spot advertisers, taken from a letter just received from J. Robert Mendte, Incorporated, advertising agency for Donald Duck Chocolate Syrup:

"Early last summer we launched Donald Duck Chocolate Syrup with quite a bit of fanfare . . . along with other media we included one single television spot (*per week*) *on WPTZ.*

"On the jar of Donald Duck Chocolate Syrup was an offer, for one label, of a table statuette napkin holder. No mention of this was made on the WPTZ spot but it was highly dramatized elsewhere.

"At first very few returns came in, but then after the first TV announcement (and ever since) the labels poured in. By now thousands have been received.

"But here's the point: adults and children have taken to writing messages on the backs of the labels when they send them to the client. And almost half of these mention 'We saw this product on television.'"

This success story is not an isolated case but one of a great number of instances which prove both the impact of television and the size of the audience WPTZ consistently delivers to advertisers.

For further information about the strength of WPTZ in the nation's second largest television market, write direct or get in touch with your nearest NBC Spot Sales representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building • Philadelphia 3, Penna.
Telephone: LOcust 4-2244

WPTZ **FIRST IN TELEVISION IN PHILADELPHIA** NBC TV-AFFILIATE

A Service of Broadcasting Newsweekly

National Press Bldg.
Washington 4, D. C.

NOVEMBER 28, 1949

BROADCASTING, Telecasting
$7 annually, 25c weekly

TELECASTING

COLOR TESTING

FCC Sets Field Plan as Demonstrations End

By RUFUS CRATER

A FAR-REACHING "recess" program of field testing of both color and UHF television [CLOSED CIRCUIT, Nov. 21] was set up by FCC last week as it completed its first side-by-side comparisons of the rival RCA and CBS color systems and standard black-and-white.

The experimental program, FCC said, should include at least 30 days' field tests by each of the color proponents "with a reasonable number of receivers distributed both to technical and non-technical persons . . . in order to determine the adequacy of the system as used by a representative cross-section of the public."

The Commission also called upon TV set manufacturers and all other "interested persons" to participate in a broad program of tests and experimentation to accumulate data not only on VHF color system performance and equipment costs but also on the availability and operation of equipment—both monochrome and color—for the 470-890 mc UHF band.

The week also produced these other color television developments:

● In the side-by-side comparisons of RCA and CBS color, it was generally agreed by observers that CBS still held a marked edge in color fidelity but that RCA had made great advances in definition and brightness since its first demonstration, and was the most flicker-free of all.

● A major barrier to adoption of a "double standard"—if FCC should so choose—appeared to have been removed as FCC demonstrated an automatic adapter, built in its own laboratory, which permits monochrome reception of either CBS or RCA color as well as standard black-and-white.

● RCA protested demonstration of the adapter as an FCC contribution to the CBS system, and was told sharply by Chairman Wayne Coy that FCC's staff may improve the RCA system, too, "when and if" RCA complies with the Commission's request for equipment. RCA spokesmen reiterated that the equipment would be delivered as soon as possible.

● Allen B. DuMont Labs, which contends color is not ready, disclosed that its own color work includes a field-sequential system based on 441 lines and 150 fields (compared with 525 lines and 60 fields in standard monochrome and in RCA color, and 405 lines and 144 fields in the CBS system) using a color wheel at transmitter and receiver. DuMont also expects to have 525-line, 180-field television "in another month or so," but emphasized it is not proposing either of these for adoption now.

● The publicity battle between RCA and CBS continued, with each issuing post-demonstration statements lauding its own showing and belittling the opposition.

The comparative demonstrations, extending over two days and embracing live pickups, films and slides and use of both coaxial cable and relay, so far as the rival color systems were concerned tended to confirm the impressions left by the separate showings in early October [BROADCASTING, Oct. 10, 17].

Improvements Made

Observers felt RCA had made substantial improvements in its all-electronic, "completely compatible" system—particularly in definition, brightness and registration. Similarly, most observers seemed to turn to CBS color as the standard of comparison on color fidelity. Chief complaints against RCA color reproduction were that purple, green or red tints seemed to predominate many pictures, that yellows and whites were not up to par, and that sometimes objects changed in shade and even in color.

On the other hand, flicker was not noticeable on the RCA color sets on many occasions when it was evident on the CBS color receivers and black-and-white sets.

Many witnesses felt the definition in CBS pictures was below that on black-and-white sets, particularly in large-group shots such as those showing Elder Michaux' choir. Yet some detail was more perceptible via color than monochrome. Elder Michaux' gray moustache was cited as a notable example. One observer said he had watched Michaux telecasts over a long period and never noticed the moustache until he saw it on CBS color.

Traces of color breakup could be detected on the CBS color set in closeups showing quick movement

(Continued on Telecasting 6)

DAYTIME VIDEO

DuMont Plans Afternoon Program

FOLLOWING a year's experience with daytime video programming at its key station, WABD (TV) New York, the DuMont Television Network is preparing to inaugurate daytime operations on a network basis. On Dec. 5, provided the present strike of scenic artists does not interfere (see separate story), the network will start transmitting a two-hour afternoon program, Monday through Friday, 2:30-4:30 p.m., to its affiliates.

The network will sell the program to its affiliates for a flat fee based on a percentage of each station's rate card. The stations will then sell participations to local advertisers, to be inserted into the program at cued spots during the telecast.

Commdr. Mortimer W. Loewi, director of the network, who announced the new service at a news conference Wednesday, said that the program price is very low, in no case exceeding $100 an hour. The more stations taking the show, the lower the price to each, it was explained.

Nine stations, including the DuMont owned stations—WABD(TV) New York, WTTG(TV) Washington and WDTV(TV) Pittsburgh—already have signed for the new daytime series. The others are WTVN(TV) Columbus, WXEL (TV) Cleveland, WJBK-TV Detroit, WSPD-TV Toledo, WHIO-TV Dayton and WJAC-TV Johnstown.

Kinescope Film Available

The series will be made available to non-interconnected affiliates via DuMont's Teletranscription (kinescopic films) service.

Commander Loewi stated: "This project will certainly destroy, once and for all, the idea that television is a blue-chips operation, reserved exclusively for the 10 or 12 wealthiest advertisers in the country who for so long dominated radio. Through this new service, hundreds of small advertisers in every city with a transmitter will be able to take advantage of TV's peculiar selling ability and still stay within the most modest of budgets. This, because they will be able to purchase small segments of time at low, daytime rate.

He noted that if a national advertiser spends $3,500 for video and talent and $4,500 for TV network facilities, rehearsal fees and other extras will bring his video advertising costs to about $10,000 a week or more than a half-million dollars a year. If television today is entitled to 10% of a national advertising budget, this would limit the use of network television to the handful of companies with total advertising expenditures of $5 million or more a year, an intolerable situation, he declared.

DuMont's new daytime service should also prove profitable to the individual stations, Commdr. Loewi said. He explained that instead of the 30% of its card rate the station normally receives from the TV network, this daily afternoon show will be purchased for a small fee and the station may then sell up to ten participations an hour to local or spot advertisers, retaining 100% of this revenue for itself.

James L. Caddigan, program director of the network, said that the two-hour show will be set in a mythical department store, referred to always as "The Store." Typical store locations will be used as background for the various items making up the program. The name of the program will be *At Your Service*, he said.

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Telefile:

LOS ANGELES' SEVENTH OUTLET, KECA-TV GETS OFF TO FAST START IN THE TV RACE

GETTING there "fustest with the mostest" is the generally accepted quote of Confederate General Nathan Bedford Forrest. But KECA-TV, Hollywood outlet of ABC, did a switch on this text by getting on the air "lastest with the mostest."

Though the last Los Angeles television station on the air, it is without question blessed with the "mostest" facilities of the city's seven operating stations. Housed on the old Vitagraph Lot, re-named as ABC Television Center, the station is located on a 3-acre site—a location rich in the lore of visual presentation, first for silent pictures, later for sound films and now for television.

Founded in 1912 as the world's then largest motion picture lot, it provided a stage for such silent stars as Maurice Costello, John Barrymore, Mary Pickford, Gloria Swanson, Antonio Moreno, Percy Marmont and William Duncan. On one of that lot's sound stages (now known as TV Stage 2), the first talking picture—Al Jolson's "Jazz Singer"—was filmed.

The lot was founded by Alfred E. Smith, now living in retirement in Hollywood. He named the lot Vitagraph, after one of the first motion picture projection machines which he had invented in 1896. Mr. Smith purchased the 23-acre site from a willing real estate agent for $20,000.

By the time Warner Brothers purchased it in 1925 for $1 million, the streets which bordered it had been named for some of the people who were active in moviedom. It is bounded on the west (to this day) by Talmadge St., the thoroughfare named after Norma Talmadge; on the south Prospect Avenue was derived from the street in Brooklyn where Vitagraph's old Flatbush studios were located; Russell Street, to the north, is a bow to William "Bill" Russell, an early leading man. (ABC advises that the hill to the east, still unnamed, will be identified by some aspect of television's growth).

ABC purchased the site from the Warners in October 1948 for $350,000. Added costs to the network breakdown as follows, according to ABC: Remodeling cost—$650,000; technical equipment—$1 million; construction cost—$600,000.

Telecasting on Channel 7 ("Your Best Bet, A Natural" is the promotion slogan), the KECA-TV transmitter is located on Mt. Wilson, 5,999½ feet above sea level utilizing 30 kw visual power and 15 kw aural power. The actual height of the antenna above average terrain is 3,040 feet.

Coming on the air in a field of six other stations posed a program problem for Channel 7. But with a bid of $77,000, KECA-TV came up with "the mostest" once again—the 11 (another lucky number) home football games of USC and UCLA.

This led to one of the most elaborate and diversified promotion programs seen in Los Angeles for the KECA-TV opening on Sept. 16. (This was the only number upset, but the station's opening had not been forseen early enough by the football schedule markers).

Bombarding the city with a variety of promotion gimmicks including two million books of matches among other things, few citizens were unaware that the L. A. Dodge Dealers Assn. and Hoffman Radio Corp. (TV sets) would sponsor the football games. Although the actual promotion budget did not reach a gradiose sum, every dollar was made to count. By coordinating all promotion activities through ABC's promotion department, then headed by Norman Nelson, Dodge and Hoffman money did not duplicate nor did either overlap network activity.

Thanks to the football games, a flow of audience interest was established for Channel 7 when it started programming. But it was the trade consensus that while football would undoubtedly draw viewer traffic for the games, KECA-TV would still have a hard job to establish its programs otherwise.

* * *

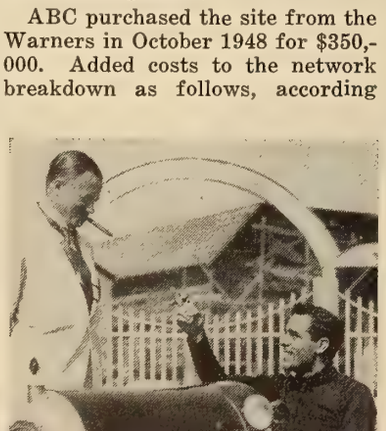
YET when the first Los Angeles TV survey by The Pulse Inc. was released recently, it disclosed that KECA-TV had garnered four places among the first 10 once-weekly presentations. A football game finished second only to Milton Berle and three kinescope programs from New York—*TV Teen Club*, *Think Fast* and *Blind Date*—

(Continued on Telecasting 18)



MARKER for video transactions is this signing of contract for Dodge Motor Cars, co-sponsor with Hoffman Radio Corp. of all home football games of USC and UCLA over KECA-TV exclusively in the fall of 1949. John H. Weiser (center), vice president and Pacific Coast manager of Ruthrauff & Ryan Agency, pens the contract for Dodge, while Frank Samuels (l), ABC Western Division vice president, and John Parsons, Hoffman sales promotion manager, smile their approval.

KECA-TV is proud of the magnitude and history of the Vitagraph lot. From station's archives is this 1920 shot (photo at right) of Albert Smith greeting Silent Star Antonio Moreno as the latter drives up to the Vitagraph gates. Nearly 30 years later (below) Mr. Moreno again drives up to be greeted by (l to r) Mr. Smith; Frank Samuels, ABC western division vice president; Phil Caldwell, western division technical director; Richard Moore, assistant general manager of the western division; and Paul Mowrey, ABC national director of television program sales.





TYPICAL promotion job done by KECA-TV is this "elephants-always-remember" scene which took place at a luncheon observing the station opening, conducted by the Hollywood Advertising Club. Gathered are (l to r): Shirley Bucanan (c-g), designated as Miss KECA-TV, Les Hoffman, president of Hoffman Radio Corp.; Bert Carter, regional head of Dodge; Charles (Bud) Barry, network vice president in charge of AM and TV programs.



NETWORK SALES

Sept. Highest for Year

GROSS TIME SALES of the four TV networks in September totaled $991,262, peak month for the year to date, according to the latest report on video network advertising released last week to BROADCASTING by Publishers Information Bureau.

For the nine-month period, January through September, gross TV network time sales amounted to $6,461,492. This is the first year that PIB has kept records on television, so there are no comparable figures for 1948 available.

NBC was the top TV network from a gross time sales standpoint, with billings of $471,920 for September and of $3,502,476 for the year to date. CBS rated second—$271,938 for September, $1,573,656 for the nine months. ABC had $155,848 for the month, $741,163 for the nine months. DuMont gross was $91,556 in September, $644,197 for the nine-month period. Month-by-month billings of each network are itemized in Table I.

TABLE I

TOTALS—NETWORK TELEVISION

	ABC	CBS	DuMont	NBC	Total
January	$ 6,273	$ 104,989	$ 51,330	$ 260,693	$ 423,285
February	18,674	135,036	72,200	353,055	578,965
March	26,352	190,865	81,352	476,800	775,369
April	47,359	186,616	87,851	477,843	799,669
May	132,146	229,371	61,394	460,440	883,351
June	119,835	187,065	58,646	399,790	765,336
July	119,674	103,305	73,714	317,775	614,468
August	115,002	164,471	66,154	284,160	629,787
September	155,848	271,938	91,556	471,920	991,262
January-September Totals	$741,163	$1,573,656	$644,197	$3,502,647	$6,461,492

* * *

RCA was the top TV network advertiser in September, spending $106,440 for time on NBC, where RCA sponsors three of the five half-hour *Kukla, Fran & Ollie* programs each week to advertise its 45 rpm phonographs and records, radio and TV sets. RCA also was top TV network sponsor during the January-September period, using $586,860 worth of NBC-TV time.

General Motors Corp., second largest TV network time user in September, spent $65,855 for time to telecast the Roller Derby on ABC twice a week, Saturday afternoon football on the DuMont Network, weekly *Television Theatre* and *Fireball Fun-for-All* shows, both on NBC, *Inside USA* on CBS every other week, and the quarter-hour CBS news program five evenings a week. The news telecasts advertised Oldsmobile and the *Fireball* program Buick, with Chevrolet promoted on all other GM video programs. For the nine-month period, the company ranked fifth, spending $344,260 for network TV time.

R. J. Reynolds Tobacco Co. spent $48,980 in September for time on NBC-TV to telecast the 15-minute Monday-through-Friday *Camel Newsreel*. Third ranking TV network advertiser for that month, Reynolds was in second place for the first nine months of 1949, using $483,605 worth of NBC-TV time for its news program.

Top ten users of TV network time in September and for the nine-month period are tabulated with their expenditures for time in Tables II and III.

Smokers Class

Smokers' supplies, chiefly cigarettes, made up the class of advertised products most heavily promoted on network television. This was true both in September, when their program used $193,944 worth of TV network time, and during the first nine months of the year, when they accounted for $1,346,810 in TV network time purchases.

Radio and video receivers, phonographs and allied merchandise comprise the second rated product group, both for the month and the nine-month periods, using TV networktime worth $178,582 in September, $1,260,669 in the January-September period.

Third place, both for the month and year to date, was occupied by food products, whose use of TV network time amounted to $90,184 in September and to $598,056 for the nine months. Automotive advertising ranked fourth: $69,988 in September, $539,948 for the nine months. In fifth place was household furnishings advertising: $69,350 for September, $342,800 for the year to date.

Table IV gives a class-by-class analysis of the video network advertising of the various groups of products using this medium, both for September and for the January-September period. Table V shows the leading advertiser in each class in September.

TABLE II

TOP TEN TELEVISION NETWORK ADVERTISERS FOR SEPTEMBER 1949

1. RCA	$106,440
2. General Motors	65,855
3. R. J. Reynolds Tobacco Co.	48,980
4. Liggett & Myers Tobacco Co.	43,200
5. Philip Morris & Co.	38,023
6. National Dairy Products Corp.	34,600
7. Allen B. DuMont Labs	33,871
8. General Foods	32,945
9. Mohawk Carpet Co.	32,600
10. Colgate-Palmolive-Peet	27,195

* * *

TABLE III

TOP 10 TV NETWORK ADVERTISERS JAN.-SEPT. 1949

1. RCA	$586,860
2. R. J. Reynolds Tobacco Co.	483,605
3. Admiral Corp.	367,839
4. Liggett & Myers Tobacco Co.	358,630
5. General Motors Corp.	344,260
6. DuMont Labs.	233,880
7. P. Lorillard Co.	223,094
8. General Foods	221,970
9. National Dairy Products	191,750
10. Colgate-Palmolive-Peet Co.	180,185

* * *

TABLE IV

GROSS NETWORK TIME SALES

	September 1949	Jan.-Sept. 1949
Agriculture & Farming	$ ———	$ ———
Apparel, Footwear & Access.	9,020	171,579
Automotive, Automotive Equip. & Supplies	69,988	539,948
Aviation, Aviation Equip. & Supplies	———	———
Beer, Wine & Liquor	6,326	108,144
Building Materials	———	———
Confectionary & Soft Drinks	15,366	58,188
Consumer Service	———	23,795
Drugs & Remedies	31,950	96,600
Entertainment & Amusements	———	———
Food & Food Products	90,184	598,056
Gasoline, Lubricants & Other Fuels	35,479	341,797
Horticulture	———	———
Household Equipment	33,910	317,850
Household Furnishings	69,350	342,800
Industrial Materials	———	———
Insurance	———	———
Jewelry, Optical Goods & Cameras	1,348	12,228
Office Equip., Stationery & Writing Supplies	3,040	3,040
Publishing & Media	24,998	110,267
Radios, Television Sets, Phonographs, Musical Instruments & Access.	178,582	1,260,669
Retail Stores	———	———
Smoking Materials	193,944	1,346,810
Soaps, Polishes & Cleansers	14,520	53,400
Sporting Goods & Toys	9,680	35,345
Toiletries	31,950	96,600
Transportation, Travel & Resorts	———	———
Miscellaneous	———	9,680
TOTAL	$991,262	$6,461,492

* * *

TABLE V

TOP TV NETWORK ADVERTISERS FOR EACH PRODUCT GROUP IN SEPTEMBER 1949

Agriculture & Farming	.....	.....
Apparel, Footwear & Access.	Trimont Clothing Co.	$ 10,359
Automotive, Automotive Access. & Equip.	General Motors Corp.	65,855
Aviation, Aviation Access. & Equip.	.....	.....
Beer, Wine & Liquor	Schenley Industries (Blatz)	2,726
Building Materials	.....	.....
Confectionary and Soft Drinks	Mars, Inc.	8,040
Consumer Service	.....	.....
Drugs and Remedies	Drug Store Television Prod.	23,400
Entertainment & Amusements	.....	.....
Food and Food Products	National Dairy Products	34,600
Gasoline, Lubricants and Other Fuels	Texas Co.	15,250
Horticulture	.....	.....
Household Equip. & Supplies	Westinghouse Electric Co.	25,860
Household Furnishings	Mohawk Carpet Co.	32,600
Industrial Materials	.....	.....
Insurance	.....	.....
Jewelry, Optical Goods & Cameras	Bell & Howell	1,348
Office Equip., Writing Supplies and Stationery	W. A. Sheaffer Pen Co.	3,040
Publishing & Media	Time Inc.	24,998
Radios, TV Sets, Phonographs, Musical Instruments & Access.	Radio Corp. of America	106,440
Retail Stores	.....	.....
Smoking Materials	R. J. Reynolds Tobacco Co.	48,980
Soaps, Polishes and Cleansers	Procter & Gamble	14,520
Sporting Goods & Toys	Unique Art Mfg. Co.	8,120
Toiletries & Toilet Goods	Colgate-Palmolive-Peet	27,195
Transportation, Travel & Resorts	.....	.....
Miscellaneous	.....	.....

WSAZ-TV DEBUT

Draws Huge Viewing Crowd

MORE than 50,000 viewers were reported at WSAZ-TV Huntington's premier and dedicatory telecasts on Nov. 15 [BROADCASTING, Nov. 21]. This was the first taste of video for West Virginia and the station says its initial programming was received with enthusiasm.



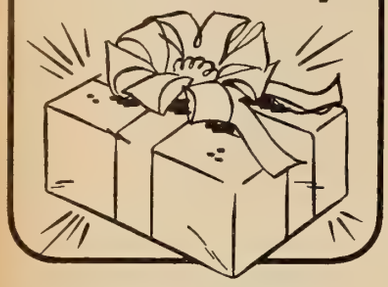
Mr. Rogers

Downtown Huntington streets, according to the station, were jammed with non-set owners who flocked to distributors' stores while many restaurants, taverns and hotel lobbies with TV sets were capacity packed. Remainder of the audience was comprised of 2,500 set owners in the surrounding tri-state cities of Charleston, Logan and Point Pleasant, W. Va.; Ashland, Ky.; and Portsmouth and Ironton, Ohio.

WSAZ-TV, which started test patterns only 58 days after construction was begun, telecast a complete program of features including an hour-long show of live local talent and addresses by distinguished speaker guests. The outlet, owned by the Huntington *Herald-Dispatch & Advertiser* and the John A. Kennedy radio interests, telecasts on Channel 5 and is affiliated with all four video networks.

Lawrence H. Rogers II, former WSAZ sales manager, is station and commercial manager of WSAZ-TV, and William H. Packard is production director.

Save time!
Save money!



BUY A KNBH
TV PACKAGE SHOW!

You can now buy a *tested* TV package show on KNBH—from five minutes to half an hour—with a guaranteed interested audience, to help build sales and profits for you!

SOLD

Example of a half-hour TV package show built, aired and pre-tested on KNBH is "Tex Williams and his Western Caravan"—recently bought by A. E. Nugent Chevrolet.

FOR SALE

Typical of the many excellent TV package shows now offered to advertisers by KNBH is:

"LIGHTS, CAMERA, ACTION"

A fast-moving, half-hour, professional talent contest with studio audience, this program is now producing 1400 letters a week. Already, 13 contestants have received roles in motion pictures. This action-packed, popular TV show is reasonable in price—geared to create sales for your product or service in the great Los Angeles market. For details and price, consult your nearest NBC office.



The National
Broadcasting Company
Sunset and Vine, Hollywood 28

A Service of
Radio Corporation of America

Color Testing

(Continued from Telecasting 3)

of Elder Michaux' hands as he directed the choir.

While independent observers seemed for the most part to prefer the definition provided by black-and-white in large-group scenes, they agreed that color was preferable in the shots of paintings, and both still and live sequences involving a number of sharply contrasting colors.

As an example of the differences in color reproduction, in a wrestling sequence one grappler's trunks appeared as yellow on the CBS set and as orange on RCA. The dough batter used in a cooking show was green on RCA, and products displayed in a comparison of the commercial possibilities of the respective systems generally appeared to be reproduced much more faithfully by CBS.

Throughout the sessions, ghosting seemed less noticeable on both the color system than on any of the black-and-white sets.

Much the same results were evident during a showing of *Newsweek Views the News*, a regular DuMont TV network show. In this sequence it was necessary to readjust the CBS color set when the CBS signal was put on the coaxial cable and again when it was taken off. The same was true in most other cases when CBS moved on or off the cable or radio relay. CBS spokesmen maintained, however, that this could be eliminated by the use of "about two more tubes" to make the color phasing automatic.

DuMont's black-and-white reception of black-and-white transmissions was considered "more sharp" than either the RCA or CBS black-and-white reception of color signals in some cases, though in others little difference could be discerned, and in some instances observers felt the RCA black-and-white was superior to that of DuMont.

Line Troubles

Some of the variations were attributed to line troubles, which plagued all the demonstrators at one time or another.

Colors in the RCA picture faded out when put on the 2.9 mc coaxial cable to New York and return, but passed effectively over the 4 mc radio relay which had been set up between Washington and Baltimore. CBS colors held up in both the cable and radio relay tests, though a slightly cloudy effect was noticed on some of the pictures.

In the demonstrations CBS showed for the first time an effective 16-inch direct-view color picture (enlarged from 12½ inches) which it claimed to be the answer to opponents' charges that the CBS system, because it employs a rotating disc, is limited in potential screen sizes.

CBS also claimed that in the demonstrations it was not operating under optimum lighting conditions because incandescent rather than fluorescent lights were used, resulting in more noticeable reds.



CBS COLOR expert, Dr. Peter C. Goldmark (r), network's director of engineering and engineering research and development, is interviewed by a newsreel reporter aboard *SS Mauretania* in New York upon his arrival from England [BROADCASTING, Nov. 14]. On invitation of British Institute of Electrical Engineers, Dr. Goldmark made the trip to London to demonstrate and lecture on CBS' color TV system using Pye Ltd. equipment constructed by British engineers according to CBS design.

DuMont claimed its own showing was being restricted by FCC's refusal to permit it to use sets with screens larger than about 16 inches. DuMont also said it was using only 90-millimeter lenses in its camera "to keep in balance" with RCA and CBS, even though this "seriously limits our normal programming."

The demonstration was held in three separate rooms in Temporary E Bldg. in Washington, with all originations from RCA's WNBW (TV) Washington studios, where cameras had been set up side by side. RCA used the WNBW transmitter; CBS used WOIC (TV) Washington's, and DuMont used its own WTTG (TV).

Top Echelons Witness

On hand to witness the results were top officials of CBS and DuMont and the research and engineering heads of RCA. The CBS contingent included Board Chairman William S. Paley, President Frank Stanton, Executive Vice President Joseph H. Ream, Vice President Adrian Murphy and Engineering Vice President William B. Lodge, and Engineering Research and Development Director Peter C. Goldmark, who developed the CBS color system.

The RCA group included C. B. Jolliffe, executive vice president in charge of RCA Labs.; E. W. Engstrom, vice president in charge of research; Ray D. Kell, TV section chief, and G. H. Brown, research engineer. The DuMont delegation was headed by Dr. Allen B. DuMont, president, and included Thomas T. Goldsmith, director of research.

Also on hand were all members of the so-called "Condon Committee" which is making an independent survey of color prospects for the Senate Interstate and Foreign Commerce Committee. They are: Dr. E. U. Condon, director of the National Bureau of Standards, chairman; Dr. Newbern Smith, also of the Bureau of Standards; Stuart L. Bailey of Jansky & Bailey, consulting radio engineers; Dr. W. L. Everitt, dean of the U. of Illinois Engineering College, and Donald G. Fink, chairman of the Joint Technical Advisory Committee, sponsored by Radio Mfrs. Assn. and the Institute of Radio Engineers.

Manufacturers appeared frankly skeptical about the extent to which the FCC-proposed field-test program could be completed by the time the color hearing resumes in February. FCC Chairman Coy conceded the Commission was not undertaking to say when the program should be completed, but that it did hope to have "a very high percentage" done by February.

The sessions are slated to resume Feb. 6 with a demonstration of the color system of Color Television Inc., the third system under consideration. This is to be followed by further comparative demonstrations Feb. 8 with CTI as well as RCA and CBS showing their color techniques and DuMont again presenting black-and-white.

CBS, however, has petitioned for a short postponement of the Feb. 8 comparisons because the equipment it employs will be in use in medical demonstrations elsewhere on that date. FCC has not acted upon this request.

Statements Issued Quickly

Last week's comparative tests were hardly completed when both CBS and RCA issued statements.

RCA's Dr. Jolliffe claimed the demonstrations showed "marked improvement' in the RCA system; stressed the importance of completely compatible color, and said the tests proved that "RCA's all-electronic system offers the best means through which color television can be improved and developed into a reliable service to the public."

Columbia's Mr. Murphy countered with the claim that the tests showed CBS color fidelity "way out in front of the RCA system"; that the CBS pictures were "highly faithful" whereas those of RCA "drifted and wandered," and that Columbia's pictures showed no diminution in color after coaxial-cable transmission while RCA's were "unequal" to this test.

FCC's field-test order was drafted in the form of a suggestion to TV set manufacturers and a statement of the type of information which participants in the hearing will be expected to present when the sessions resume.

If set manufacturers are to be of "any real assistance," FCC said, they "should conduct field tests of receivers, converters, and adaptors for use with the color television systems" proposed by CBS, RCA, and CTI, "and also of receivers (black-and-white and color), converters and adaptors capable of operating in the UHF band, and . . . report the results . . . to the Commission."

FCC called for reports during

(Continued on Telecasting 8)

KING-TV

SEATTLE, WASHINGTON

Announces the Appointment of

BLAIR-TV Inc.

As National Representatives

KING-TV, the first television station in the Pacific Northwest, has appointed another pioneer, Blair-TV Inc. as its national representative. This relationship becomes effective December 1, 1949.

KING REPRESENTED BY **BLAIR TV INC.**

Seattle, Washington

New York • Chicago • St. Louis
Detroit • Los Angeles • San Francisco

Color Testing

(Continued from Telecasting 6)

the week of Dec. 26 showing the results of these and other tests.

Commission staff members, the notice continued, will be available as "observers" during portions of the test period. The FCC laboratory also will conduct such tests itself, the Commission said, inviting interested persons to supply "equipment to be tested."

FCC also requested data on tests dealing with (1) automatic color phasing (as distinguished from automatic synchronization); (2) direct-view three-color tubes; and (3) use of frequency modulation for transmission of television picture signals, both monochrome and color.

Witnesses who have revised or supplemented the views they presented in testimony earlier in the hearings were asked to notify the Commission of the changes, particularly with respect to their estimates of the costs of color receivers, adaptors, and converters. Extensive data on interference ratios was requested.

FCC made plain that it felt RCA, CBS, and CTI should start their "public" field-testing "at the earliest date possible." Receivers, FCC said, should be placed in the hands of both "technical and non-technical persons not connected with the development of the system" being tested.

Although FCC did not go into detail, authorities said they were hopeful that such tests might be conducted in Washington, New York, Philadelphia and San Francisco. The notice said tests "should be conducted at least one hour per day for a period of at least 30 days."

UHF data requested by the Commission included material on power, frequency stability, and sideband filters of transmitting equipment; selectivity, sensitivity, stability, and spurious responses of receivers, and interference effects and propagation characteristics "in areas other than the Eastern Seaboard and the San Diego-to-Los Angeles path."

The automatic adapter developed by the FCC staff—under the direction of E. W. Chapin, head of the Laboratory Division — was described as one which "automatically follows the transmitter from 525 lines and 60 fields to 405 lines and 144 fields." It uses one tube and was built, Mr. Chapin said, at a "minor" cost.

Chairman Coy said the Commission had applied for a patent on it.

McDaniel Protests

Glen McDaniel, RCA attorney, protested demonstration of the adapter on grounds that it is "an improvement in the particular system being proposed by CBS" and therefore should not be advanced by the "judicial" agent which may have to choose between competing systems.

"It sounds a little bit like a person in a judicial capacity assisting one of the parties in the contest. . . . We think it is inconsistent," Mr. McDaniel declared.

Chairman Coy over-ruled him tartly:

Mr. Chapin . . . is the head of our laboratory; he is not a member of the Commission, and in no way in a position to determine the vote of a single member of the Commission; nor is any other member of the staff of the Commission. . . . I want to say on the record that I resent the suggestion very much that the Commission is influenced in its determination by the work of a single member of its staff or all of its staff when it comes to making a decision on the record in these proceedings.

When Mr. McDaniel noted that FCC had offered no development to aid any other participant, Chairman Coy pointed out that FCC had requested RCA to submit equipment and that when RCA does so, the FCC staff "will have the same opportunity to work on the equipment as we have on CBS equipment."

Mr. Coy said that "I suspect that some of our people have capabilities of effecting some improvement in [the RCA] system and that we may, when and if we get hold of that equipment, file a patent on an improvement on that equipment for the benefit of the government of the United States."

Mr. McDaniel replied that RCA "will welcome" FCC work on the RCA equipment. "We have a new system and not an old system, and as soon as we can get the equipment to you, we will," he declared.

Discussing work done by DuMont on color, Dr. Goldsmith said an 8 or 9 mc bandwidth is employed (compared to 6 mc used for standard monochrome and the RCA, CBS and CTI color systems) in order to get satisfactory definition.

He said DuMont had not yet gone on the air with its 441-line, 150-field system but that "we are prepared to carry out some tests of that nature." He thought it would give "about 400 lines of horizontal resolution as compared with the CBS 190 lines of horizontal resolution."

Dr. Goldsmith invited FCC to visit DuMont's laboratories and plant during the recess of the color hearings. He reiterated that DuMont is not seeking approval of its system in the current proceedings, and said that when the system achieves a "satisfactory" picture then work will start on narrowing the bandwidth to a point conforming with present 6-mc standards.

[EDITOR'S NOTE: The report on the comparative demonstrations presented in the foregoing story is based not only on this viewer's observations of the tests but also on those of others, both official and unofficial, chosen as impartially as possible.]

DISTANT VIEW

WLWT (TV) Signal Travels

PHOTOGRAPH as documentary proof that WLWT (TV) Cincinnati's signal can be received 225 miles from studios and antenna has been sent to the station by a Greeneville, Tenn., viewer, the Crosley Broadcasting Corp. outlet reports.

Picture was taken by John W. Duggins, who says he receives the station's programs consistently in Greeneville using a medium priced set and a stacked array, straight dipole antenna with each element having one director and one reflector. He also employs a booster, according to WLWT (TV).

The Cincinnati station maintains viewers in 14 states have reported reception of programs telecast by WLWT (TV). The station's signal, it points out, has traveled beyond its normal 50-mile radius to 37 cities including: Austin, Tex. (975 miles); Hollywood, Fla. (950 miles); Gatesville, Tex. (925 miles); Murdock, Minn. (650 miles); Kalamazoo, Mich, and Washington, Pa. (both 250 miles) and to Wooster, Ohio (150 miles). WLWT (TV) engineers credit the long-distance reception to "stratified air guiding and bouncing the signal."



WLWT (TV) signal photographed 225 miles away.

* * *

SCENIC STRIKE

N. Y. TV Workers Demand Parity

SEVENTY-TWO television set, scenic, and costume designers at ABC, CBS, DuMont and NBC networks and at WPIX (TV) New York went on strike in New York last Wednesday but home viewers did not know the difference. The strike call went into effect at a 5 p.m. deadline even while the union and management were in session with New York State Mediator Mabel Leslie.

Even if the strike were prolonged indefinitely, set owners would be unaware of any change in scenic quality of telecasts, a management spokesman said. Networks and their New York outlets planned to improvise old sets at first and, if the stoppage continued, to replace the strikers.

Management representatives at the mediation meeting were informed by telegram that their employes had struck, but the session, already two hours long, continued for two and a half hours more—ending in a failure to reach agreement.

The networks and the station then issued a statement asserting union demands would increase minimum pay for an art director from $7,540 to $13,000 per year. "This demanded wage scale representing increases up to 73% of existing minimums is unreasonable and unjustifiable in the face of present costly television operations," the broadcasters said.

★

A network spokesman said the respective managements were determined to continue making their own scenery and would try to resume normal operations as soon as possible — hiring non-strikers if necessary.

Rudy Karnolt, business manager of the union, denied that the local was trying to force the stations out of making their own scenery.

"We agreed three years ago to wage scales 39% less than in other fields in order to help the infant television industry along," he said. "Now it has grown and we feel it should pay the same as the other fields."

The scales for theatrical and motion picture set work and for television, he said, were:

	Stage or Motion Pictures	Television
Scene Designer	$250	$145
Scenic Artist	148.75	100
Costume Designer	150	105

Mr. Karnolt put the number of employes at each outlet as follows: NBC-TV, 14 scenic artists, 9 scenic designers and 4 costume designers; CBS-TV, 16 scenic artists, 11 scenic designers and 3 costume designers (freelance); ABC-TV, 11 scenic artists, 5 scenic designers and 1 costume designer. DuMont and WPIX each has one scenic artist designer.

He said the strike was not called hastily. Contracts expired Oct. 1 and ten weeks ago the first strike vote was taken. Another strike vote was cast—this time unanimously—the day before the walkout.

Should the strike settle down to a long, drawn-out trial of strength, he expected other unions might give aid. Picket lines, however, were not expected to be set immediately, pending the possibility of reaching an agreement by last weekend. Management, for its part, let it be known that the next move would be up to the union.

RELIGIOUS VIDEO

PRC Plans Own Films

THE PROTESTANT Radio Commission is planning to produce its own films for television use and will shortly produce a women's program for a national TV network, its director, Rev. Everett C. Parker, last week told a luncheon meeting at Syracuse.

Mr. Parker told 15 national church representatives and guests attending a week's television workshop at WHEN (TV) Syracuse that the organization, representing the major communions and denominations in the country, will require a $1 million budget to produce a program "by and for women on various religious aspects" and other programs.



THE GOLDBERGS
sponsored by
General Foods, is a
CBS Package Program
one of the four
delivering "Top 10"
television audiences.

the newest top
CBS Package Program
now available
for sponsorship,
turn to back flap
of this issue

TELECASTING

NETWORK SHOWSHEET

DECEMBER

PM 5:00 15 30 45 6:00 15 30 45 7:00 15 30 45 8:00 15 30 45 9:00 15 30

ABC

| | | |

eview -M)	*Let There Be Stars* L (E-M)		B. F. Goodrich Celebrity Time L (E-M)	Young People's Church of the Air Youth on the March L (E-M)		
	General Electric Fred Waring Show		Barbasol Week in Review			
	Cross Question L (E-M)					
Theatre	Philco Television Playhouse L (E-M)		*Garroway at Large* L (E-M)			
	Mr. Black L (E-M)	*ABC Barn Dance* L (E-M)	Roller Derby (To Conclusion)			
Tea Scouts	Philip Morris Candid Camera	General Foods The Goldbergs	Westinghouse Studio One			Ansonia Shoes, Faye Emerson Show
op gan Show -M)		Co-op Wrestling (From Sunnyside Arena) L (E-M)				
ubber Co. Firestone	Admiral Lights Out L	Cities Service Bands of America	Miles Quiz Kids L			
			Tomorrow's Champions (to midnite)			
	Actor's Studio L (E)	Auto-Lite Suspense	Sheaffer Pen This Week in Sports	*Blues By Bargy*	Chevrolet Pantomime Quiz	*News Reel*
	The O'Neills L (E-M)					
	P & G (F)	Pabst The Life of Riley	P. Lorillard Original Amateur Hour			
k rime -M)	*Author Meets Critics* L (E-M)	Co-op, Wrestling L (E-M)				
	Bigelow-Sanford Dunninger-Winchell	TBA	P. Ballantine & Son Tournament of Champions International Boxing Club Bouts			Winston Radio, Tele finds of 194
	The Plain-Clothesman L (E)					
Bros. lock	Kraft Foods Co. TV Theatre L (E-M)		Bristol-Myers Break the Bank			
	Mystery Playhouse Boris Karloff L (E-M)	*The Ruggles'* F (E-M)	Chesebrough Mfg. Co. Blatz Brewing Co. Roller Derby			
nce -Chevrolet ting	Speidel Ed Wynn	*Film Theatre*	TBA	*Blues by Bargy*		
	Morey Amsterdam Show (Dumont Telesets) L (E-M) (NI)	Co-op Boxing (From Sunnyside Arena) L (E)				
& *Johnny*	Ford Dealers of America Kay Kyser L		U. S. Tobacco Martin Kane Private Eye			
Date M)	Libby, McNeill & Libby Auction-Aire L (E-M)	Int. Cellucotton(Kleenex) Fun for the Money L (E-M)	*Roller Derby*			
ynolds st Crime	Ford Theatre 54th Street Revue		Household Finance People's Platform	*Capitol Cloak Room*	Newsreel	
Hollywood dline Clues	*Fishing & Hunting Club of the Air* L/F (E-M) (NI)		Co-op Amateur Boxing L (E-M)			
f People	*Black Rose* L	American Cig. & Cig. Big Story (alternates) L	Gillette Fights L			Chese-borough Greatest Fights (F)
	Roller Derby L (E-M) (To conclusion)					
ature	*Film Theatre*	*Film Theatre*				
	Cavalcade of Stars L (E-M) (NI)		Co-op Wrestling L (E-M)			
	Crosley Who Said That L (E-M)	*Film*	*Meet the Press* L			

12:30 Johnny Olsen's Rumpus Room
1:00 Dennis James' Okay Mother
1:30 Man on the Street—with Dan Peterson
1:45 Needle Shop — with Alice Burrows
Fridays only
1:30-2:00 Fashions at the Waldorf
2:00-2:? The Needle Shop

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
November 28, 1949
Copyright 1949

SPEAKING of GIVEAWAYS . . .

did you know

- that 69%* of all U.S. TV homes are included in The Pulse Seven Market Television area?
- that The Pulse issues monthly reports for this area giving ¼ hour ratings for network programs televised between 5 PM and Midnight, throughout the week?
- that each daily ¼ hour rating in this network TelePulse is based on 1000 personal interviews in television homes?
- that this 7 Market TelePulse is yours for the asking?

Write now for your copy of the October 1949 7 Market TelePulse Network report, covering.

New York · Chicago
Cincinnati · Los Angeles
Boston · Philadelphia
Washington

* TELEVISER, October, 1949.

THE PULSE INCORPORATED
ONE TEN FULTON STREET
NEW YORK SEVEN



THE FRONT PAGE
based on the famous
Broadway hit is the
kind of **CBS Package**
that sponsors who
want a sure payoff
are looking for.

TELEVISION WEEK
Set by Charlotte Mayor

WEEK of Nov. 13-19, proclaimed "Television Week" in Charlotte, N. C., by Mayor Victor Shaw, was hailed by the local WBTV (TV) as an outstanding success and aid to local TV set dealers. The station and dealers jointly sponsored news-



Mayor Shaw

* * *

paper ads, each 130 inches, which were inserted five times in the *Charlotte Observer* and the *Charlotte News*.

Mayor Shaw appeared Nov. 14 on a WBTV telecast to deliver the proclamation. He paid tribute to television as a new means of entertainment for the city as well as providing stimulus to the community's business.

MUSIC FOR FILM
Group To Draft Industry Plan

THE NINE-MAN industry committee set up to consider the Petrillo proposals covering services of musicians for television films last week appointed a subcommittee of three to draft counterproposals.

The triumvirate, all film experts, were: Hal Roach Jr., of Hal Roach Studios and president of Television Film Producers Assn.; Ralph M. Cohn, Columbia Pictures, and Melvin L. Gold, president of The National Television Film Council.

It was explained that no television network or station executive was represented on the subcommittee because the feeling was that the film experts had the specialized knowledge of celluloid packaging necessary for the job. It was felt that they could protect the interests of the telecasters as well as their own.

The work of the subcommittee, however, will be subject to review of the whole committee, which itself contains an unprecedented alignment of representatives of the amusement industry. The main committee [BROADCASTING, Nov. 14] contains representatives of TV networks, stations, packagers, major film producers, small film producers, TV film producers and film associations.

FIRST American television transmitter in Europe installed at Turin, Italy, by General Electric Transmitter Div.

TV AUTHORITY
Equities Elect Delegates

ACTORS EQUITY and Chorus Equity last Tuesday appointed their delegates to the newly formed Television Authority, which will represent video performers.

The appointments, made by the Equity Council, the two unions' governing board, were:

Representing Actors Equity—Sidney Blackmer, Marc Daniels, Mildred Dunnock, John Kennedy, Peggy Wood, Winston O'Keefe, Ezra Stone, Margaret Webster, Frances Reid and Mady Christians.

Representing Chorus Equity—Dennis King, Philip Loeb, Paul Purnell, Clara Cordery, Robert Spiro, Frank Colletti, Neal Hamilton, George Bockman, Philip Bourneuf and Edith Atwater.

American Federation of Radio Artists, American Guild of Variety Artists and American Guild of Musical Artists are expected to choose their representatives shortly. It is considered unlikely that the Screen Actors Guild and Screen Extras Guild will participate unless their jurisdictional differences with the live actors unions over TV films are settled [BROADCASTING, Nov. 21].

SET OUTPUT
1949 Estimate 2½ Million

TELEVISION set production for 1949 will total 2,535,000 sets, according to official estimates of Television Shares Management Corp., Chicago. The figures were obtained from interviews with officials and authorities in the industry.

Of the 13 firms listed, production figures range from 70,000 to 410,000 units. Television Shares Management Corp. points out, however, that in some cases estimates will be subject to wide variation from such factors as stoppages of production and purchasing power resulting from strikes.

SEMCA CLOCK
Begins N. Y. TV Campaign

SEMCA Clock Co., New York, has launched an intensive television campaign using five New York TV stations.

In addition to the New York market, the Semca Clock Co. and its Phinney-Walker Clock Co. have offered to all retailers free of charge three dramatic film commercials, promoting both the Semca and Phinney-Walker clocks, for use on their local stations. The clock firm also has notified video stations throughout the country of its offer to the retailers.

As a result more than 25% of the video stations have requested the film, Eli Landau, television director of Moss Associated, New York, agency for the firm, revealed to BROADCASTING last week.

In the New York market the clock company has spot announcements on the following stations: WNBT(TV), WCBS-TV, WABD (TV), WPIX(TV) and WJZ-TV.



FOLLOWING his appearance Nov. 1 on the *Court of Current Issues* (Tuesday, 8-9 p.m.), a featured program of WABD (TV) New York and the DuMont TV Network, Sen. Edwin C. Johnson (D-Colo.) has an on-the-scene chat with Commdr. Mortimer Loewi (l), director of the DuMont TV Network.

Buys GE Equipment

COMPLETE television film equipment has been purchased from General Electric Co. by ABC which will use it for two video shows, *Celebrity Time* and *Blind Date*, General Electric has announced. Equipment includes a 16mm TV projector with remote control, deluxe slide projector, film camera, mirror changeover, film camera control monitor and channel rack.

TUBE SALES
Double '48 Total—RMA

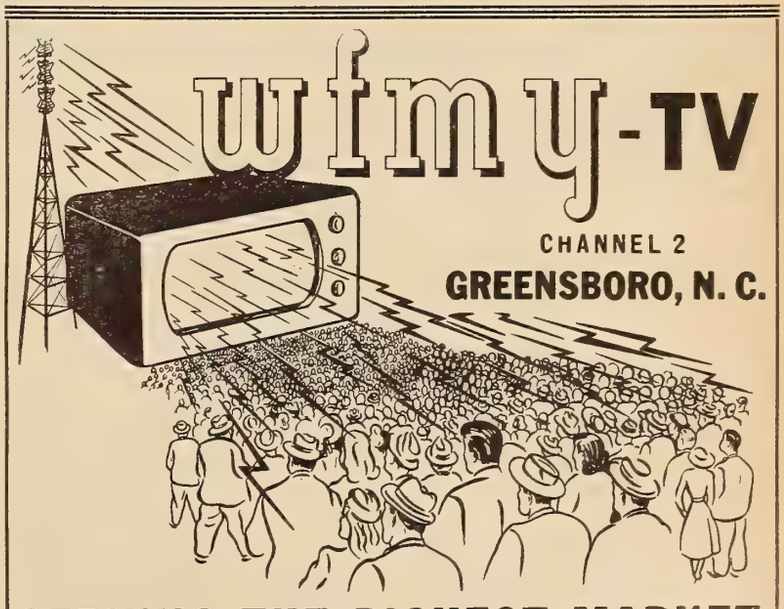
SALES of cathode ray television picture tubes in the first nine months of 1949 nearly doubled the entire 1948 sales, according to Radio Mfrs. Assn. Manufacturer members of RMA sold 2,129,210 picture tubes for receivers, valued at $62,525,446 in the first three quarters of 1949. The figure for 12 months of 1948 was 1,309,176 tubes valued at $33,459,554.

Manufacturers reported sales of 648,823 picture tubes valued at $17,154,450 during the third quarter, a drop from the 777,054 tubes valued at $23,123,698 sold in the second quarter of this year.

Of the total picture tube sales, 609,517 valued at $15,926,047 were sold to equipment manufacturers in the third quarter, or 1,992,541 tubes valued at $58,253,474 for three quarters of 1949. The rest of the sales were to users, distributors, government and export buyers.

Total cathode ray tube sales, including oscillographs, camera pick-up tubes, etc., amounted to 663,724 units valued at $18,020,897 in the third quarter and 2,175,391 valued at $65,384,773 in the first nine months of 1949.

FIRST prize in competition for best promotional spot announcements for *Martin Kane, Private Eye* show on NBC-TV won by WTMJ-TV Milwaukee. WTVR(TV) Richmond, Va., placed third.



SERVING THE RICHEST MARKET IN THE SOUTH'S NO. 1 STATE*

6531 SETS IN USE AS OF NOVEMBER 1, 1949†

SALES REPRESENTATIVES
HARRINGTON, RIGHTER and PARSONS, INC.
NEW YORK CITY: 270 Park Avenue, MU 8-1185
CHICAGO: Tribune Tower, WH 4-0074

Owned and Operated by
GREENSBORO DAILY NEWS and THE GREENSBORO RECORD

*Source: Sales Management's "Survey of Buying Power"—1949
†Source: NBC Research Dept.



NEED for greater uniformity in television rate cards is pointed up in the report of the Television Standardization Group, a subcommittee of the NAB Sales Managers Executive Committee [BROADCASTING, Nov. 21].

Just completed by Broadcast Advertising Bureau, the study covers the rate practices of 75 operating stations. Although practices vary widely on some points and are surprisingly uniform on others, on the basis of current rate cards from the 75 stations, this is how station rate structures add up:

Relationship of rates for smaller time units to the basic hourly rate —Half hour is 60% and quarter hour is 40% of hourly rate, respectively. Over 93% of stations gave these exact figures. Most popular percentage for five minutes is 25% of hour rate. Second most popular is 20% with numerical average of 24.4%.

Most popular time segment between a half-hour and an hour is 40 minutes. Second most popular is 45 minutes with rate for either charged at 80%. Most stations also quote a 20-minute rate at 50% and about half the stations have a 10-minute rate which is 35% of the basic hour. This is the way the industry pattern runs:

60 minutes	100%
40 minutes	80%
30 minutes	60%
20 minutes	50%
15 minutes	40%
10 minutes	35%
5 minutes	25%

Announcement rates are much less uniform and run from 8% to 30%. Some stations have different rates for film and live announcements but when averaged the difference is less than 1%, BAB reports. Time classifications also vary but taking plus or minus 1% of Class A film rates, approximately one-third use 15%. A 20% figure was reported second most popular and here the stations which used it applied it precisely. For all stations the numerical average was 16.2% of the hourly rate for one-minute spots.

Only 17 stations reported specific station-break rates, others stating their one-minute rate applies. For the 17 stations the average was 14.1% of the basic hourly rate.

Time classifications—There were 29 stations with three time classifications, 27 with two and 19 with only one. Most of those with three were in older TV markets which leads BAB to feel "it may be safe to assume that three or more time classes will be the norm eventually."

Majority of the three time class stations charge 75% of the A rate for B time and 50% for C time. Of the 27 stations with only two time classes, the most popular percentage of the basic hourly rate for Class B time is 60%. Second most popular is 75% with an average of 67.1%.

Of the 27 two class stations, 20 change from Class B to Class A time at 6 p.m. on weekdays. Those 29 with three rates split almost evenly with 14 changing to A time at 6 p.m., 13 at 7 p.m. and the other three upping the rate at 6:30. Class B time starts at 5 p.m. on 24 of these 29 stations. Slightly more than half of the three-rate stations drop their rate again at 10:30 p.m. and a slim majority of two-rate stations change at 11 p.m.

On Saturday and Sunday afternoons the big question for three rate stations appears to be what rate to charge. Of these, 16 begin A time no later than 1 p.m. and of those which wait until later, most start B time by 1 p.m. About 75% of the two-rate stations begin Class A time by 1 p.m. on weekends.

Differing Discount Practices

Discounts—More than 85% of all television stations give discounts for frequency either in combination or alone. Seventy-two percent of the stations give frequency discounts only. None of the stations permit combining programs and announcements for frequency discount rates. The practices of all 75 stations have been classified by BAB in the following table:

Type Discount	No. of stations
Frequency only	54
Frequency and AM/TV combinations	6
Consecutive weeks only	5
Consecutive weeks & time volume	3
Consecutive weeks & AM/TV combination	1
Dollar volume & consecutive weeks	1
Frequency, days-per-week & consecutive weeks	1
Frequency & days-per-week	1
Frequency & times-per-week	1
Frequency & contiguous	1
No discount	1
	75

Of the 54 stations which give only frequency discounts, 34 give some discount starting at 13 times. At 26 times nearly all of the stations give some discount with 5% being the most popular figure. For 39 times only six stations increase the discount, 52 times being the next step up in most cases. At 104 times most stations again increase the discount and above this the "none" column again becomes dominant. From the frequency discount rates two definite patterns appear: (1) 26 times, 5%; 52 times, 10%, and 104 times, 15%: (2) 13 times, 5%; 26 times, 10%; 52 times, 15%, and 104 times, 20%.

Cash discounts are practically non-existent in TV but there are six stations which reduce other discounts by 2% unless bills are paid within a specified time period.

Facilities vs. Time charges—In devising rates for television one of the big questions is whether to make additional charges for use of the station's film projection and studio facilities (equipment and operating personnel). Although practices vary widely, BAB reports these three basic practices:

(1) Nine stations make only one all-inclusive charge. Their basic time rate includes use of both film projection and studio facilities during the broadcast and for a normal amount of rehearsal time.

(2) Seventeen stations break their time and facilities charges separately and itemize the latter.

(3) Twelve stations make no extra charge for use of facilities during the actual broadcast, but separate charges are made for any and all rehearsals.

From these three fundamental practices comes a combination which is used by 37 stations. These outlets make no extra charge for film projection facilities, under normal conditions, but do charge extra for the use of studio equipment and personnel.

The picture rounds out like this:

No. of Stations	Practices
9	No separate facilities charges.
37	No charge for film projection facilities. Studio use extra.
12	No charge for either film or studio facilities during broadcast. All rehearsal extra.
17	Separate charges for use of all facilities and rehearsal.

Rate protection—Six months is

(Continued on Telecasting 16)

Weekly Television Summary

Based on Nov. 28, 1949, BROADCASTING Survey

City	Outlets On Air	Number Sets	Source of Estimate
Albuquerque	KOB-TV	1,000	Station
Atlanta	WAGA-TV, WSB-TV	18,500	Distributors
Baltimore	WAAM, WBAL-TV, WMAR-TV	100,036	TV Circ. Comm.
Binghamton	.....	700	Wholesalers
Birmingham	WAFM-TV, WBRC-TV	6,500	Dealers
Bloomington	WTTV	300	Dealers
Boston	WBZ-TV, WNAC-TV	172,276	TV Comm.
Buffalo	WBEN-TV	44,132	Buff. Elec. Co.
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	250,000	Station
Charlotte	WBTV	7,800	Distributors
Cincinnati	WCPO-TV, WKRC-TV, WLWT	44,000	Distributors
Cleveland	WEWS, WNBK	101,358	West. Res. U.
Columbus	WBNS-TV, WLWC, WTVN	20,750	Distributors
Dallas, Ft. Worth	See Ft. Worth-Dallas listing.		
Davenport* Quad Cities	WOC-TV	3,315	Distributors
Dayton	WHIO-TV, WLWD	23,800	Station
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	128,522	Distributors
Erie	WICU	14,700	Station
Ft. Worth-Dallas	WBAP-TV, KBTV	20,800	Dist. & Deal.
Grand Rapids	WLAV-TV	7,000	Distributors
Greensboro	WFMY-TV	6,531	Distributors
Houston	KLEE-TV	9,000	Distributors
Huntington	WSAZ-TV	2,038	Distributors
Indianapolis	WFBM-TV	11,200	Dist. & Deal.
Jacksonville	WMBR-TV	3,000	Wholesalers
Johnstown	WJAC-TV	7,850	Distributors
Kansas City	WDAF-TV	15,755	Station
Lancaster	WGAL-TV	15,974	Dealers
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV KTTV, KECA-TV	251,042	Rad. & Appl. Assn.
Louisville	WAVE-TV	13,104	Station
Memphis	WMCT	9,910	Distributors
Miami	WTVJ	12,000	Station
Milwaukee	WTMJ-TV	50,115	Distributors
Minn.-St. Paul	KSTP-TV, WTCN-TV	41,300	Stations
New Haven	WNHC-TV	55,100	Station
New Orleans	WDSU-TV	9,000	N. O. Pub. Serv.
New York	WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX	875,000	Stations
Newark	WATV	Incl. in N. Y. estimate	
Oklahoma City	WKY-TV	11,587	Distributors
Omaha	WOW-TV, KMTV	9,211	Distributors
Phoenix	.....	1,044	Distributors
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	285,000	Elec. Assn.
Pittsburgh	WDTV	45,000	Dist. & RMA
Portland, Ore.	.....	606	Eng. Est.
Providence	WJAR-TV	19,750	Dealers
Richmond	WTVR	16,845	Distributors
Rochester	WHAM-TV	11,287	Distributors
San Antonio	.....	150	Distributors
San Diego	KFMB-TV	12,750	Station
San Francisco	KGO-TV, KPIX, KRON-TV	18,000	N. Cal. Elec. Assn.
Schenectady	WRGB	38,000	Distributors
St. Louis	KSD-TV	57,600	Union Elec. Co.
Salt Lake City	KDYL-TV, KSL-TV	6,000	Station
Seattle	KING-TV	12,600	Distributors
Syracuse**	WHEN	15,104	Distributors
Toledo	WSPD-TV	25,000	Dealers Assn.
Tulsa	KOTV	2,028	Station
Utica-Rome	.....	2,250	Dealers
Washington	WMAL-TV, WNBW, WOIC, WTTG	69,550	TV Circ. Comm.
Wilmington	WDEL-TV	19,305	Dealers

Total Markets on Air 54; Stations on Air 92; Sets in Use 3,031,624

* Quad Cities include Davenport, Moline, Rock Island, East Moline.

** Also claims coverage in Utica-Rome area.

Editor's Note: Sources of set estimates are listed for each city as available and since most are compiled monthly some may remain unchanged in successive summaries. Total sets in all cities surveyed is necessarily approximate since two areas may overlap. To offset this there are many scattered sets in areas not included in the survey.

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND



The decision has been made

Judge Joseph Kolodny renders a verdict in WMAR-TV's highly regarded "Court of Common Sense," a feature of Wednesday Television in Baltimore. His "common sense" verdicts are uncommonly sound, as sound as the Baltimore decision that Television is the city's favorite entertainment medium. Baltimoreans had bought 100,036 TV receivers by November 1st.

Television has captured 33.4% of the 6:00 —10:00 P. M. broadcast audience in Baltimore according to the August-September Hooper rating. That is the highest score achieved by video anywhere.



BALTIMORE LEADS THE NATION—WMAR-TV LEADS IN BALTIMORE

Represented by

THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Telestatus

(Continued from Telecasting 14)

the most common practice but stations vary as to when the six months begin. Two schools of thought are represented: (1) those which protect for six months from the start of the contract, and (2) those which protect for six months from the date of notice of an upcoming change in rates. BAB reports that the latter group is in a slight majority.

Agency commissions—Agencies, of course, get their 15% but the question here is 15% of what? Although no clear cut policy could be found, 23 of the 75 stations state that commissions will be paid on time charges only. There are 37 outlets which pay a commission on time plus at least one other cost. Among these, studio facilities charges are included in many cases. Some stations also have film and studio rates on which commissions are paid. A minority of the 37 pay commissions on such other charges as talent, production services and station-built programs.

* * *

Adjacency Effect On Video Spots

THE SPOT following a high-rated television program can achieve a better rating than a spot preceding the same program, according to the Advertest Television Spot Report.

This was learned in analyses conducted by Advertest Research on how much effect the program that the spot follows or precedes has had on the potential audience and therefore, the sales impact value of the spot. Before the survey, the question of how much effect adjacencies exercised had largely gone unanswered, Advertest pointed out.

Of the two reports, the initial covered the first week in September with programming still on a summertime basis. The second report was held during the first week in October when most fall programs were underway.

* * *

'Texaco Star Theatre' Heads October Teleratings

THE *Texaco Star Theatre* led October TV-Network Teleratings, C. E. Hooper reported last week. *Arthur Godfrey's Talent Scouts* was second, and *Arthur Godfrey and His Friends* third. Ratings of the top 10 TV network shows follow:

1.	Texaco Star Theatre (30 NBC-TV cities)	69.4
2.	Arthur Godfrey's Talent Scouts (8 CBS-TV cities)	55.8
3.	Arthur Godfrey and His Friends (33 CBS-TV cities)	49.7
4.	Toast of the Town (16 CBS-TV cities)	45.6
5.	Fireball Fun For All (32 NBC-TV cities)	40.9
6.	Fireside Theatre (17 NBC-TV cities)	39.2
7.	Philco TV Playhouse (36 NBC-TV cities)	38.7
8.	Stop the Music (8-9) (15 ABC-TV cities, 8-8:30 p.m.) (13 ABC-TV cities, 8:30-9 p.m.)	37.6
9.	Original Amateur Hour (15 NBC-TV cities)	35.4
10.	Cavalcade of Stars (17 DuMont TV cities)	35.3

* * *

Poppele Sees 7.5 Million TV Sets by End of 1950

TELEVISION set ownership should exceed 7,500,000 by the end of 1950, according to J. R. Poppele, vice president and chief engineer of WOR-AM-TV New York, and president of Television Broadcasters Assn. In Mr. Poppele's opinion the figure will be reached at least a year earlier than the most optimistic observers had forecast due to the present production rate, revealed by Radio Mfrs. Assn. to be in excess of 80,000 sets weekly. At this rate, 4 million sets will be produced in 1950, which, added to the 1 million sold last year and the 2,500,000 1949 output, makes a television audience of 30 million for 7,500,000 sets virtually guaranteed, Mr. Poppele said.

* * *

WCAU-TV Philadelphia Issues Rate Card No. 4

WCAU-TV PHILADELPHIA Nov. 15 inaugurated Rate Card No. 4, according to an announcement by Alex Rosenman, vice president in charge of sales for the WCAU stations. Based on a Class A live time charge of $700 an hour, the card reportedly reflects the rapidly expanding set circulation in the Philadelphia area. Mr. Rosenman said the number of sets has almost doubled since Rate Card No. 3 was issued May 1.

New rates for a live Class A hour (Monday through Saturday, 7-10:30 p.m.; Sunday, 1-10:30 p.m.) are $700 for one time, $665 for 26 times and $630 for 52 times. An hour-long live Class B hour (Monday through Saturday, 5:30-7 p.m.; Monday through Sunday, 10:30-11 p.m., and Sunday before 1 p.m.) now costs $560, $532 and $504 in the three frequency classifications. In Class C time (Monday through Saturday before 5:30 p.m. and Monday through Sunday after 11 pm..) the live hour rate in the frequency classes is now $420, $399 and $378. Hour film programs start at $525 for one-time Class A, $420 for Class B and $315 for Class C. One-time Class A announcements are $100; Class B, $80, and Class C, $60.

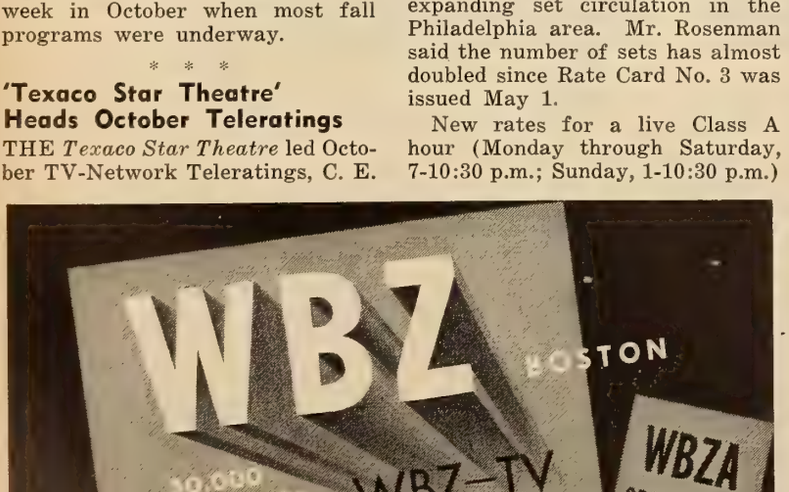
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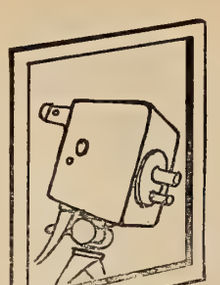
High Scoring Football Telecast

WABD (TV) NEW YORK's telecast of the Notre Dame-North Carolina football game Saturday, Nov. 12, captured 75.1% of the New York area television audience, according to a special C. E. Hooper Inc. survey made public by the station. WABD achieved a rating of 22.2 for the 2-3 p.m. period.

Next highest rating, for a station telecasting another gridiron battle, was 5.5, with 18.4% of the video audience.

The WABD telecast was sponsored by New York Chevrolet dealers through Campbell-Ewald, New York.



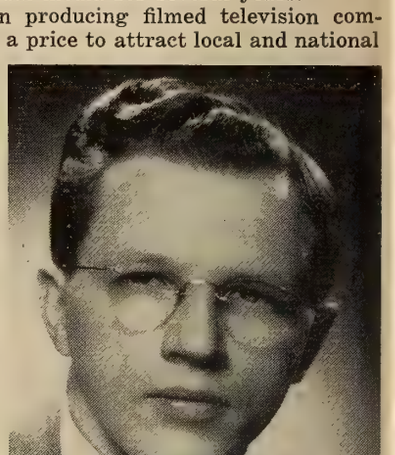


Reel Takes

JERRY MARTIN CAMPBELL

JERRY M. CAMPBELL has racked up an imposing number of video accounts after only nine months of competition with long-established film production firms. Partner in Campbell-Cahill Studio, Chicago, Jerry organized his own firm last March after skirting the edge of visual media for several years.

He began producing filmed television commercials at a price to attract local and national advertisers, quoting costs below those of competing firms for 20-second, one-minute and one-and-one-half minute spots. With the amount of new business gaining momentum, he and Partner Don Cahill have found costs to be of secondary importance to their clients. Quality, always primary, has proved to pay-off in sales.



Mr. CAMPBELL

Mr. Campbell's initial interest in TV led to his role as commentator on *TV Newsroom* at WBKB (TV) Chicago in 1942. Developing an off-the-cuff format for local and national news, he shelved this and extra-curricular video activity when he went into the Army.

Attached to a special service unit at Battle Creek, Mich., Jerry wrote and produced 15 radio shows weekly. These were aired live and transcribed on WELL Battle Creek, WJR Detroit and WJW Cleveland. He also worked on the WELL announcing staff.

A former announcer at WLS Chicago and WMRO Aurora, Ill., Jerry returned to this phase of broadcasting as a freelancer in New York after Army duty. In the East he dipped heavily into TV again during spare hours, watching rehearsals and originations as the town grew "TV-wise." When he returned to Chicago in 1947, he transferred his TV enthusiasm to that city. On evenings and weekends he continued "watching and waiting." During the day he worked as Chicago manager of Donald Cooke representative firm.

Jerry has been interested in photography since he was six, when the Campbells were forced to build another bathroom because the family tub was constantly filled with film developer. Various photographic excursions brought Jerry into contact with Don Cahill, who had had 13 years of photography experience in Chicago before they met to merge brains and brawn.

Accounts Serviced

Some national accounts for which they have produced video spots are Alka Seltzer, Salerno crackers, Stewart's coffee, Hoover vacuum cleaners, Py-O-My mixes and Stopette deodorant.

Interested in experimental photography, Campbell-Cahill is now working on color and light tests of porcelain for a national refrigerator account. Firm specializes in stop-motion and animation, and finds that most clients want to blend one or both with live-action.

Shooting, editing, screening and processing are carried on at laboratories on Chicago's West side. Sales and business offices are located in the 360 N. Michigan Ave. Bldg.

OPERACAST

Texas Co. Backs on ABC-TV

THAT OPERA makes for sure-fire television entertainment was proved last Monday night when ABC-TV, for the second successive year, telecast to six cities the opening night performance of New York's famous Metropolitan Opera.

Under sponsorship, again, of The Texas Co., New York, which this year paid some $40,000 for the package in addition to time and line charges, the network's production showed that much had been learned from its first attempt of a year ago. Camera work on "Der Rosenkavalier," this year's season-opener, placed considerable emphasis on close-up shots from the camera in the second balcony near the proscenium arch. Other close range views were offered by cameras on the orchestra level, stage left, and in the room adjacent to the radio booth on the first balcony.

In all, eight cameras were utilized for the proceedings, with others located in the standing room area on the orchestra floor, two backstage, one in Sherry's refreshment area, and one in the 39th St. lobby—the entrance of "the carriage trade."

Crotty Produces Show

Lion's share of the credit for the telecast's success goes to Burke Crotty, ABC's executive television producer, who produced and directed the entire program. In addition to the performance itself, video viewers were given glimpses of great and near great as they made their entrances; of interviews at Sherry's with operatic stars and impressarios; of the great Diamond Horseshoe and the Golden Curtain, and of backstage interviews and activities of the stagehands between acts.

Among the early arrivals at 39th St. were Mark Woods, ABC president, and Richard L. Saunders, vice president in charge of domestic sales for The Texas Co. Both were interviewed by ABC Commentator John Daly, and both emphasized the pride their companies feel in their association with the opera telecasts. Mr. Saunders said that Texas is grateful for the many enthusiastic letters it receives from listeners to the regular Saturday afternoon ABC radio broadcasts of the opera.

Much of the improvement of this year's opera telecast over that of last year was due to the fact that lighting for "Der Rosenkavalier" is sufficient for television purposes, whereas some of last year's failings with "Otello" were caused by darkened stage settings which had to be illuminated with infra red "black light," which played havoc with performers' make-up, authorities said.

Also, the Met, apparently convinced that television is here to stay, was more lenient with space for camera placement, cutting by 90 the number of "standing room" tickets sold, thereby allowing more variation of angle-shots. In addition, camera blowers, which couldn't be used last year because of noise, were equipped with mufflers and utilized. Happily abandoned was the dry-ice method of cooling cameras which failed last year, leaving only one camera in operation. Too, in some scenes, action was understood to have been slowed down for the benefit of TV eyes. More than once the impression was given that the performance was especially staged for video.

A staff of six television directors, a crew of 42 including cameramen, control men, stagehands, electricians and others, more than a ton of equipment and three-quarters of a mile of TV cable were in operation for the telecast, which ran from 7:45 to 11:52 p.m. The telecast was viewed in New York, Philadelphia, Washington, Baltimore, Detroit and Chicago, and was placed through the Kudner Agency, New York.

Interesting production innovations not attempted the previous year were superimpositions of various types. Milton Cross, ABC's official opera commentator, was seen describing forthcoming scenes while a hand slowly turned pages of the work's libretto. A silver rose, tossed onto the closed libretto, preceded each scene setting. Commercials were nonexistent, except for brief announcements only that "Der Rosenkavalier" was being presented by The Texas Co.



AFTER the opera, Mark Woods (l), ABC president, and Richard L. Saunders (r), vice president of The Texas Co., sponsoring the telecast of the Metropolitan Opera for the second straight year, discuss the evening's performance in an interview with ABC Newsman John Daly (center). The Texas Co. also is sponsoring for the 10th successive year ABC broadcasts of the Opera's Saturday matinee performances which began Saturday (Nov.26).

ENGLISH EQUIPMENT SHOWN

Pye Demonstrates for Industry, Government

INITIAL showing of English TV transmitter equipment made by Pye Ltd. was previewed in Washington, D. C. last week by representatives of the American television industry, government observers and FCC Commissioners.

The showing was the first in a series of demonstrations by Pye technical officials and its crew of eight engineers preparatory to the firm's entrance into the American TV equipment market [BROADCASTING, Nov. 14]. Other showings are slated for New York's Park Sheraton Hotel Dec. 6 and Chicago at a later date. Demonstrations were held last Monday through Wednesday at the Hotel Carlyle.

Claiming Pye equipment produces a superior black-and-white TV picture, B. J. Edwards, Pye technical director, said the company's goal is an annual sale of about $5 million worth of TV transmitter equipment to TV operators who cannot be supplied by American firms because of great demand.

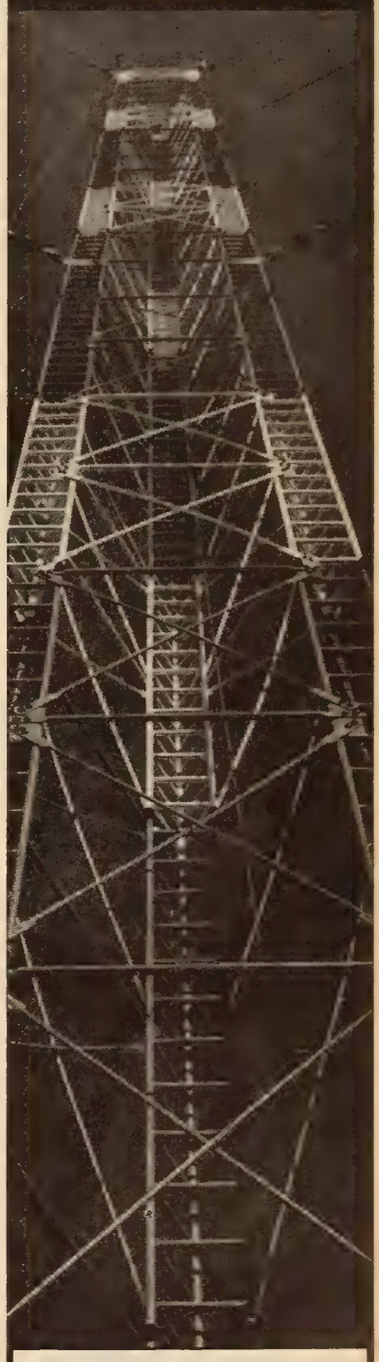
The Commision was represented Monday by Comrs. Paul Walker, George Sterling, E. M. Webster, Robert Jones, Frieda Hannock, and engineering personnel. Chairman Wayne Coy was detained on business while Comr. Rosel Hyde was out of town.

Featured at the demonstrations were two types of TV cameras, several control units and 16mm telecine film. Prices for Pye equipment to American buyers will run 10% to 15% lower than comparable units by American firms, according to Mr. Edwards.

FCC Commissioners and other observers generally were impressed with the picture's artistic quality.

Pye announced last week it has officially opened offices at 8 W. 40th St., in New York City.

AM • FM TELEVISION TOWERS



495'-0" TOWER AM-FM-TV
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STAINLESS, INC.
NORTH WALES, PA.
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Telefile: KECA-TV

(Continued from Telecasting 4)

respectively finished seventh and tied for ninth.

Additionally, the sponsors have been coming. Of a total of 23 hours weekly, 11¾ were sponsored during the week of Nov. 14. Also in the relatively short span in which the station has been operating, it boasts 29 accounts buying 50 spots weekly and eight participating advertisers.

If a station has an audience the next question is whether the viewers are buying. Here again, the reports are happy:

(A). Los Angeles Dodge Dealers Assn., according to John Weiser, Ruthrauff & Ryan vice president, has broken all sales records for comparable seasons, since its entry into television. Mr. Weiser also reports that dealers have even traced truck sales directly to TV.

(B). While Hoffman Radio Corp. has been in television previous to its sponsorship of the football games, Don Larson, advertising manager of the firm, is enthusiastic about the medium in general as well as KECA-TV. In fact he credits the sales power of TV with the fact that the company's production in September and October of 1949 was six times greater than during the comparable period in 1948.

(C). One participation on a KECA-TV shopping show known as *I'll Buy That* grossed 128 inquiries and netted 65 sales for a plastic rain shoe.

(D). On a variety show, *Campus To Campus*, preceding each of the Saturday afternoon football games, Eastern Columbia (department store) through Stodel Av. has offered a variety of merchandise. One offer of a gaucho shirt advertised only via television caused the store to re-order three times in 10 days.

(E). Evidence that wrestling telecasts attract a fair percentage of women viewers is seen in a mail pull. Women were asked to write in for free "Ladies' Nite" tickets; this drew 400 individual requests from women in addition to requests from men. This resulted from two mentions on one telecast.

For buyers of time, KECA-TV's rate card No. 1 covers Class A time from 7 p.m. to signoff, weekdays, and 12 noon to signoff Saturday and Sunday. Class B covers the 5 to 7 p.m. weekdays.

The basic Class A rates break down as follows: Hour, $500; half-hour, $300; quarter-hour, $200; one minute or less, $100. All Class B rates are 25% less than Class A.

* * *

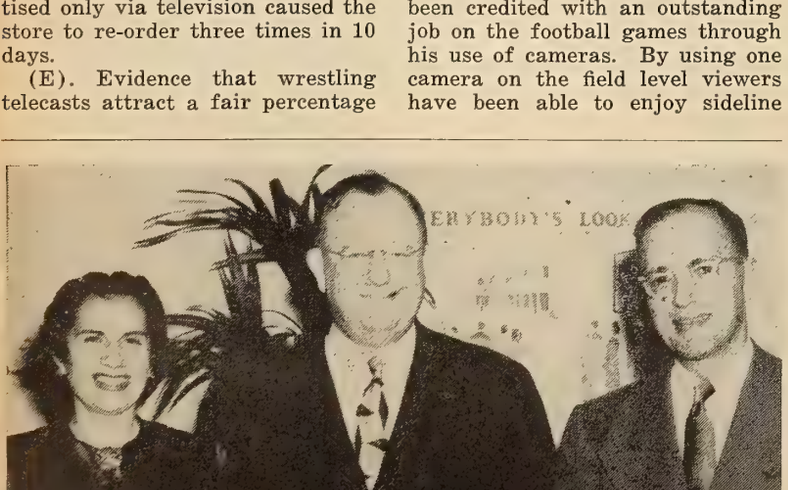
PERSONNEL-wise, KECA-TV comes under the broad direction of Frank Samuels, ABC's youthful Western Division vice president. Giving more of his time directly to TV is Richard Moore, assistant general manager and director of television operations. Mr. Moore went out to the Coast in the spring of this year with Paul Mowrey, now network's head of television program sales, but then network head of TV operations. The two worked on many of the problems in connection with the launching of KGO-TV San Francisco and KECA-TV.

Following this chore, Mr. Mowrey returned to New York and Mr. Moore was named to his current post. Under the ABC policy of integration of AM and TV, many of the Western Division department heads have responsibilities on both sides. But the station does have some specific personnel who do nothing but television.

Among these are James Vandiveer, director of remotes, who has been credited with an outstanding job on the football games through his use of cameras. By using one camera on the field level viewers have been able to enjoy sideline activities not normally possible, and with another in the press box other features have been possible including a diagram of touchdown plays sketched on a blackboard and explained by Tom Harmon, play-by-play announcer.

Phil Booth, program director of the station, shifted to the ABC outlet from KTLA (TV) Hollywood where he served in similar capacity for several years. Earlier he had worked for CBS television in New York in addition to work as a film cutter and editor in his native England.

Phil Caldwell, Western Division technical director, is a veteran in engineering matters being versed in the scientific side as well as sales, following many years with General Electric.



FEATURED speaker at the formal opening of WTTV (TV) Bloomington, Ind. [BROADCASTING, Nov. 21], Sen. Homer D. Capehart (center) is welcomed by WTTV owners, Mary and Sarkes Tarzian. Sen. Capehart (R-Ind.) together with other state and local officials dedicated the new TV outlet Nov. 11.

L. A. CHAMBER

Forms Video Division

ORGANIZATION of a television division of the Los Angeles Chamber of Commerce was announced last week by Harold W. Wright, general manager of the group. Furthering its plan to "make Los Angeles the television capitol" the C of C is increasing its efforts through the new section to "stimulate trade and create more jobs through development of television and allied business fields."

Richard L. Bean, who has been acting as assistant publicity director and secretary of the television committee organized by the Chamber in July, has been transferred to the new division.

Film Report

RUSSELL HARRIS & WOOD Inc., 149 California St., San Francisco, preparing new package television show featuring Arthur Murray dancing lessons. Production to get underway immediately, package will be made available for national sponsorship. **Royce Russell**, president of agency, completed negotiations with **Arthur Murray** in New York for national rights to telecast lessons. Instructions will be presented by Murray experts under personal supervision of Mr. Murray. . . . **Cine-Tel**, Hollywood, has completed series of three one-minute films for **California National Guard**. . . . **Telepix Corp.**, Hollywood, has produced one-minute live-action film for **Hague & Thomas**, Los Angeles (DeSoto dealers). Agency: **Lilliard & Mattinson**, Glendale, Calif.

Canadian Broadcasting Corp. understood to be negotiating purchase of Montreal film studio with intention of producing TV films under its authority to build television stations. **Renaissance Films**, French-language group making short feature films, has been approached by CBC and sale is said to be in advanced stage. This studio would be first in Canada to make TV films, it is reported. Studios are planned for Toronto as well. . . . **Story-Ad Films**, Hollywood, producing series of 21 15-second singing commercials for national distribution.

WFIL-TV Philadelphia has obtained exclusive rights for showing of series of 13 motion picture classics in Philadelphia. Films, shown each Sunday at 3:15 p.m., began yesterday (Nov. 27). High-calibre group includes, "Dark Journey" with Vivien Leigh, "Major Barbara" with Rex Harrison and "Pygmalion" with Leslie Howard. . . . **United Videogram**, Minneapolis, has moved its production headquarters to Chicago. New address is First National Bank Bldg., telephone RAndolph 6-7940.

Clay Adams, manager **RKO Pathe**, 625 Madison Ave., New York, Commercial Film and Television Dept., has announced 16 one- and two-reel films in production. Three being made for **National Foundation of Infantile Paralysis**, six for **Civil Affairs Division of the Army**, two for **Watchmakers of Switzerland**, one each for **International Basic Economic Corp.**, **Texas Gas Transmission Corp.**, **National Selected Morticians**, **Lambert Pharmacal Co.**, and **Biow Agency** for **Pepsi Cola**. . . . **Caston Productions**, Los Angeles, currently preparing series of four one-minute live-action spots for **General Control Thermostat Co.**, Los Angeles. Firm recently completed four films for **Voit Rubber Corp.**, Los Angeles, and plans additional films for firm. Agency for both firms, **Hixson & Jorgensen Inc.**, Los Angeles.

Pathe Cine, New York, has announced super 16mm motion picture camera for television shooting. Camera weighing less than five pounds, has full frame focus permitting viewing through lens while shooting—feature regarded as important for video location work. Camera is priced under $400 and is tax free. Information can be obtained from **Robert E. Brockway**, president, 521 5th Ave., New York.

"The Lord's Prayer," TV station sign-off spot, has been completed by **Sherman Plan Inc.**, Washington. Pictorial background of scenes symbolic of this class invocation were filmed under supervision of **Ken Adams**, member of Royal Photographic Society and associate of National Photographic Society. Narration is done by **Allen Phillips**, former minister and now staff announcer for WOL Washington. . . . *The Show Must Go On*, featuring top show business figures, is being packaged by **TEEVEE Productions**, Hollywood. **Cay Forester** is mistress of ceremonies for half-hour variety show.

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ACTIONS OF THE FCC

NOVEMBER 19 TO NOVEMBER 25

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur.-aural
vis.-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
STA-special temporary authorization
CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

November 18 Applications . . .

ACCEPTED FOR FILING

AM—960 kc

WRFC Athens, Ga.—CP change from D to unl., using 500 w N and install DA-N.

AM—1500 kc

WJBK Detroit—CP change from 1490 kc 250 w unl. to 1500 kc 10 kw-N, 25 kw-D unl. DA-DN AMENDED to request 5 kw unl.

License for CP

WCLD Cleveland, Miss.—License to cover CP new AM station.
KSNY Snyder, Tex.—Same.

Modification of CP

WSAY Rochester, N. Y.—Mod. CP change power etc. for extension of completion date.
WWSW Pittsburgh—Same.
KNBH (TV) Los Angeles—Mod. CP new TV station for extension of completion date to 2-15-50.
WCON-TV Atlanta, Ga.—Same.
WLWC (TV) Columbus, Ohio—Same to 6-16-50.

TENDERED FOR FILING

Modification of CP

WABW Lawrence, Mass.—Mod. CP change trans. and studio site to Lowell, Mass., and change DA.

APPLICATION RETURNED

AM—1230 kc

Lincoln County Bcstrs. Inc., Libby, Mont.—RETURNED as incomplete application for new AM station 1230 kc 250 w unl.

November 21 Decisions . . .

ACTIONS ON MOTIONS

By Commr. Walker

Crescent Bay Bcstg. Co., Santa Monica, Calif.—Denied petition requesting dismissal without prejudice of its application. The petition is denied without prejudice to petitioner's filing within 45 days a petition requesting dismissal of its application with prejudice.

KWIK-FM Leslie S. Bowden, trustee in bankruptcy of estate of Burbank Bcstrs. Inc., Burbank, Calif.—Granted petition insofar as it requests dismissal without prejudice of applications for CP and for CP to replace expired permit.

FCC General Counsel—Granted petition requesting extension of time to file exceptions to initial decision in proceeding upon application of Shelby Bcstg. Co., Center, Tex.; time extended to Dec. 21.

KPAS Banning, Calif., and KREO Indio, Calif.—Granted petition for leave to amend application of KPAS to specify 1320 kc 1 kw DA-N unl. in lieu 1380 kc 500 w-N 1 kw-D DA-N unl.; to change name of applicant to William T. Smith d/b as Pass Bcstg. Co. and to show revised financial data; amendment accepted and application is removed from the hearing docket. It is further ordered that application of KREO is removed from hearing docket.

KCRO Englewood, Colo.—Ordered that place of hearing in matter of revocation of CP of KCRO be held Dec. 7 at Englewood, be changed to U. S. District Court Room, 2d Floor, Post Office Bldg., Denver, on Dec. 7.

(By Examiner Jack P. Blume)

Booth Radio Stations Inc., Grand Rapids, Mich.—Granted petition for continuance of hearing now scheduled 11-21-49 on its application and that of WKNX Saginaw, Mich.; hearing continued to Jan. 30, 1950, at Washington.

FCC General Counsel—Granted petition for extension of time from Nov. 21 to Dec. 21 to file proposed findings in proceeding on applications of WGBF Evansville, Ind. and WMRO Aurora, Ill.

Supreme Bcstg. Co. Inc., New Orleans—Granted petition requesting that its motion to take deposition, dated Oct. 20, be dismissed.

Radio St. Clair Inc., Marine City, Mich.—Referred to Commission petition for leave to amend application to specify 1 kw and use DA-D, and make other changes in engineering portions of applications, remove same from hearing, and grant application without hearing.

(By Examiner Hugh B. Hutchison)

WKBO Harrisburg, Pa.—Granted in part petition for continuance of hearing scheduled for Nov. 28; hearing continued to Jan. 12, 1950, at Washington.

(By Examiner Basil P. Cooper)

Lubbock County Bcstg. Co., Lubbock, Tex.—Granted petition for continuance of hearing in proceeding on applications of Lubbock County Bcstg. Co. et al scheduled Nov. 28, continued to Feb. 6, 1950, at Washington.

(By Examiner Leo Resnick)

KXLJ Helena, Mont.—Granted petition to accept late appearance in hearing on application for renewal of license.

November 22 Decisions . . .

BY THE SECRETARY

WNHC-TV New Haven, Conn.—Granted license for new commercial TV station.

WBIR Knoxville, Tenn.—Granted license install FM ant. alongside AM ant.

KWRO Coquille, Ore.—Granted assignment of license from partnership composed of two equal partners to newly formed KWRO Inc.

WTJH East Point, Ga.—Granted mod. CP to change type trans.

Minnesota Bcstg. Corp., Minneapolis—Granted license for new exp. TV relay KA-3571.

KOFO Ottawa, Kan.—Granted license for new standard station 1220 kc 250 w D.

WSDR Sterling, Ill.—Granted license for new standard station 1240 kc 100 w unl.

Following were granted mod. CPs for extension of completion dates as shown: WKTV Utica, N.Y., to 6-1-50; WHEN Syracuse, N. Y. to 6-12-50; WOAI-TV San Antonio, Tex., to 6-25-50; WSAZ-TV Huntington, W. Va., to 6-15-50; WFMJ Youngstown, Ohio, to 2-12-50; WSGW Saginaw, Mich., to 5-15-50; WLPM-FM Suffolk, Va., to 1-28-50; WOR-FM New York, to 2-28-50; WLYC Williamsport, Pa., to 1-7-50; WJIZ Hammond, Ind., to 12-16-49; WMFD-FM Wilmington, N. C., to 3-1-50; WFMJ-FM Youngstown, Ohio, to 2-1-50; WKBN-FM Youngstown, Ohio to 1-15-50; KSTP-FM St. Paul, Minn., to 6-1-50; WEST-FM Easton, Pa., to 6-15-50; KMJ-FM Fresno, Calif., to 4-30-50; KISW Seattle, Wash., to 1-1-50; WBGE-FM Atlanta, to 4-1-50; WIBG-FM Philadelphia, to 6-1-50; WLOK-FM Lima, Ohio, to 5-18-50; WOIC Washington, D. C., to 1-30-50; WTVN Columbus, Ohio, to 5-15-50; KOME Tulsa, Okla., to 3-9-50; WBIK Chicago, to 3-1-50; KXYZ-FM Houston, Tex., to 5-15-50; KECA-FM Los Angeles, to 5-30-50; KMBC-FM Kansas City, to 5-30-50; KDFC San Francisco, to 6-1-50; WDAE-FM Tampa, Fla., to 6-6-50; WRBL-FM Columbus, Ga., to 1-1-50.

WHSY Hattiesburg, Miss.—Granted license change frequency, etc.

WOHS Shelby, N. C.—Granted license install new trans.

KERN-FM Bakersfield, Calif.—Granted license new FM station Chan 231 (94.1 mc), 9.8 kw, 240 ft.

WASK Lafayette, Ind.—Granted mod. license change studio location.

WFAM Lafayette, Ind.—Granted mod. license to change studio location.

Pennsylvania Bcstg. Co., Area of Philadelphia—Granted mod. license KA-3062 to change frequencies of remote pickup to 153.11 mc.

KGW Portland, Ore.—Granted CP install General Electric trans. on 620 kc 1 kw for aux.

Pennsylvania Bcstg. Co., mobile, area of Philadelphia—Granted CP new remote pickup KA-4916.

The Master Bcstg. Corp., Area Rio Piedras, P. R.—Granted CP new remote pickup KA-4917.

WHAY New Britain, Conn.—Granted license new standard station 910 kc 5 kw unl. DA-2.

WPAT Paterson, N. J.—Granted mod. CP for extension of completion date to 12-16-49.

WERS Emerson College, Boston, Mass.—Granted license new noncommercial educational FM station Chan. 201 (88.1 mc) 10 w.

WGGH Marion, Ill.—Granted license new standard station 1150 kc 500 w D.

Columbia Bcstg. System Inc.,, Area of New York, N. Y.—Granted CP and license for new remote pickup KA-4885-7.

WTAR Radio Corp., Area Norfolk, Va.—Granted CP and license for new exp. TV station KA-4880.

WHAS Inc., Area Louisville, Ky.—Granted CP new TV relay KA-4884.

Scripps-Howard Radio Inc., Area Cincinnati, Ohio—Granted CP new exp. 8V relay KA-4883.

KLFY Lafayette, La.—Granted mod. CP for approval of ant. and trans. location, specify studio location and change type trans.

Lakewood Bcstg. Co., Dallas, Tex.—Granted petition for leave to amend application to change design of proposed DA pattern, reduce height of towers proposed and submit new engineering data pursuant to such changes.

WKZO - TV Kalamazoo, Mich. — Granted extension of completion date to April 24, 1950.

November 22 Applications . . .

ACCEPTED FOR FILING

SSA—730 kc

WPIT Pittsburgh—SSA to operate on 730 kc with 1 kw D, 250 w-N for period ending Nov. 1, 1949 AMENDED to specify Nov. 1, 1952.

Modification of CP

WPRA Mayaguez, P. R.—Mod. CP increase power etc. for extension of completion date.
KGNC-FM Amarillo, Tex.—Mod. CP new FM station to change ERP to 4.8 kw, ant. height to 270 ft. above average terrain.

Following new FM stations filed applications for mod. CPs to extend completion dates: WLIN-FM Merrill, Wis.; KTRB-FM Modesto, Calif.; KRON-FM San Francisco; WTOC-FM Savannah, Ga.; WMRI Marion, Ind.; WRCM New Orleans; WXHR Boston; WJZ-FM New York; WREV-FM Reidsville, N. C.; KOCY-FM Oklahoma City; KTUL-FM Tulsa, Okla.; WHAT-FM Philadelphia.

(Continued on page 72)

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Carter & Eubanks & Co.
6 E. Lake St., Chicago 1 (at State & Lake)
Phone: FRanklin 2-4344

* VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities. Use coupon below . . .

YOUR SERVICE

can be brought regularly to the attention of the 15,500 (paid) subscribers of BROADCASTING-TELECASTING, by simply indicating the number of insertions desired and mailing this coupon to:

BROADCASTING - TELECASTING • NAT'L. PRESS BLDG. • WASHINGTON, D. C.

Please reserve space in your Service Directory for:

☐ 1-time ☐ 26-times ☐ 52-times

Company .....

Address .....

Individual .....

RATES: 1-time-$20.—26-times-$15. ea.—52-times-$10. ea.

CROSLEY BUDGET

$2 Million Ad Outlay Set

THE Crosley Division of Avco Manufacturing Corp. is spending $2 million between Oct. 15 and Dec. 15 in radio advertising, magazines and newspapers, according to William A. Blees, vice president of Avco and Crosley's general sales manager.

This was revealed before a luncheon meeting of the Los Angeles Chamber of Commerce Nov. 18 when Mr. Blees was presented an award "for his imagination, daring and merchandising skill, which are making such a laudable contribution to American prosperity." The two-month budget, Mr. Blees stated, is in addition to $12 million to be spent in advertising next year. Spearheading the current promotion drive is a $2 million giveaway contest, he said.

AFRA Local Elects

CLARENCE LEISURE, KNBC (NBC) San Francisco veteran announcer, has been elected president of the San Francisco local of the American Federation of Radio Artists. Other officers elected for 1950 include: Bert Buzzini, KCBS (CBS) newscaster, first vice president; Jim Moore, KGO (ABC) announcer, second vice president; Bill Gavin, NBC singing star, treasurer, and Actor-Writer Ken Langley, recording secretary, all of San Francisco.

Promotion



WHITE, grey, black and green folder, with attached metal hem gauge "for easier measuring in sewing or knitting" is latest promotion of WIBW Topeka, Kan. Leaflet stresses all around advantages WIBW has to offer listener and time-buyers in what famed economist, Roger Babson, calls the "Magic Circle" of the Mid-West. Main legend is: "For Sales Magic in the 'Magic Circle,' Hire WIBW."

Fortune Smiles

SINGLE-page promotion sheet sent out by WCCO Minneapolis tells briefly story of Pillsbury Mills stockholders meeting which was aired by station recently. Tearsheet of page from *Fortune* magazine shows picture of meeting with WCCO microphone prominently displayed. Short commentary on tearsheet by station concludes, "Another first for . . . WCCO."

Mails Reprint

DIRECT mail promotion sent out by WOV New York is reprint from BROADCASTING issue of Nov. 7 of WOV ad playing up station's program, *Prairie Stars.*

Safety Campaign

KVEN Ventura, Calif, is helping death take a holiday in new safety promotion campaign being waged on Los Angeles-San Francisco highway. Station sends mobile units out to highway on weekends and holidays with announcer who shortwaves description of traffic, human-interest incidents and reports traffic law violators to highway patrolmen. Reprimands given to erring motorists when tracked down by patrolmen are in turn broadcast over station.

Dog Is Prize

PEDIGREED Great Dane puppy is first prize in sentence completion contest being conducted by Evanger's Kennel Foods, which sponsors *The Pet Shop* on WNBQ (TV) Chicago. Winners will be chosen after Dec. 16 for endings to sentence "I like Evenger's Kennel Food because. . . ." Other prizes are boxer puppy and 12-volume set of an encyclopedia.

Fans Express Interest

OVERWHELMING reaction to its football broadcasts has prompted KOA Denver to mail out post cards thanking fans for writing to express interest in Colorado U. games sponsored by Standard Oil Co. Signed by Bill Day, sports director, and Starr Yelland, sports anouncer, card expresses hope "you'll show your appreciation through patronage of your neighborhood Standard service." On left-hand side appears picture of Messrs. Yelland and Day during actual broadcast.

WCOP Mailings

MAKING promotional use of ABC Promotional Award recently presented station, WCOP Boston mailed piece describing presentation to full list of 2,000 local and national advertisers and advertising agencies. The Cowles outlet also mailed "Old Salt" postcard bearing announcement of an additional 11:05 p.m. weather forecast to 2,300 persons who had previously requested "Old Salt" weather chart. Other mailings: 1,000 letters to New England Opera Theatre Guild members hailing return of Met Opera broadcasts to WCOP; reminder to local Pontiac, Hudson, and Ford dealers that intensive announcement schedule had been purchased on their behalf.

Big Names

DIRECT mail promotion card showing pair of movers struggling with large sign entitled "Big Names" announces change of address for Keith Kerby Ltd., San Francisco, producer of "Celebrity Commercials." Rest of card tells story briefly: "We've moved to the Russ Bldg. New and larger quarters. Increase your spot billing with Celebrity Commercials."

Cites Set Sales

REPRINT of KSD-TV St. Louis advertisement in St. Louis *Post-Dispatch* is attached to new KSD-TV program schedule. Ad claims TV sales in KSD-TV area are zooming, with almost 60,000 families enjoying television.

'Most Entertaining'

FULL-PAGE advertisement, pointing up "the most entertaining schedule in radio history," has been circulated by KVOA Tucson, NBC outlet. Ad shows picture of Fibber McGee & Molly looking over galaxy of KVOA-NBC stars in Sept. 30 issue of *Life* magazine and says stars, "along with several hundred of America's most popular programs, make their home" on station and network. Bottom half of ad lists select daily network schedule in black and white columns, and urges listeners to "hear each (show) and judge for yourself."

Shy Station

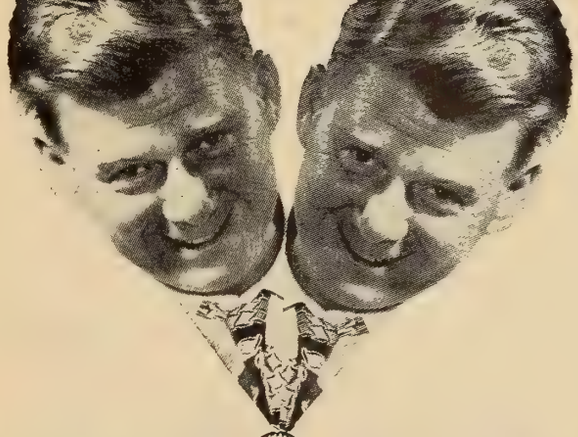
"DID you say *promotion?*" is theme of direct mail folder published last week by KJBS San Francisco. Theme is repeated over entire cover of folder surrounding picture of delighted wife kissing beaming husband. Underline states: "We're bashful, yes! But you must know this KJBS story." Inside six panels tell story of KJBS promotion through magazines, newspapers, taxicab cards, sound trucks, movie trailers and air ads.

Personnel

DICK HARRIS, assistant promotion manager for WNAX Yankton, S. D., and former promotion manager for KELO Sioux Falls, S. D., becomes promotion manager for WNAX. He is succeeded as assistant promotion manager by **GUY DeVANY,** new to radio.

MONTEZ TJADEN joins KRMG Tulsa as promotion manager. She formerly was promotion and publicity manager at WEEK Peoria. KRMG, 50 kw ABC outlet, expects to be on air first of year.

JACK SNOW, writer in NBC's advertising and promotion department, New York, publishes his second volume of Oz books, called, *The Shaggy Man of Oz,* perpetuating children's series originated by L. Frank Baum.



WVAM ALTOONA

CBS

WARD JOHNSTOWN

FIRST In Industrial Rich Pennsylvania With America's Favorite Programs

Represented by Weed & Company

DENVER POLL

Samples News Tastes

LITTLE objection to commercials in the news and a decided interest in favor of local items were registered in a recent survey of audience reaction to KLZ Denver newscasts made by Donald H. McCollum, U. of Denver graduate student, as a thesis toward his M. A. degree.

The station's policy in putting the first commercial at the opening of a 15-minute newscast or after the first story, and the second commercial preceding the weather forecast at the newscast's close, was favored by 53%. However, 12% dissented and suggested the first commercial always at the opening and the second at the very end. Of the total sampled, 27% asked for more local items, while only 4% felt there was too much news of this type. About one-third of each KLZ newscast is devoted to local and regional events.

Other facts uncovered by the survey: ⅔ listeners attach highest significance to newscasts' openings or lead stories; each respondent heard an average of 2.9 newscasts a day; good percentage thought 42% of newscast time alloted to national affairs all right but a fifth found 15% time alloted to foreign news content too much; one fourth objected to crime news as the specific news stories criticized, although a little over 6% of KLZ's total news output in the specified survey time was designated to such items.

BUTLER CRITIC

Radio Lacks Originality, REC Is Told

THE "follow-the-leader" concept of programming is today one of radio's greatest evils, Ralph Starr Butler, advertising director for 17 years of General Foods Inc., New York, Nov. 17 told members of the Radio Executives Club of New York.

Mr. Butler was advertising manager for the Postum Co. from 1926 until 1929 when it became General Foods and he became vice president in charge of advertising. Addressing the regular REC luncheon at the New York Hotel Astor, Mr. Butler, now retired, recalled early days in radio when General Foods pioneered with sponsorship of *Showboat*, first commercial variety show, and later, Admiral Richard E. Byrd's 15-month expedition to Little America. The latter venture resulted in a 44% increase in Grape Nuts sales, and in those days, Mr. Butler said, "we used all our money—there was no such thing as extra budgeting for other media."

He expressed dismay at what he called radio's present lack of originality, scolded broadcasters for "following like sheep" the first successful giveaway show with "38 others, all dealing with the cupidity of the listening audience."

He urged broadcasters to make every attempt to experiment with new ideas, opportunity for which he admitted is scarcer these days than 20 years ago. He warned them that should they continue following one another's patterns, "we'll see the continuation of declining results in relation to costs . . . and radio will approach the twilight of its day."

He closed with similar warnings to those venturing into television, pointing out that video broadcasters have the same pioneering opportunities today that radio had 28 years ago.

Charles R. Denny, NBC executive vice president, presented the 1949 Junior Achievement Award to William Lindsley, president of the Junior Broadcasters Radio Co., Peoria, Ill. Junior Achievements Inc. is a group of 837 youth-owned-and-operated companies, backed by American business leaders in 61 cities.

Young Mr. Lindsley's company organized a radio program *Skip Teen Spotlight*, a weekly show for which the 19 members of the company sold time, wrote commercials, produced and aired the finished product. Fred C. Mueller, general manager of NBC affiliate WEEK Peoria, which carried the show on paid time, guided the youth company which, after paying corporate stockholders, expenses and taxes showed a net profit of 10%. Young Mr. Lindsley, accepting the award, spoke briefly of the junior firm's experience.

O'DWYER TALKS

Plans N. Y. Radio Coverage

OFFERS to carry talks by New York Mayor William O'Dwyer, if WNYC New York, city-owned station, will feed it to them, have been made to Seymour N. Seigal, city's director of radio communications, by heads of networks operating outlets in Manhattan.

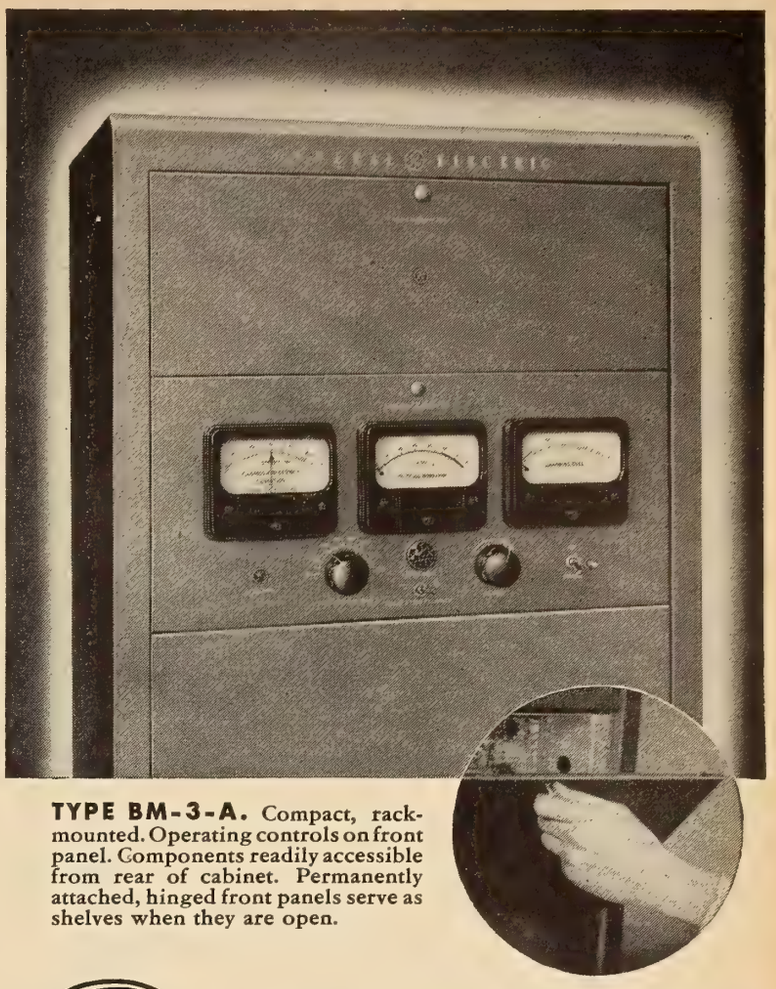
It was learned by BROADCASTING that Mr. Seigal was approached Nov. 16 at a UN luncheon with offers of "better coverage" by Frank Stanton, CBS president; Niles Trammell, NBC board chairman; Mark Woods, ABC president; Edward Noble, ABC board chairman, and Theodore C. Streibert, WOR New York president.

The mayor plans to speak once a month because he feels that most of New York's newspapers have misquoted him and distorted facts. He hopes to reach the people by radio to alleviate the alleged misrepresentations. In a pattern initiated by the former mayor, the late Fiorello LaGuardia, Mr. O'Dwyer's talks will be scheduled for possibly the first week in each month.

It was thought by the station that talks will probably be tape-recorded in advance for Sunday airings, and will start after the first of the year.



ELECTION night coverage on WCBS New York is discussed by G. Richard Swift (r), WCBS general manager with Charles Bradley (c) and James S. Bealle of BBDO, agency for Schaeffer Beer, which sponsored the coverage on the New York station.



TYPE BM-3-A. Compact, rack-mounted. Operating controls on front panel. Components readily accessible from rear of cabinet. Permanently attached, hinged front panels serve as shelves when they are open.

GE AM STATION MONITOR

One, Easy-access Unit Handles All Your Monitoring Needs!

Here—in one package—is all the monitoring equipment needed for your system. The General Electric AM Station Monitor gives you carrier-frequency monitoring, modulation monitoring,

Plus—High-quality audio output suitable for proof-of-performance measurements and station monitoring. Hinged panel construction assures quick access to all components.

MAIL COUPON FOR FREE BULLETIN

General Electric Company
Electronics Park, Building 1, Room 1
Syracuse, New York

Please send me bulletin with specifications and prices on the General Electric AM Station Monitor.

NAME.....

ADDRESS.....STATION.....

CITY.....STATE.....

GENERAL ELECTRIC

KPRC
Top station in HOUSTON
IN BMB
First IN HOOPER
IN THE SOUTH'S FIRST MARKET

To sell Houston and the great Gulf Coast area
Buy KPRC
FIRST in Everything that Counts!
KPRC
HOUSTON
950 KILOCYCLES - 5000 WATTS
NBC and TQN on the Gulf Coast
Jack Harris, Gen. Mgr.
Represented Nationally by Edward Petry & Co.

Commercial

RALPH SAWYERS, former commercial manager of KYW Philadelphia, returns to industry as account executive for WMBM Miami Beach, Fla., after serving as radiotelegraph officer on merchant ships and in the Navy.

PETER THOMAS, former KJR Seattle announcer, is now commercial manager for KENI Anchorage, Alaska.

DEAN SHAFFNER, with Biow Co. as radio and television research director for past five years, joins sales presentations department of ABC as writer. Previously he had been with C. E. Hooper Inc. and Crossley Inc.

ADAM J. YOUNG Jr. Inc., New York, appointed national representative for KLEE Houston. Firm has been representing KLEE-TV Houston since January of this year.

WAYNE KEARL, news editor of KSL Salt Lake City for past three years, named account executive for KSL-AM-TV,

ROBERT B. DONOVAN, former sales promotion manager of WNAX Yankton, S. D., and before that assistant promotion manager for WLS Chicago, joins sales department of WNAX.

MELCHOR GUZMAN Co., New York, appointed U.S. and Canadian representative by YSU-YSUA, Radio Mil Cincuenta, San Salvador, El Salvador. Appointment is effective Jan. 1, 1950.

JACK ENGLAND, formerly with Armed Forces Radio Service in Munich, joins KONP Port Angeles, Wash., as time salesman and announcer. Effective Dec. 15, when he finishes his studies at U. of Washington, he will become fulltime staff member of KONP.

JIM WILLIS and **ARDELL GARRETSON**, of sales staff of WKY Oklahoma City, join sales force of WKY-TV.

ALFRED W. NICHOLAS, former assistant manager of the general accounting officer of Triangle Publications Inc., joins WFIL Philadelphia staff as office manager.

KVI Seattle moves its Tacoma offices to Winthrop Hotel.

WNBC Food Drive

WNBC New York for the third successive year set aside Thanksgiving Day for an all-day appeal for CARE by every local program and personality, Thomas B. McFadden, station manager, announced. Theme for the day was that America's plenty should be shared with Europe. Listeners were urged to pledge contributions by phone or to send checks to a special post office box number set up for the WNBC drive. Last year, listeners contributed enough to ship 11 tons of food while the year before the appeal yielded seven tons.

WWBZ PROPOSAL

Zoog Cleared of Complaint

PROPOSED decisions have been announced by FCC to grant WWBZ Vineland, N. J., switch to fulltime operation with 1 kw on 1360 kc, directional night, and to grant new station at Pleasantville, N. J., on 1400 kw with 250 w fulltime to Pioneer Broadcasters Inc. Seaside Broadcasting Co., seeking same 1400 kc assignment at Atlantic City, received proposed denial.

In both cases the Commission cleared A. Harry Zoog, part owner of WWBZ and former part owner and officer of Pioneer Broadcasters, of complaint filed by Rev. Percy B. Crawford of Philadelphia, conductor of *Young People's Church of the Air*, religious program aired on a number of stations.

The Commission originally had approved the applicant's request to grant the WWBZ application without hearing, but the bid was redesignated for hearing after complaint by Rev. Crawford had been filed in effect charging Mr. Zoog with misappropriation of funds.

FCC preferred Pioneer's application over that of Seaside on the basis of Sec. 307(b) of the Communications Act requiring equitable and efficient distribution of radio services. The decision concluded Pleasantville should receive its first AM outlet rather than add an additional station to Atlantic City, now with three stations.

The decisions explained that Zoog Advertising Agency, owned by Mr. Zoog, had been retained by Rev. Crawford to place the *Young People's Church of the Air* and pay the various stations for the time. The decision showed that Rev. Crawford solicited funds on this program and that from 1944 to 1946 some $443,000 was spent on radio time. Rev. Crawford charged that he had forwarded this amount to Mr. Zoog but that the latter failed to disburse about $17,000 to the stations, FCC indicated. However, Mr. Zoog counter-charged that Rev. Crawford owed him some $35,000 in agency commission rebates which funds were to be used to build a station to be jointly owned by Mr. Zoog and Rev. Crawford.

FCC concluded that the charges against Mr. Zoog "have not been sustained. It is apparent that there is here involved a private controversy which the Commission would not be disposed to adjudicate or attempt to settle." The WWBZ decision continued, "Accordingly, on the basis of the evidence adduced in the further hearing, . . . and in the absence of an official report of a court of competent jurisdiction evidencing a conviction of Zoog for the unlawful conversion of funds, as charged herein by Reverend Crawford, the Commission does not find A. Harry Zoog unqualified. . . ."

NABET Pay Talks

NABET began reopening wage negotiations Nov. 18 with RCA Victor Div. for more than 100 recording engineers and operators at RCA Victor recording studios in New York. The day before, NABET began negotiations with Muzak Corp. for its recording engineers.

News

MAX ROBY, assistant news editor for KSL Salt Lake City, and before that news editor of KFBI Wichita, Kans., appointed news editor for KSL.

SHEELAH CARTER, formerly commentator on Mutual and ABC, begins seven-day-a-week news and commentary program on KJR Seattle.

CHET RANDOLPH, farm director of KGLO Mason City, Iowa, will narrate NBC-TV telecasts from International Livestock Exhibition in Chicago.

Dr. E. W. ZIEBARTH, news analyst for WCCO Minneapolis, included in 1950 edition of *Who's Who in the Midwest.*

DICK JOY, CBS Hollywood newscaster, is recovering following recent emergency appendectomy.

FRANK SANDERS, newscaster and news editor of KFGO Fargo, N. D., is the father of twin daughters, Jill and Jean.



Just Can't Wait

EDITOR, BROADCASTING:

. . . BROADCASTING is even more indispensable to me in this job than it was in my previous berths at Young & Rubicam and NBC. I put everything aside when it comes in, and many a week I sneak across the street to get an advance look at the first proof copy airmailed to your local office. . . .

Robert J. McAndrews
Southern California Broadcasters Assn.
Hollywood

* * *

Headline Sequel

EDITOR, BROADCASTING:

The headlines in the attached clipping from the *New York Herald-Tribune* (Nov. 17) make an interesting comparison as to how two media think—

"BMB Dissolution Proposed"

"ANPA PUSHES RESEARCH"

Frank Kemp
Compton Advertising Inc.
New York

[EDITOR'S NOTE: Mr. Kemp certainly has a point. But as is usually the case, the headline doesn't tell the whole story. The NAB board did propose BMB dissolution, but it also proposed a successor organization along the lines of Broadcast Music Inc. (which this journal has espoused). We bring to Mr. Kemp's attention, the following headline in the Nov. 21 issue of BROADCASTING:
"BMB BOARD FAVORS NAB CORPORATION PLAN."]

* * *

P. I.'s Free Gadgets

EDITOR, BROADCASTING:

. . . We have another way to make something out of P. I. deals we thought you might like to know about. We always open and read the P. I. deal letters, then answer them with a "request for a free sample," then throw away the letter.

We have more *free* gadgets and toys around the office! ! ! !

Here's hoping the legit radio managers will stick behind the established rate cards and principles of radio. Here's hoping enough of them will do so to run the free time P. I. "agencies" out of business.

P. B. Hinman
Station Manager
WROX Clarksdale, Miss.

* * *

Christmas at Christmas

EDITOR, BROADCASTING:

Bob Mason's recent letter in your OPEN MIKE department, brings up what I consider to be a very sore subject, and points out a glaring fault of which the broadcasting industry in general is guilty. There is no question in my mind, and I think most broadcasters will agree, that with the air being filled with Christmas music from Thanksgiving on, and even before, Christmas Eve which is a highly sacred day in our nation, and Christmas Day itself, are purely anti-climax. It makes me a little ill to hear "Silent Night" and "Adeste Fidelis" sandwiched between a football game and a football score summary on a bright afternoon of about Nov. 5. . . .

We have established a policy at our station in which no Christmas music is played at all until 4 p.m. on the afternoon of Dec. 24. We have resisted successfully the requests of clients that Christmas music be a part of their programs almost from the first of November, but once our stand is explained they are in hearty agreement.

Dave Baylor
V. P. and Gen. Mgr.
WJMO Cleveland, Ohio

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Cites WTNS Job

EDITOR, BROADCASTING:

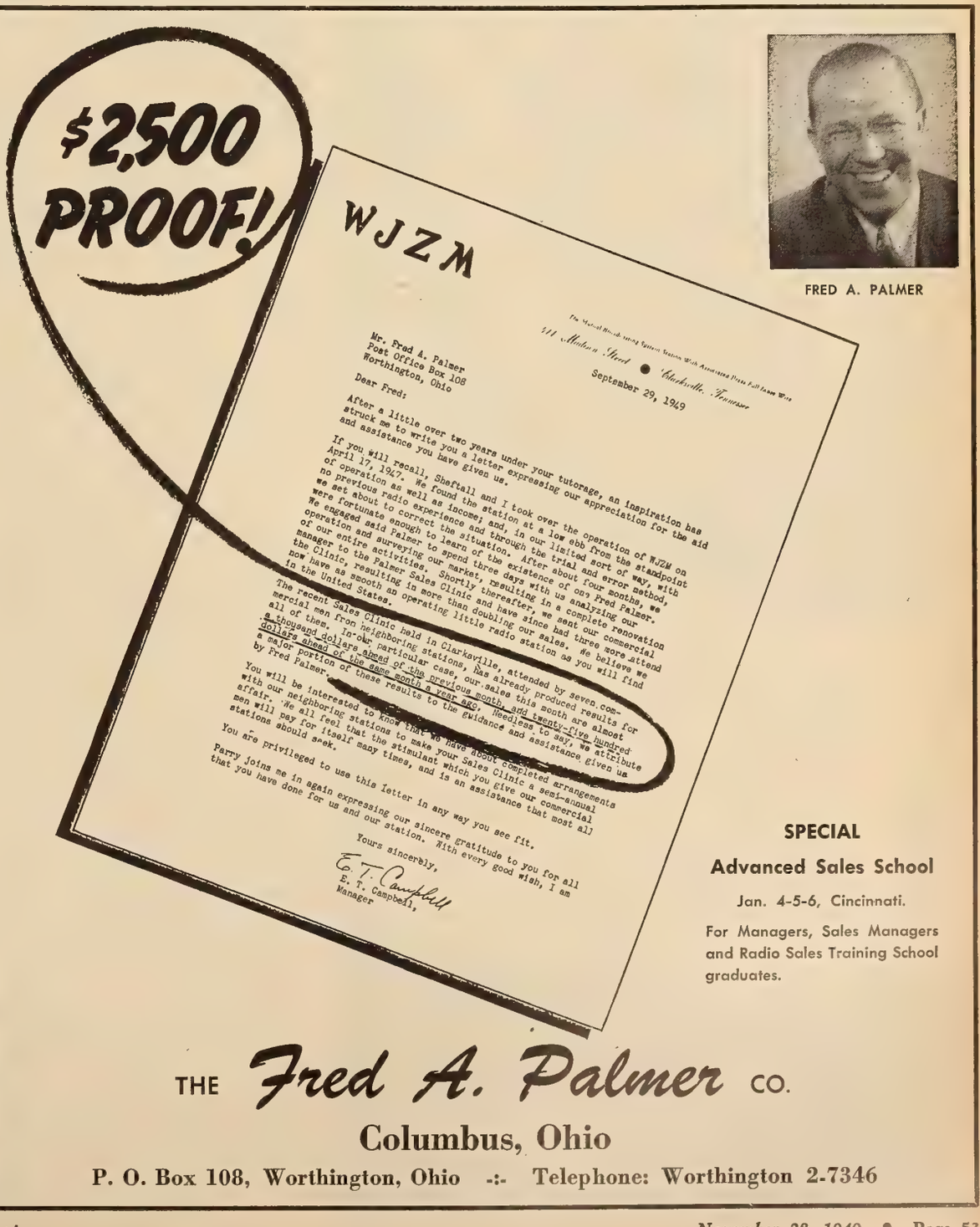
Why is Mr. Adams of KTBB Tyler, Tex., tooting his horn about sustaining announcements advertising a commercial venture such as a county fair? [OPEN MIKE, Oct. 31].

Either WTNS is overly progressive or the rest are too docile in their dollar approach to radio.

Last year, WTNS not only broadcast our entire afternoon schedule from the fair grounds, we moved our studios out and did the fair completely; races, cattle, 4H Midway, news, sports and platter shows—that was last year, boys—and it was all paid for—plus 200 spots aired before the fair ever started. The same this year—with increased revenue!

Just to put the cap on what you

(Continued on page 55)



FRED A. PALMER

SPECIAL

Advanced Sales School

Jan. 4-5-6, Cincinnati.

For Managers, Sales Managers and Radio Sales Training School graduates.

THE Fred A. Palmer CO.

Columbus, Ohio

P. O. Box 108, Worthington, Ohio -:- Telephone: Worthington 2-7346

WBAL means business in Baltimore

RCA TUBES ...
the standard of comparison



RCA Power Tubes, such as the famous 833-A, are noted for their Long Service Life in AM Transmitters

● RCA tubes for all types of broadcast service are available from your local RCA Tube Distributor or directly from RCA.

The Fountainhead of Modern Tube Development is RCA

TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

Production

TODD BRANSON named program director of WWCA Gary, Ind., which is scheduled to take the air early in December. He also worked as program director at KENT Shreveport, La., and WSDR Sterling-Dixon, Ill. He was announcer, m.c. and disc jockey at WPEN Philadelphia, KMBC Kansas City, WTOD Toledo and WJW Cleveland.

KEN MARVIN, formerly with WAAF Chicago and WJR and WXYZ Detroit, joins announcing staff of WOR New York. He recently completed an engagement with Victor Borge at Persian Room of Hotel Plaza in New York. During the war, he was with American Forces Network.


Mr. Marvin

HELEN SHERRIT, recently with Young & Rubicam Inc., New York, working with *We, The People* radio show, joins WINS New York as assistant to continuity editor, DOROTHY ADEN. Miss Sherrit replaces GRACE WHITING, who becomes traffic manager of station.

DON CUISENBERRY joins the continuity department of WKY-TV Oklahoma City. He formerly was with same department at WKY.

JOHN GOETZ, formerly stage manager of CBS-TV *Ed Wynn Show*, named associate director of show. RALPH NORMAN succeeds him as stage manager.

HARRY LONG joins KVI Seattle as program director, replacing LARRY HUESBY, resigned.

LOUIS M. HEYWARD, formerly script editor of Associated Press Radio Productions, joins WMGM New York as writer-director. He has written for such radio and TV shows as *Claudia, Harvest of Stars, Make Mine Music*, and others.

JIM MALONEY, staff member of KGGM Albuquerque, N. M., takes leave of absence to return to his law studies at Catholic U., Washington.

MILDRED BAILEY, women's commentator for WCOP Boston, adds new show to station's schedule, *Keynotes by Bailey*, for which she plays piano.

JOSEPH TERY, production manager of WINS New York, resigns to join WFLN (FM) Philadelphia, effective Dec. 1, as head of music department. His successor at WINS has not yet been named.

PHIL PATTON, producer of *Super Circus* on ABC-TV, joins WENR-TV (ABC) Chicago as executive producer in program department.

JANET ROSS, director of KDKA Pittsburgh *Shopping Circle*, elected regional director of Pittsburgh Branch of Fashions Group Inc.

MARY ASHWORTH and DAVE BALLENTINE, singing duo, join WBZ-TV Boston as part of cast of *Pontiac Star Time*.

EARL WELDE, former staff announcer of WLEC Sandusky, Ohio, appointed program director of WFOB Fostoria, Ohio.

RUTH WELLES, women's commentator for KYW Philadelphia, awarded medal of honor and cash prize by Freedoms Foundation for submitting cookie cutter in shape of foundations credo emblem.

LOIS DOW McLAUGHLIN, under pseudonym of Peggy Towne, joins WFIL-TV Philadelphia as feature of weekly, *Towne Topics With Peggy*, Wednesday at 7:35 p.m.

ROBERT FLECKLES, recent A.B. graduate of Rutgers U., joins WMGM New York as assistant night manager.

BLANCHE FOREMAN, formerly traffic manager of KHJ Los Angeles, joins KTTV (TV) same city as program manager. She replaces ALBERTA HACKETT, recently appointed assistant program director.

NANCY CRAIG, ABC's women's service commentator, left recently for 12-day visit to four Scandinavian countries and Iceland as part of delegation covering women's angle in Scandinavian life.

RATE POLICY
WWPG Cuts To Lift Sales

SUBSTANTIAL rate reductions intended to stimulate new business have been announced by WWPG Palm Beach, Fla.

The station, which claims dominance in its area in mornings and afternoons and next-to-best ranking in evenings, according to Conlan surveys, has advised agencies and advertisers of its rate cuts through its national representative, John H. Perry Assoc.

Examples of old and new rates for five announcements per week in Class A time were given as follows:

	13 Weeks	26 Weeks	52 Weeks
Old Rate	$342	$936	$1,716
New Rate	$247	$689	$1,300

According to a letter circulated by the representative firm, the management of WWPG "is fully aware of the highly competitive struggle among all media and feels that this revision in WWPG's rate card will greatly increase the purchasing power of your advertising dollar."

FOR INCREASED SPOT BILLINGS
contact
JOSEPH HERSHEY McGILLVRA, INC.
366 Madison Avenue, New York
Murray Hill 2-8755

Open Mike

(Continued from page 53)

can do, with the right approach, I got the station named as "publicity director" for all advertising by the board. Of course, the outcome was obvious—and just to prove that radio does nicely, thank you—both fairs broke all previous records!

Boys, leave us not sell radio short. . . .

John R. Terry
WTNS Coshocton, Ohio

* * *

KECC Thanks Helpers

EDITOR, BROADCASTING:

. . . On Monday, Oct. 31, our technical data needed to file application for program test authority reached the offices of McIntosh & Inglis, having been delayed in the mail. Their staff worked over-time to put the data in shape for filing, only to be faced with the November fire and explosion in the FCC offices.

In the meantime, we had . . . announced our official sign-on for Nov. 5. . . . The fire and explosion upset FCC routines for two or three days, but despite this, some unsung hero on the Commission roster took time to process our data, and get our program test authorization cleared.

Simultaneously, we were set to undergo field inspection. A request for extension of permission to test . . . did not arrive in time for the field inspector to make necessary measurements. . . .

. . . We began having troubles with our 936 mc studio-transmitter link. . . . John Elwood, general manager of KNBC in San Francisco, and Andrew Peck, chief engineer of KNBC, answered our plea for help with the loan of NBC relay equipment which operated in the frequencies for which our emergency equipment was authorized. . . .

. . . We had our share of knocks, but our reasons for going into such detail is to give deserved public credit to the FCC, to NBC, and to the individuals who went so far out of their way to extend us a helping hand. . . . To all of them, we say, Thanks a million—because of their help, we got on the air as scheduled, and are now plugging merrily along. . . .

Mel D. Marshall
General Manager
KECC Pittsburg, Calif.

[EDITOR'S NOTE: Details of KNBC's assist to KECC can be found in the Nov. 14 issue of BROADCASTING.]

* * *

'Bread 'n' Butter'

EDITOR, BROADCASTING:

. . . I make a living as a radio newsman. My bread and butter depends on the public's awareness of radio news as an important part of daily habit.

Why must net and local shows repeatedly use quotes in non-news segments, like drama, giveaways, or chatter shows? "I see by the morning paper, so and so's done such and such." And words like that from the mouths of men who make a living in *radio*. Doesn't the Big Brass *care*?

Look. If it's a big story, or interesting enough to warrant comment on a non-news show, it's a solid bet it was heard on radio, before it was *seen* in the paper.

Let's substitute "heard it on the news this morning," for "saw it in the paper." Or at least give radio newsmen an even break, by recognizing there is such a thing as radio news. . . .

John Munger
News Director
WIKY Evansville, Ind.

* * *

Name Is Scheier

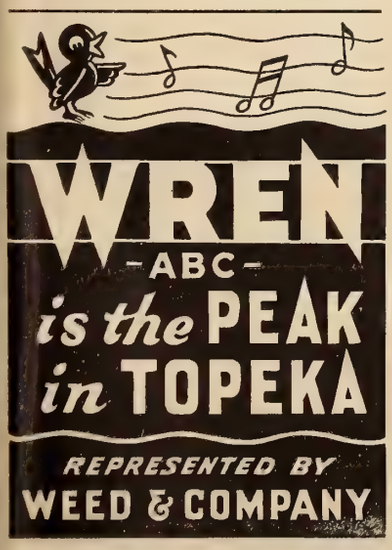
EDITOR, BROADCASTING:

. . . You have carried . . . my name spelled CHEIER. The name . . . is SCHEIER.

I have been getting wires and letters, which are somewhat delayed due to having to look me up. . . .

At this same writing I should like to . . . state how much I have depended upon and enjoyed reading every issue of BROADCASTING for the past eight years, or more.

Joel H. Scheier
Plattsburg, N. Y.



FCC HEARING

Facsimile Requirement Added

FCC'S SCHEDULED Dec. 12 hearing on multiplex facsimile has been expanded to include a requirement that participants file abstracts of any patent applications they have pending with respect to multiplex facsimile inventions.

The abstracts, FCC said, must be filed by Dec. 5 and be accompanied by an authorization empowering FCC Acting Chief Engineer John A. Willoughby or his nominee to inspect the pending applications. In calling the hearing last August, FCC had specified that participants must disclose any actual patents they own or have the right to sublicense in this field [BROADCASTING, Aug. 29].



LOWDOWN on Heinz' *Ozzie & Harriet* Friday night program, marking the company's re-entrance to radio, is given Heinz salesmen at a closed circuit session held in WFMJ Youngstown studios. Report on WFMJ promotion is handed B. H. Anderson (l), Youngstown district manager of Heinz Co., by Len Nasman, of WFMJ. The letter briefed the salesmen on the value of radio advertising and what it could do for Heinz or other clients. Then a transcription was made with each of the 35 salesmen giving his opinion of the *Ozzie & Harriet* program. Recording was sent to H. J. Heinz II, president of the company, to show what the feeling is among the men out in the field selling the sponsor's products.

SPECIAL audience with Archbishop Francis Cardinal Spellman granted to Gene Pope Jr., vice president and general manager of WHOM New York, in which Cardinal expressed his appreciation for station's dramatic series *Ten Commandments*.

Upcoming

NAB DISTRICT MEETINGS

Nov. 28-29: Dist. 16, Paradise Inn, Phoenix.
Dec. 1-2: Dist. 15, Mark Hopkins, San Francisco.
Dec. 5-6: Dist. 14, Utah, Salt Lake City.
Dec. 14-15: Dist. 17, Benson, Portland, Ore.

* * *

Dec. 5-6: CBC Board of Governors, Ottawa.
Dec. 6: Pye Ltd. Demonstration, Park Sheraton, New York.
Dec. 9-10: Southwestern Institute of Radio Engineers second meeting, Baker Hotel, Dallas.

CLEAR CHANNEL

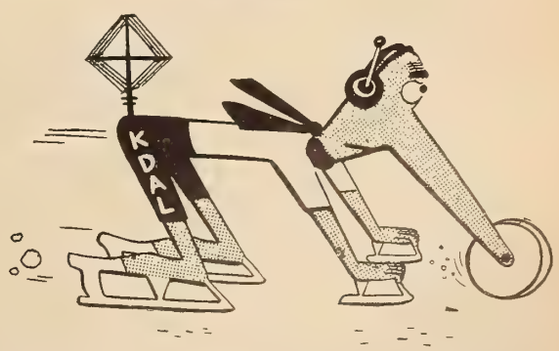
Grange Adopts Resolution

ENDORSEMENT of clear channel station operation was expressed by the California State Grange in its annual meeting at Sacramento, Calif., Nov. 18 and a resolution was adopted urging the U. S. delegation at the North American Regional Broadcasting Agreement negotiations in Montreal to prohibit duplication on U. S. clears.

The grange resolution also reiterated "its previous position that there be no further breakdown in the number of clear channel radio stations. We oppose any legislative measure that would limit in any way the ability of clear channel stations to serve rural people." The resolution also requested FCC "to allow clear channel radio stations sufficient power to serve adequately rural areas. . . ."

GOOD SKATE

DULUTH, MINN.—"I've got the listeners on ice in the Duluth-Superior Market," reports Otto Mattick, racing along on his slidular tubomatics. "The bulk of the audience is KDAL's. But I'm still keeping my nose to the grindstone until I've got the rest of it cold." Of course, that's the reason for KDAL dominance in this prosperous market—continuing programming and promotional effort. And that's exactly the reason for KDAL's sell ability hereabouts. Try us and see.



Avery-Knodel will be glad to show you the Hoopers that Otto Mattick's talking about. And to help you set up an early schedule on KDAL.

RURAL PROGRAMMING *NARFD Hear Experts*

TWO HUNDRED broadcasters, agriculturists and educators heard experts talk of rural AM and TV programming and production at the sixth annual meeting of the National Assn. of Radio Farm Directors in Chicago Saturday and Sunday (yesterday).

The opening session at luncheon Saturday featured an address on "The Economic Outlook of Agriculture in 1950" by True D. Morse, president of Doane Agricultural Service, St. Louis. He was introduced by NAFD President Wallace Kadderly of KGW Portland. A cotton fashion parade given by the National Cotton Council was arranged for by Sam Schneider of KVOO Tulsa, program chairman for that session.

TV, and its practical applications for RFD's, was outlined Saturday afternoon by Mal Hansen of WOW Omaha and his committee, who reported on local video projects and problems. They were Bill Givens, WGY Schenectady; Amos Kirby, WCAU Philadelphia; Tom Page, WNBC New York, and Maynard Speece, representative of the U. S. Dept. of Agriculture. A general discussion for all attendance was followed by a reception, at which members of the Citizens Committee for the Hoover Report were hosts.

Buffet supper preceded a discussion of "Farm Programs for Advertisers" by Maurice B. Mitchell, director of NAB's Broadcast Advertising Bureau.

Sunday breakfast preceded the annual NARFD business meeting, when committee reports were given by the following:

Phil Alampi, WJZ New York, secretary-treasurer; Herb Plambeck, WHO Des Moines, historian; Mr. Hansen, membership committee; Edd Lemons, Oklahoma A&M College, RFD—extension service relations; Charles Worcester, WMT Cedar Rapids, professional guidance; Chris Mack, WNAX Yankton, S. D., awards; Jack Jackson, KCMO Kansas City, U. S. Dept. of Agriculture radio service; Al Bond, Washington State College, yearbook; Larry Haeg, WCCO Minneapolis, resolutions; Homer Martz of KDKA Pittsburgh, Roy Battles of WLW Cincinnati, Chris Mack and Murray Cox of WFAA Dallas, Arnold Ebert of KOAC Corvallis, Ore., and Henry Schacht of KNBC San Francisco, regional chairmen; John McDonald, WSM Nashville, regional set-ups, and Sam Schneider, *RFD Chats*.

Also see story on Farm Safety Awards, page 20

Mr. Battles of WLW yesterday (Sunday) afternoon moderated a panel on how to sell farm programs. He introduced the discussionists, Joseph G. Bumgarner, agricultural account executive for E. H. Brown Advertising, Chicago; Lew Van Nostrand, commercial manager, WMT Cedar Rapids; Lowell Watts of KLZ Denver, and Andlee Olson of the DeKalb, Ill., Agricultural Assn.

Second panel of the afternoon was headed by Mr. Worcester of WMT, who directed discussion on "Servicing the Farm Program and Keeping It Sold." With him were Charles N. Karr, sales promotion manager of the Allis-Chalmers Manufacturing Co. Tractor Division, Milwaukee; Ross Wallace, Wallace Advertising Agency, Des Moines; Don Sullivan, commercial manager, WNAX Yankton, and John C. Drake, sales promotion and publicity director of WLS Chicago. Mr. Schneider of KVOO summed up the general discussion.

A cocktail party and the annual NARFD banquet concluded the two-day session. Mr. Haeg of WCCO, first NARFD president, was toastmaster. Art Page of WLS presided, and George German of WNAX gave the invocation. Guest speaker was Dr. Kenneth McFarland, superintendent of public schools in Topeka, Kan.

After the banquet, awards were presented to men who have been active as radio farm directors for 10 and 20 years. They include: 20 years—Art Page, WLS; John Merrifield, WWJ Detroit, Wallace Kadderly, KGW; George C. Kister KMMJ Grand Island, Neb.; Bill McDonald, KFAB Omaha; Ken Gapen, U. S. Dept. of Agriculture, and Charles Stookey, KXOK St. Louis; 10 years—Herb Plambeck, WHO; Edd Lemons, Oklahoma A & M; Jim Chapman, WTAM Cleveland; Harry Campbell, WBBM Chicago; Sam Schneider, KVOO Tulsa; Charles Worcester, WMT, and Glenn C. Lorang, KHQ Spokane, Wash.

Other former officers of NARFD are Gordon Louden, Agricultural Extension Service, Louisiana State U., vice president, and Phil Alampi, WJZ New York, secretary-treasurer. Paul Visser of WMAQ-NBC Chicago, was in charge of programs.

MORE STORES
Sponsor Credits ABC Show

CREDITING his local 15-minute sponsorship of ABC's *Breakfast in Hollywood* on KFDX Wichita Falls, Tex., with making possible the opening of his second store, E. L. Head, president of Head Bros. Furniture Co. in that city, has undertaken sponsorship of another 15-minutes of the program.

Back in October 1948, KFDX had told Mr. Head that within six months after starting sponsorship of the cooperative program, he'd have to buy a bigger store. What he actually did, he said a year later, was "hire extra salesmen."

However, he wrote to Sidney A. Grayson, station's commercial manager, "Just one year later, I not only enlarged my present store, but I opened a second store. If I felt that just 15 minutes of (the program) could support one store, I can now sponsor the whole half hour for my two stores . . .

CANADA RADIO PROBE
Sedgwick Testifies for Private Broadcasters

PROPOSAL that the Canadian Broadcasting Corp. devote itself to a non-commercial program service and relinquish sponsored programs to privately-owned stations—completely free from CBC control—was urged Nov. 18 by Harry Sedgwick, president of CFRB Toronto. He appeared before the Canadian Royal Commission on National Development in the Arts, Letters and Sciences.

Mr. Sedgwick is one of a number of private broadcasters invited to testify before the commission, which is investigating the present status of broadcasting in Canada and will make recommendations to the government concerning the future course of radio activities in that country.

His testimony supplemented that presented earlier by the Canadian Assn. of Broadcasters. Robert Burton, BMI vice president, also appeared before the commission.

In a supporting brief, Mr. Sedgwick noted that "there is after all a certain indignity in the spectacle of a crown corporation devoting its time and talents to the business of selling cigarettes, breakfast foods and soaps, no matter how desirable these products may be. Such activities should be confined to the purely commercial radio stations. . . ."

Suggesting that the collection of license fees from set-owners "has outlived its usefulness," Mr. Sedgwick recommended that "CBS should be assured of sufficient funds to adequately operate a public service network covering all of Canada and that the money . . . should be provided by a firm grant on a long term basis. . . .

"Private commercial stations," he stated, "should be given guaranteed continuity of their license during good behavior in order to permit them also to plan for a long term future. They should also be given complete freedom to organize and service their own regional, provincial or national network or networks, being obliged to compete for audience but not for revenue with the state owned system."

Christmas Spirit Comes Early Here—Santa Reports

When old Santa dropped in at 1230 Washington Boulevard in October, he found a busy crew already at work, for Christmas has come to be one of the year's busiest times at WLS.

The Christmas Neighbors' Club starts it, as plans are laid for the annual campaign in which listeners send in their contributions (all the way from a dime to $500) and these are totaled up and used *entirely* for the purchase of essential equipment for children's hospitals. Medical inhalators, wheel chairs, orthopedic walkers, radios, movie screens are a few of the items purchased with the more than a quarter million dollars this club has raised over WLS.

Then WLS is known as the home of good talent and so orphanages, boys' clubs, and hospitals begin early requesting acts for their Christmas shows—and WLS is glad to respond.

From October through December 25, WLS is unusually busy with Christmas "business" and the entire family of entertainers and staff members enjoy it most of all the year.

WLS
Chicago 7

Represented by John Blair & Company

Adv.

PROTECT YOURSELF, your STAFF, your CLIENTS
from the daily hazard of
LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION—LADY LUCK IS A DESERTER!
IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Bldg. — Kansas City, Mo.

TOWER CASE

FCC Closes Record of WOR

VOLUMINOUS record in precedent case involving bid of WOR New York to increase height of its towers was closed last week by Hearing Examiner James D. Cunningham following summary argument by the station and its opposition, CAA, Air Transport Assn. and Port of New York Authority. The latter consider the higher towers as hazards to air navigation. WOR is assigned 50 kw on 710 kc.

Duke M. Patrick, WOR counsel, explained that WOR has been trying for some 15 years to improve its service but has repeatedly run into CAA objections. He said the station has sought through all practical means to meet problems posed by CAA. In this case WOR seeks to increase the height of its towers to 638 ft., an increase of about 200 ft. The WOR counsel indicated that CAA's objections are not consistent since the agency's rules are not being uniformly applied to other air navigation situations in that area.

NAB counsel, Richard W. Jencks, emphasized the influence this case would have on the entire broadcasting industry since FCC standards, especially TV, require higher towers to meet greater performance specifications. He urged that the WOR request be granted since CAA failed to show the towers would affect airport usability.

Increased Hazard Charged

Dent D. Dalby, CAA counsel, charged that the towers would create increased hazard to itinerent flyers in the area as well as to the landing operations at Linden Airport and Newark Airport. Instrument patterns would have to be altered, he indicated, and this would increase burden to already overloaded instrument facilities as well as increase pilot strain.

Air Transport Assn. of America counsel, Paul Reiber, contended that if FCC approved the higher towers and resulting changes in air navigation rules, the Commission would have to be responsible for the consequences. He indicated, however, that it wasn't in FCC's jurisdiction to approve or even consider such changes.

Port of New York Authority, which has supervision of long range development of New York area port facilities, including airports, vigorously opposed the WOR request because it would affect plans for development of the Newark field. Hazard factor also was stressed greatly.

Meanwhile, fortnight ago, the Commission granted petition of CAA to intervene in the hearing scheduled upon request of KOA Denver to install a new antenna with FM antenna mounted on top. No date for this hearing has been set.



CATCHING some Florida sun, Joseph H. McConnell, NBC president, and family, take a brief rest at the Ponte Vedra Inn, Ponte Vedra, Fla. L to r: Mr. McConnell, Mary Meade, Mrs. McConnell and Betsy. A third daughter, Cathy, did not accompany the family to Florida. In an interview there, Mr. McConnell predicted television would never replace radio and that by the end of 1949, three million TV sets will have been installed in American homes.

WCAM SALUTE

Dedicates New Studios

THE CURTAIN was parted Nov. 22 revealing the new, modern studios of WCAM Camden, N. J., municipally owned, commercially operated station. Dedication ceremonies during a 20-minute broadcast were held at the studios on the 18th floor of New City Hall.

Willard C. Schriver, WCAM director, pledged himself to "make it (WCAM) serve Camden and the surrounding communities as a local station, toward the end that we may develop a strong community spirit." Means toward that end, he said, would be "better programming, better script, better copy and better technique—all-around better radio."

In addition to Mr. Schriver, WCAM executives include Robert Swanson, program director; Morton Lowenstein, commercial manager; Mary Haines, woman's editor; John J. Kennedy, special events director, and Clarence E. Onens, chief engineer.

FCC approved a permanent and fulltime operations schedule for the station last July following the grant of a temporary license Jan. 22, 1949, and is still to give its approval for the construction of a new transmitter on a more favorable site that will increase the coverage with the same 250 w power. WCAM launched fulltime operations May 1, 1949, and increased its staff from 5 to 23.

Speakers at the ceremonies were local notables including Mayor George E. Brunner of Camden; Howard C. Wickes, president of the Camden County Chamber of Commerce; Dr. Leon N. Neulan, Board of Education superintendent; Rev. T. Edwards, of the State St. Methodist Church and Rabbi Albert Lewis, of Audubon, N. J. Mr. Swanson was m. c.

Transit Firm Names

DETROIT STREET RAILWAYS, municipally owned transit system, has appointed Luckoff, Wayburn & Frankel, Detroit, as its advertising counsel. Using radio, in addition to other media, the system intends to put planned improvements before the public through the techniques of advertising.

SALES DINNER

KATE Accents Market Area

TO DRAW local merchants' attention to the sales appeal of the "market area," KATE Albert Lea, Minn., held a dinner recently for 80% of the city's businessmen. At the "Turkey For Two Hundred" dinner on Nov. 1, radio's selling power was graphically illustrated.

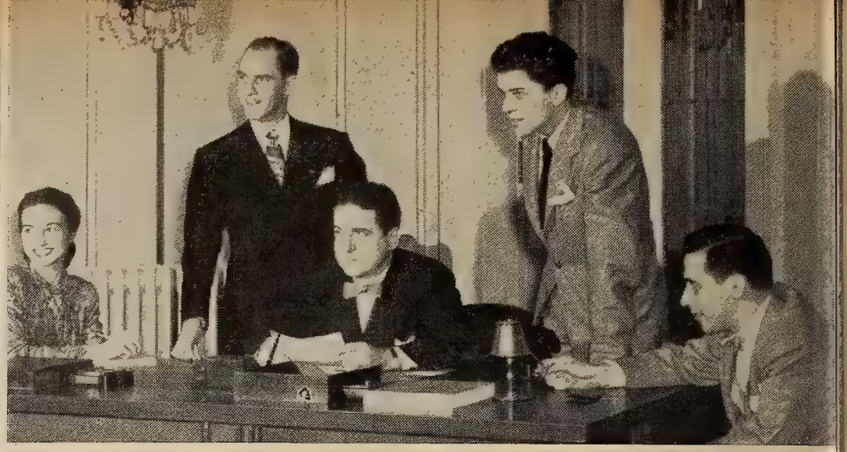
Feature of the dinner was a realistic review by guest speaker John Crowley, of Wilson & Co., of the long association enjoyed by his company with KATE in the form of the *Wilson Hour* broadcasts. Placing emphasis on Wilson surveys of high rural listenership, Mr. Crowley suggested the merchants think in terms of market area more than just the city area.

This theme was enlarged upon by Anson Vann, KATE general manager, in describing the ability of his station to reach and sell the all important wide market area that circles Albert Lea. To illustrate this, a large map, depicting the newly-acquired power coverage of KATE, was displayed. NAB film, "How To Turn People Into Customers," and a brief talk by Bennett O. Knudson, KATE president, rounded out the evening. Station's sales department reports direct results with two merchants asking about radio time, several current sponsors asking about increased time, and others predicting an expansion of their radio budgets.





"AT WORK," Bob Swezey (l), general manager, and Edgar Stern Jr., president, of WDSU (AM-FM-TV) New Orleans, move full steam ahead at scene of construction of station's half-million dollar studio plant which will house all three facilities. It is scheduled for completion by early spring next year and will be directly adjacent to the administrative building.



ALREADY housed in new administrative building are these WDSU officials (l to r): Marie Chaurvin, executive secretary; Stanley Holiday, program manager; Louis Read, commercial manager; Mel Leavitt, sports director and Ray Rich, production director. WDSU's new broadcasting center is the historic old Brulatour Court Bldg., in the heart of the French Quarter. A new studio building, now under construction, will be adjacent.

RADIO TURNS FLOOD INTO SALES

Joske's Days Are Success Despite Rain

RADIO is credited by Joske's of Texas, radio-minded San Antonio department store, with rescuing a sales day from a cloudburst and disastrous flood and turning it into the third largest day in the firm's sales history.

A torrential rain deluged San Antonio 15 minutes after the store opened for a four-day Joske Days Sale. The city was flooded. Two persons were drowned. Bridges washed away, bus service was suspended or re-routed on most lines, and streets around the store were water-filled.

No Joske's sale had ever had such a depressing start, officials reported.

But as the rain slackened, James H. Keenan, vice president and sales promotion director, called for all 50-word availabilities on five San Antonio stations, including two Spanish-language outlets. With Violet Short, the store's radio director, and Radio Account Manager Bob Holleron of Pitluck Adv. Agency working together, 87 spot announcements were bought and scheduled. Copy was delivered and on the air within an hour.

Response, officials reported, was immediate. By closing time that night, they said, the store had experienced the third largest day in its history.

"Without minimizing the vital role played by other media use in the all-over success of Joske Days," Mr. Keenan declared, "we attribute an important part of our first day's record to our radio advertising. It proved again two of radio's greatest advantages and selling points: Instant accessibility and complete flexibility."

A total of 249 spot announcements were used to promote Joske Days on WOAI KITE KTSA KABC KONO KCOR and KIWW. During the first two days it was estimated listeners heard "Joske Days" on an average of every 10 minutes from 6:40 a.m. to 9:15 p.m. For that week ending Oct. 29, Federal Reserve Board statistics showed San Antonio's retail sales up 46% compared with the same period in 1948, whereas Fort Worth gained 2% and other major Texas cities showed declines of from 1 to 4%.

IDEAL VISUAL TRAFFIC CONTROL

Boardmaster



Your COMPLETE SCHEDULE at a GLANCE

Promote greater efficiency with this modern Visual Traffic Control Tool.

Across-the-Board for the week at one Glance — all Programs and Announcements in correct sequence — spotlighted by Color! Answers any traffic problem in 10 seconds.

No delay in getting the information you want! Your complete program picture in Full View. Shows all Open Time, Commercials, Sponsors, Sustainers, etc.

Simply write or type on interchangeable cards, anchor in grooves on board. Cards Flip In and Snap Out instantly. Simple to operate, easy to maintain. Saves time, prevents errors.

Accommodates 18 or 20 hours daily, 7 days a week. Separate cards for each quarter hour and stationbreak. Also, cards for participating, 5 and 10 minute shows.

Already used by over half of all AM, TV and FM stations. This valuable tool will prove a great help for every member of your staff. You will want a unit for every department.

MADE OF ALUMINUM WITH BLACK ANODIC FINISH. PERMANENTLY CONSTRUCTED OF PRECISION WORKMANSHIP. ATTRACTIVE ADDITION TO ANY OFFICE. CARD SUPPLY FURNISHED

PRICE $49.50

LEARN HOW THIS TOOL CAN SAVE YOU TIME!

Free BOARDMASTER BROCHURE Giving detailed description and showing how this system can serve you.

GRAPHIC SYSTEMS
55 WEST 42ND ST. NEW YORK 18, N.Y.

KNBC SIGNAL

Nets Listener $100 Bond

WHEN KNBC San Francisco wanted to ascertain the extent of new effective radiating power, it decided to award a $100 U. S. Savings bond to the person who sent in the station's longest distance listener report.

The award was given fortnight ago to a Navy electronics technician on Kwajalein Atoll in the Marshall Islands, 4,310 miles from KNBC. Contest began Oct. 24 when station dedicated its new vertical antenna which boosted KNBC's 50 kw to an effective radiating power of 90 kw. John W. Elwood, general manager, offered the bond to the listener receiving the station's signal the greatest distance from San Francisco.

Reports flooded in from Kodiak, Alaska, Midway Islands, Hawaii, Canada and other points, as well as from many states. Deadline for reports was Nov. 1. In the end KNBC asked the U. S. Navy to decide the winner. Prize went to Petty Officer James C. Lawson who told the station its signal came in "loud and clear almost every night" and "makes life here a lot brighter."

RADIO STARS Mary Margaret McBride, of WNBC New York, Martha Deane, of WOR New York, Kate Smith and Jinx Falkenberg are among contributors to *The Time-Reader's Book of Recipes* published by E. P. Dutton & Co., New York.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Michael

HUSH LITTLE DARLING

On Records: **Perry Como—Vic. 20-3586; Derry Falligant — MGM 10555; Dick Haymes — Dec. 24803; Eddy Howard — Mer.*; Kay Kyser — Col. 38634; Curt Massey—Lon.*.**

On Transcriptions: **Shep Fields—Langworth; Michael Douglas—Standard; Kay Armen—Associated.**

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD

AFRA TERMS

Skinnell Sees Censor Danger

RIGID contract terms between stations and the American Federation of Radio Artists conceivably could bar a U. S. Senator or Representative from making broadcasts of program nature, Julian F. Skinnell, WLRB Lebanon, Pa., operations manager, has charged in a letter to NAB's Employe-Employer Relations Dept.

Content of the letter was disclosed to BROADCASTING last week by Mr. Skinnell who contested "the power of censorship" which he declared was implied in terms of the station's previous AFRA contract. The contract has been re-negotiated since and corrected because of union recognition of the implications, he said.

Kunkel Incident

Mr. Skinnell explained that Rep. John C. Kunkel (R. Pa.) had been presenting weekly news reports from the nation's capital to people of the Ninth Congressional District, which includes Lebanon, over WLRB. But in the face of the contract provision "reserving exclusive jurisdiction over persons delivering news reports," Mr. Skinnell's letter continued, "it was necessary for the station to contact the union for clarification.

"When I first approached the union about this specific case, I was told that the Congressman should join AFRA. On second thought, the union agreed to make an exception in this case," the letter said.

Recently, Mr. Skinnell told BROADCASTING, the AFRA local and WLRB renegotiated the contract to permit "any outside person" to make broadcasts but prohibiting any station employe, other than an AFRA member, from the air. However, he said, "the issue is still whether AFRA shall have the power of censorship."

Equivalent Power

While acknowledging AFRA did not wish to bar the Congressman from the microphone, Mr. Skinnell told the NAB "the power to waive this jurisdiction is tantamount to the power to enforce it, (and the latter) is tantamount to the power of censorship." The station, he said, was willing to assign an AFRA staff announcer to every program to protect AFRA's rights.

To this the NAB agreed but said this arrangement does not preclude that program personalities must belong to the union. And on the principle of censorship, the NAB gave its position as resisting the infringement whether from the FCC, the union or any other source.

RCA Victor announces its first portable-styled 45-rpm phonograph, which houses automatic record changer and storage compartments for records and albums. Suggested Eastern retail price is $49.95.



AGREEMENT for sale of KXXX Colby, Kan., by John B. Hughes and associates to KMMJ Grand Island, Neb., [BROADCASTING, Nov. 21], is completed by (l to r): Ray V. Hamilton, Blackburn-Hamilton Co., station broker; H. A. Searle Jr., vice president KMMJ; George L. Nickson, KXXX manager; Don Searle, chief owner and president KMMJ; Wick Heath, KMMJ general manager; James A. McKenna, Washington counsel, and Clyde A. Blanchard, president, State Savings Bank, Council Bluffs, Iowa, whose wife is part owner of KMMJ.

WBT LIBEL SUIT

CIO Is Charged

LIBEL suit for $500,000 damages was filed last week by WBT-AM-FM-TV Charlotte, N. C., against the CIO [CLOSED CIRCUIT, Nov. 21]. The action culminates several months of union activities in which efforts have allegedly been made to drive business away from WBT [BROADCASTING, Oct. 17].

In the suit filed in Superior Court, Mecklenburg County, WBT charges that since Oct. 27 the CIO "has wilfully and maliciously slandered and libeled" it by writing and publishing, through its North Carolina directors, letters charging suppression of free speech and anti-union activities.

WBT states in its suit that it "has been zealous and careful" to give labor groups, including CIO, fair chance to present their views on the air. The station brands as false the charge that it has not shown good faith in dealing with IBEW (AFL). It said it had never broadcast a single word as to its views in the labor dispute with technicians. This answers an inference that the station can "propagandize" its views on its own facilities without giving the union a chance to give the other side.

WBT has not made a "vicious attack" on IBEW, as claimed by CIO, according to the suit. The station said 10 of its technicians were discharged last Sept. 4 because they "were doing all within their power wrongfully to injure and destroy" WBT's business. CIO is alleged to have charged the station discharged the technicians for "peaceful picketing."

The suit asks $250,000 damages plus $250,000 in punitive damages. Suit was filed for the station by Cochran, McCleneghan & Miller and Pierce & Blakeney, counsel.

Allen Speech

OFF THE CUFF speech by newly-appointed U. S. Ambassador to Yugoslavia George V. Allen made in the Old Dominion state Nov. 10 was recorded by WMBG Richmond, Va. Allan Phaup, WMBG newsman, presented an exclusive account for NBC's *News of the World* program that night at 7:15 p.m. Ambassador Allen formerly was Assistant Secretary of State for Public Affairs charged with supervision of the State Dept.'s Voice of America unit.

CORN HUSKING

WMT Revives Old Custom

AN OLD American custom, National Corn Picking Contest, has been unwrapped and revived successfully this autumn by WMT Cedar Rapids with modern modifications. Mechanical corn pickers replaced traditionally famous hand-husking events.

The station reports more than 20,000 spectators swarmed the fields of the Riley Slocum farm to watch 24 contestants from four Midwest states compete for $350 prize money. Contest was divided into four sections, one 20-minute period allowed for each of the four different types of mechanical pickers. Contestants were judged on their total load, less deductions for corn left in the field, shelled corn and husks in the load and improper safety measures.

Chuck Worcester, WMT farm service director, says the contest—first in which mechanical pickers were used—was a hit both in value and interest. He adds that plans are underway for a contest to be held next year with six states scheduling preliminary state contests prior to the national finals.

• LEADERSHIP IS EARNED • LEADERSHIP IS EARI



This is WSYRACUSE AM • FM • TV

NBC Affiliate in Central New York

21 rich Central New York Counties
205,000 BMB Station Audience Families

Headley-Reed, National Representatives

ED • LEADERSHIP IS EARNED • LEADERSHIP IS E



LA PRIMADORA Cigars contracts for Stan Lomax sports show on WOR-TV New York, Sat., 7:45-8 p.m. L to r are (seated) R. C. Maddux, WOR vice president in charge of sales; Mr. Lomax; Arthur Schwarz, La Primadora president; (standing) Wilfred Roberts, radio-TV director, Pedlar & Ryan; Charles Lumb, P&R account executive on La Primadora account; Robert Schwarz, secretary, and Herbert Schwarz, vice president-treasurer, La Primadora.



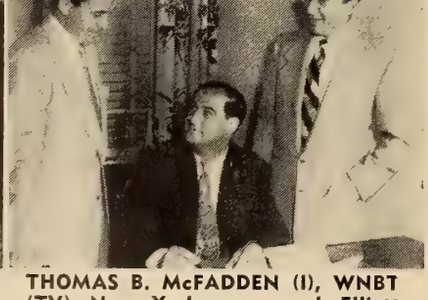
GABRIEL HEATTER (seated) completes contract with Rhodes Pharmacal Co., Chicago, for 13-week newscasting spot on MBS Tues. and Thurs., 8:30 p.m. CST. Looking on are J. Sanford Rose (l) and Jerome H. Rose, Rhodes pres. and v. p., respectively. Product advertised is Imdrin, rheumatism, arthritis remedy.



NEW 10-year contract with NBC Washington for radio and TV appearances is made official by Bill Herson (seated), Washington radio and TV m.c. and star of WRC Washington *Timekeeper* show. With Mr. Herson are Frank M. Russell (l), NBC Washington v. p., and William R. McAndrew, NBC Washington gen. mgr.



PILSNER Brewing Co. sponsorship of Cleveland Barons hockey games on WJW-AM-FM and WEWS(TV), all Cleveland, is arranged by (l to r): seated—B. C. Hoag, Pilsner gen. mgr.; G. C. McKelvey, sales mgr. Pilsner AM, FM network; standing—WEWS(TV) Dir. J. Harrison Hartley; B. Rand, pres. of Cleveland Arena.



THOMAS B. McFADDEN (l), WNBT (TV) New York mgr., and Elliott Nonas (r), president of the Elliott Nonas Agency, watch as Milton Chasen, pres. of the Bedford Radio and Television Co., contracts for new 25-week TV dramatic series *City at Midnight*, which is aired over WNBT (TV) 11 p.m.-midnight.

FLOYD RICE (seated l) Ford dealer, Detroit, sets sponsorship of *Make It and Take It*, new jack-pot bowling show now seen over WXYZ-TV Detroit, from 10 to 11 p.m. EST on Monday. Standing (l to r), are Len A. Kamins, WXYZ-TV sales mgr.; Sports Announcer Fred Wolf, m.c. of series; Roland Ritter, pres. of Bowling Proprietors Assn. of Greater Detroit; W. W. Edgar, secretary of B. P. A.; (seated) Mr. Rice, and James G. Riddell, WXYZ-TV gen. mgr.



Radio Tax Battle

(Continued from page 15)

assumes added national importance when the National Institute of Municipal Law Officers meets Dec. 5 at the Muehlbach Hotel, Kansas City.

At that time Thomas J. Gentry, Little Rock city attorney who first imposed the tax, is scheduled to address the institute. At the 1948 institute convention he told in detail how the city had adopted its tax ordinance and how it offered a revenue source for all cities. Now that he has the backing of a U. S. Supreme Court decision he is expected to start the city radio tax ball rolling.

Loophole Attempt Charged

NAB went into the history of the tax in its petition to the Supreme Court. A brief filed by Don Petty and Richard Jencks, as NAB attorneys, reminded the court that the Little Rock tax is an attempt to find a loophole in the Fisher's Blend decision.

"It is the result of a studied effort by the National Institute of Municipal Law Officers to devise a tax which would not be subject to the infirmities which had led to the almost uniform invalidation of taxes previously attempted to be laid by states and municipalities upon the privilege or occupation of radio broadcasting," NAB says in its brief.

Charles S. Rhyne, general counsel of the municipal institute, told BROADCASTING the institute does not plan to file a brief in connection with the broadcasting rehearing petitions.

As NAB general counsel, Mr. Petty issued a statement to the membership reciting in considerable detail what the association had done in the Arkansas case. The NAB board at its Nov. 15-17 meeting in Washington had adopted a resolution calling for the statement. Mr. Petty had given the board a chronological account of NAB's activities.

NAB's first step was taken Dec. 6, 1948, in *NAB Reports* when the general counsel's office told broadcasters of the need for constant vigilance in the field of state and local taxation. This warning was inspired by Mr. Gentry's speech to the municipal law institute [BROADCASTING, Dec. 6, 1948]. NAB offered aid to broadcasters and their attorneys when confronted with this problem.

The general counsel's chronology lists a further warning and recites contacts made with Little Rock stations as well as legal help given by his department.

NAB's Supreme Court brief, filed last Tuesday, went into the Crutcher case, asserting it "is authority for the invalidation of the tax, not for sustaining it; the privilege of engaging in interstate commerce cannot be taxed."

NAB says the dismissal leaves the broadcasting industry, along with state and city tax officials, "in doubt as to which of two propositions of law the court considers settled: Whether broadcasting to listeners both within and without the state can be called intrastate commerce, or whether the generation of electro-magnetic waves is a local incident which may be constitutionally taxed."

Also questioned by NAB is the Little Rock device of taxing the generation of electromagnetic energy in the broadcasting process. This is not "of independent value and cannot be sold by the producer and transmitted by someone else, as in the case of electric energy," NAB reminds.

Indiscriminate Taxing Cited

Another NAB point is based on the statement that the Supreme Court "has never held that mixed interstate and intrastate activity which is physically inseparable could be reached by an indiscriminate tax upon the business as a whole. It has never held that a tax could be validly imposed on the privilege of doing an intrastate business, where such business was physically inseparable from interstate activities, viz, where the identical acts constituted doing both interstate and intrastate commerce."

The Arkansas stations raise the point that all intrastate regulation of radio is thrown into confusion because the highest court failed to hand down a decision explaining the rejection. The court had merely

MEMO . . . To: Noel C. Breault,
WICH Sales Manager

Effective December 1, 1949

RATE CARD #5 ONE RATE

(6:30 AM to 11:00 PM)

SB	1 Mi	5 Mi	15 Mi	30 Mi	1 Hr.
5.00	7.00	10.00	20.00	30.00	50.00

Remember to tell all national timebuyers one low rate day and night for good effective coverage* in a market of $38,000,000.00 retail sales where business is good.

John Deme, Pres.
Eastern Connecticut Broadcasting Co.

WICH

NORWICH, CONN.
FULL TIME—1400 KC

* You'd be surprised at our coverage in New London

Apt Pupil

CHARLES S. RHYNE, general counsel of National Institute of Municipal Law Officers, who is credited with finding a loophole in the Fisher's Blend case that opened the way for city taxing of radio station, learned law at Duke U. as a pupil of Dean Justin Miller, now NAB president.

issued a one-sentence order citing the Crutcher case and holding no federal question was involved.

KGHI and KARK in their rehearing appeal noted that the case involves the validity of a city privilege tax as applied to broadcasting, a business long recognized as being engaged in interstate commerce.

In contending the court was wrong in holding there is no substantial Federal question, the Little Rock stations said the taxes impose a direct burden on interstate commerce contrary to the spirit and letter of the Constitution's Commerce Clause.

Radio has been recognized since 1913 as an instrument in interstate commerce, the stations argue, as evidenced by the federal laws controlling broadcasting. Were it not for such recognition, how could the Federal Communications Act and the Wage-Hour Law apply, the brief suggests.

In support the brief cites the Fisher's Blend decision which holds that radio by its very nature transcends state lines and is national in scope and importance. "It is difficult to understand why no substantial federal question is involved in this appeal," the brief states.

The Little Rock ordinance is the first instance in which such a tax has been levied, the stations believe.

Since the Crutcher case held a state tax invalid against an interstate carrier, the Little Rock stations ask, "How then can it be said that the Crutcher case is authority for holding that there is no substantial federal question involved in this appeal?

"In answer to this last the court apparently (is) either (1) abandoning the theory that radio is an instrument of interstate commerce, or (2) that any state or local license (privilege) tax is valid against that interstate commerce."

In either case, it is argued, such a drastic change in the state of the law warrants a detailed opinion so "the true intent might be better understood by those affected."

The court for a century has carefully scrutinized any control or limitation placed by state or city on interstate commerce, it is noted, especially in the case of taxes.

45.0
"HOOPER"*
*(average 5 periods, Winter, 1948)
proves
the best buy
in
DANVILLE, VA.
is
WBTM
5kw (d) ABC 1kw (n)
Rep: HOLLINGBERY

C. OF C. SURVEY

Bellingham Rates Radio High

BROADCAST advertising rated well above newspapers and road signs in giving the public "the required information," according to a survey conducted by the Bellingham (Wash.) Chamber of Commerce.

Radio attained first place in all five of the geographical areas covered by the local chamber's research project and ran a close second to newspapers in a poll of chamber members.

The Bellingham C. of C. study was based on 5,000 questionnaires sent into Whatcom County environs of Bellingham last Aug. 23 by its Trade Promotion Committee, under chairmanship of Stannard T. Beard. The committee's findings are based on 777 replies (15.54%) which were received in time for analysis.

Rated Good by 45.7%

In Bellingham City, radio advertising was rated good by 45.7%, average by 41.3%, poor by 13%. This compared to 40.1% good, 44.9% average and 15% poor for newspapers. Road signs ran far behind radio and newspapers in all areas.

The Bellingham C. of C. rated radio 41.4% good, 44.8% average and 13.8% poor; newspapers, 46.6% good, 40.3% average and 13.1% poor.

Bellingham rural routes—radio 52.4% good, 42.9% average, 4.8% poor; newspapers, 42.9% good, 42.9% average, 14.3% poor.

Ferndale, Blaine, Custer, etc.—radio 47.1% good, 40.2% average, 12.7% poor; newspapers 43.1% good, 44.1% average, 12.7% poor.

Lynden area—radio 55% good, 50% average; 5% poor; newspapers, 37.2% good, 51.2% average, 11.6% poor.

Eastern Whatcom County—radio, 58.8% good, 35.3% average, 5.9% poor; newspapers, 54.7% good; 34% average, 11.3% poor.

SKIATRON Corp., New York, has offered 275,000 shares of common stock to public at $1 per share. Proceeds will be used first to finance construction and demonstration of pilot models of company's various inventions.



FURTHERING international relationship with Great Britain is a program exchange between the U. S. Air Force Band and the Central Band of the Royal Air Force. Programs of the U. S. Air Force Band are now being heard in England over the BBC while the RAF Band is heard over WASH (FM) Washington and the Continental FM Network on Monday at 8 p.m. Discussing the programs are (l to r): Lt. Col. George S. Howard, conductor of the U. S. Air Force Band; Air Commodore H. E. Nowell of the Royal Air Force; Everett L. Dillard, president of WASH (FM) and the Continental Network; Lt. Gen. Idwal H. Edwards, deputy chief of staff, personnel, USAF.



FM AIR TIME

KLUF Protests FCC Proposal

FCC'S PROPOSAL to lengthen the minimum operating hours of FM stations [BROADCASTING, Nov. 21] brought a prompt protest last week from KLUF Galveston, which said economic conditions had forced it to shorten its FM hours to avoid cheapening AM service.

KLUF Vice President and General Manager L. D. Clough wrote the Commission:

"Until such time as ALL agencies concerned restore to FM its deservedly proper values and potential worth to the industry and the consumer, and cease attempting to disparage and discourage FM, particularly to the listener-consumer-advertiser, we earnestly protest the adoption of the proposed rule requiring AM-affiliated FM stations to operate 'at least the number of hours daily as the associated standard station.' "

He told FCC that "I do not hesitate to say frankly that all of our efforts, sacrifices and heavy investment in FM appear to have been a total waste of resource!"

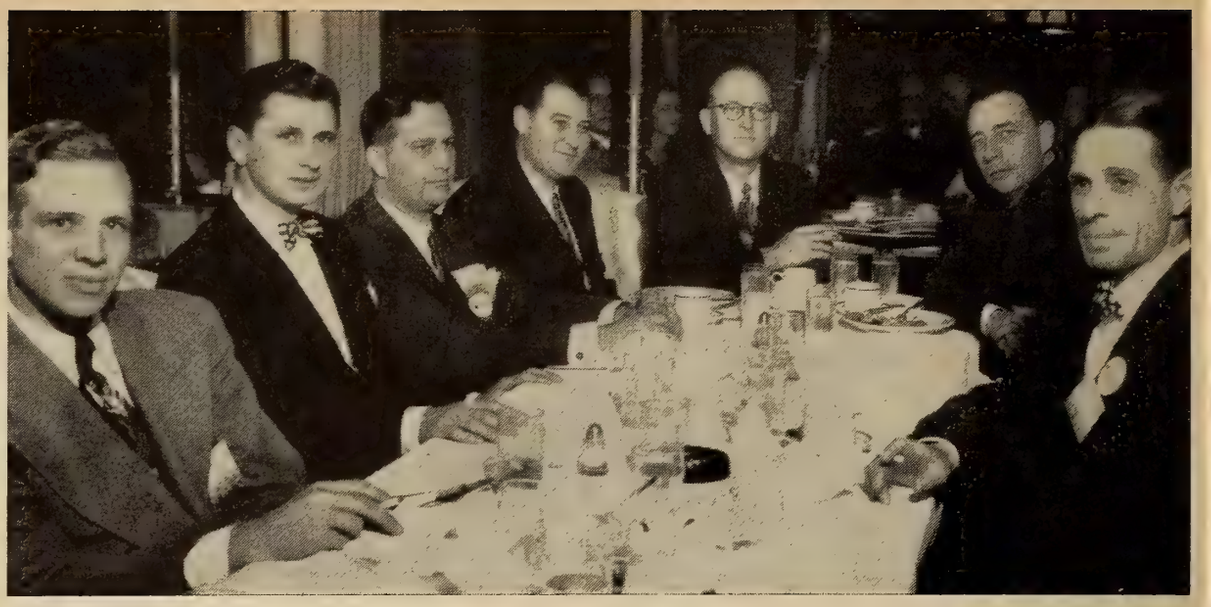
This feeling, Mr. Clough said, is based on inability to get dealer cooperation in pushing FM sales; "widespread propaganda that 'FM is already on the way out'; lack of automobile FM sets; "the overall economic squeeze imposed upon smaller market stations" by increased competition, and "the current decline in trade activity."

He cited instances of stations selling 15-minute programs for "less than $2.50 per program" and spot announcements for 15¢ each, plus a dominance of "telephone giveaway" shows in many program schedules.

He took FCC to task for a policy which would "permit improperly operated stations to gain power and channel advantage over the smaller, older, properly conducted stations which have suffered loss of potential revenue by refusing to lower themselves to a like level of policy!"

Mr. Clough said KLUF-FM had been "forced" to shorten its schedule to 3-11:30 p.m. daily, but that "we will endeavor to maintain our present post-6 p.m. schedule as long as possible, as we are attempting to pioneer the process of FM relay via a station 50 miles away."

FCC's proposal would require FM stations in AM-FM operations to operate as many hours as the AM station. FM-only stations would operate a minimum of six hours daily during the first year on the air; at least eight during the second year, and at least 12 thereafter.



BUFFET dinner sponsored by local stations Nov. 12 was the occasion for this get-together of agency, radio, television and advertising executives between sessions of the 17th annual convention of the Southwestern Assn. of Advertising Agencies meeting at Tulsa. The group includes (l to r): Les Hauger, vice president, Watts-Payne Advertising Agency, Tulsa; Dale Rogers, advertising manager, Mid-Continent Petroleum Corp.; Gustav K. Brandborg, commercial manager, KVOO Tulsa, who served as host for the event; Buell Herman, Dallas representative, Edward Petry & Co.; Ralph Nimmons, assistant manager in charge of sales, WFAA Dallas; Miller Robertson, commercial manager KSTP-TV Minneapolis-St. Paul, and George Ketcham, promotion manager, KTUL Tulsa.

Mr. Russell W. Tolg
Batten, Barton, Durstine, and Osborne
Chicago, Illinois

Dear Russ:

When th' coal strike was called off t'other day these boys at WCHS sure did a bang-up job o' reportin'! They knowed th' WCHS listeners would want to hear all 'bout it, an' thet ever'one'd particularly want ter hear from Bill Blizzard of th' UMW who wuz in Chicago at th' time, Coal Operator Representative Moody who wuz in Washington, an' Jesse Sullivan of th' W. Va. Coal Operators Association. All them fellers wuz way off from Charleston, but thet didn't stop these fellers atall, nosirree! Our program director, Mort Cohn, jest got them fellers on th' telephone, asked their opinions, and got their permishun ter record and broadcast their remarks! Now thet's smart, ain't it Russ? But these here WCHS boys is allus willin' ter go any lengths atall ter please their lisseners or their clients!



Yrs.,
Algy

WCHS
Charleston, W. Va.

PEARSON-JONES INCIDENT

'Saturday Evening Post' Gives Account

THE current (Nov. 26) issue of *The Saturday Evening Post* contains an article by Kenneth G. Crawford in which the *Post* writer gives a detailed account of "Columnist Drew Pearson's attempt to discredit a government official." The official is FCC Comr. Robert F. Jones, lawyer and former Congressman from Ohio.

In his article, Mr. Crawford points out that Comr. Jones's case never became a cause celebre, as other Pearson campaigns have done, but did provoke senatorial hearings [BROADCASTING, July 7, 14, 1947]. The columnist had stated that Comr. Jones, then a Congressman, was unfit to serve on the FCC after being nominated by President Truman. He claimed Mr. Jones' father had been a member of the Ku Klux Klan and Mr. Jones himself had been a member of the Black Legion.

Mr. Crawford goes on to state that testimony given by four witnesses procured by Mr. Pearson was entirely refuted. Upshot of the hearings, Mr. Crawford writes, was that members of the Senate committee expressed their opinion of the Pearson evidence by voting unanimously to confirm Comr. Jones.

Roberts Studios

OPENING of Roberts Radio, Television, Stage & Screen Studios in New York has been announced by Bob Levitt Roberts, president, former producer at WABD (TV) New York and WINS New York. Mr. Roberts said over 500 ft. of space with complete facilities including direct line broadcasting equipment has been taken at 806 Seventh Ave. Jack Lacy, WINS disc m.c. and quizmaster, is under Mr. Roberts' personal management. Mr. Roberts added that he has several TV shows set to go on the air.

MBS' children's show, *Straight Arrow*, has reached "Top Ten" in daytime listening according to A. C. Nielsen Radio Index.

Gates has it

IF IT IS FOR A
BROADCASTING STATION
GATES RADIO COMPANY

QUINCY, ILLINOIS
TELEPHONE • 522

WASHINGTON, D. C.
TEL. METROPOLITAN 0522

FOR SALE
200-Ft. Self-Supporting
LEHIGH STRUCTURAL STEEL TOWER
— Perfect Condition —
Radio Institute of Chicago
165 N. Michigan Ave., Chicago
ANdover 3-6767

Feature of Week

(Continued from page 11)

lobby was jammed for a block with people on their way. From 6 to 7 a.m., the station reports it was virtually impossible to hail a cab in the city and early-morning buses were loaded.

Ninety-three towns were represented in the attendance, according to a tabulation by the station of the registration list. Some people came out with the dawn from the farthermost Iowa corners "and even out of state." The vanguard knocked on theatre doors as early as 4:30 a.m.

No sleeper, the affair proved to be a wide-awake event. The station executives managing the party were themselves shocked by the early morning turnout. And the early-bird radio fans were not disappointed, the station adds.

Audience participation stunts and party-fun contests were added to Mr. Bell's usual morning platter-chatter formula and humorous ad lib. KRNT says the *Don Bell's Third Anniversary Jamboree-Broadcast* "actually was three-hour audience participation broadcast of network calibre."

Stage Adornments

The huge stage was adorned with a carnival-like atmosphere including Don Bell's "Mirthday Concession Stand." Twin turntables of operator Lois Vanderhoof were mounted on a riser near the equipment of Engineer Ralph Reynolds, regular off-stage "character" on Mr. Bell's shows. Complementing the morning staff was organist, Don Miller, and announcer-song leader, Larry Davis. Producer of the broadcast was Program Director Chuck Miller. Overall staff required to conduct the show on stage was 18 with 12 additional people handling the crowd and theatre details.

Adding to the stage appearance and show attraction, a lineup of refrigerator, washer and radio were prize features. The Mirthday booth was loaded with smaller prizes ranging from record albums and players to electric roaster and coffee maker. Transcribed salutes from various ABC stars and recording artists were aired during the program and several congratulatory telegrams from important figures were read.

The Bell remote was followed by Bill Riley's *Hey Bob Show* broadcast from the Paramount Theatre where 1,500 kiddies screamed their tribute to the morning man in a pickup a few minutes beforehand.

Advance promotion, according to KRNT, was heavy for the two-week period preceding the program with ads appearing in newspapers, handbills, and extensive radio plugging. As a follow-up, newspaper publicity was given the show and a four-page folder picturing the party's success mailed to local and national advertisers, prospects and agencies.

WHEN BUSINESS *is Harder to Get*

* ***Locate Your Prospects***

* ***Analyze Your Competition***



The **REGISTER LISTS**

- The Advertiser, Address, Capitalization
- Products with Trade Names
- Corporate Executives
- Advertising Manager
- Sales Manager
- Printing Buyer
- Advertising Agency Handling Account
- Account Executive
- Advertising Media Used
- Advertising Appropriations
- Character, Extent of Distribution

Important Facts You Need to Sell

THE 13,500 LEADING ADVERTISERS and THEIR AGENCIES

You can generate sales with precision only when you plot your sales course with *facts*. And the STANDARD ADVERTISING REGISTER gives you the pertinent facts you need about the Companies and their Advertising Agencies responsible for 95% of all national advertising in the United States.

In one handy compact book—you'll find listed and cross-indexed for instant reference, 13,500 Companies with 50,000 Executives listed by title, the Advertising Agency handling the account, 12,500 Brand Names, all subdivided into 47 classifications.

Once you subscribe to the STANDARD ADVERTISING REGISTER—you'll use it constantly—and you'll renew your subscription year after year. The hardest part of our job is to get the "Red Book" into your hands. So how about this? If you're a rated company, we'll either deliver or mail you on 5 day Free Inspection a copy of the STANDARD ADVERTISING REGISTER. No obligation, of course. What's your name and address?

The Agency List



Standard source of information about 2,000 U.S. and Canadian advertising agencies with data on their recognition, personnel, and over 30,000 clients. Issued three times a year — the AGENCY LIST is part of STANDARD'S complete service or may be purchased separately.

Free



Write for colored illustrated booklet giving full information about the STANDARD ADVERTISING REGISTER and Supplementary Services. It's yours for the asking.

NATIONAL REGISTER PUBLISHING CO., INC.

330 WEST 42nd ST., NEW YORK 18, N. Y. • 333 N. MICHIGAN AVE., CHICAGO 1, ILL.

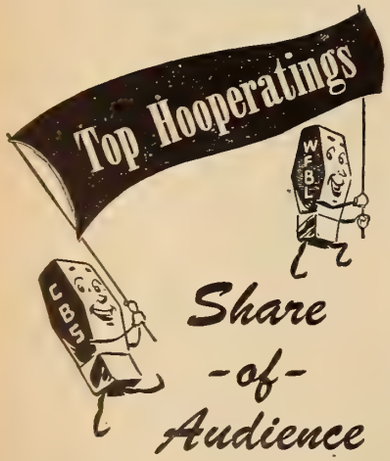
SCHAPIRO WINE
Expands Radio Budget

SCHAPIRO'S KOSHER WINES, New York, is expanding its previous advertising budget, reportedly the largest in its history, and has appropriated $100,000 for a drive.

Plans call for use of a 15-minute program on a foreign language (Yiddish) New York station, spot announcements on both foreign and English language stations, and possibly spot video announcements. Agency is Bliss & Marces, New York.

The Latin Way

AGENCY men, station representatives and others in the broadcasting business might take a leaf out of the contract book of our good Latin neighbors. In France it is wine and fashions. In Montevideo, however, CX16 features "the contract room" where business is transacted in the proper atmosphere. Completely equipped bar not only is well liquified but also has toaster, waffle iron and coffee maker. Modern CX16, which has the latest in technical equipment, also has a mixture of seasoned, traditional Latin decor. Beautiful two flight staircase of ancient design and artistic grill work with carpeted stairs greets studio visitors.



Share -of- Audience

Aug.- Sept. 1949

MORNING	42.0
AFTERNOON	36.8
EVENING	27.4

First By Far

WFBL

SYRACUSE, N. Y.

Represented by FREE & PETERS, INC.

Allied Arts



AL VINSON, formerly with promotion department of San Francisco *Chronicle,* organizes Al Vinson Promotion Service, 1352 98th Ave., Oakland.

LARRY FINLEY Productions, Los Angeles (transcribed radio shows), planning opening of office in Portland, Ore., as distribution center for stations in Pacific Northwest which handle his shows.

WORLD BROADCASTING SYSTEM, New York, announces contract renewals and extensions for its transcribed library service by following stations: WPJB Providence; WLAW Lawrence, Mass.; WSBA York, Pa.; WFAS White Plains, N. Y.; WOPT Oswego, N. Y.

RADIOZARK Enterprises, Springfield, Mo., and ABC have completed negotiations for airing of *Saddle Rockin' Rhythm,* Saturday, 6:30-7 p.m. CST.

JUNIOR LEAGUE of San Francisco announces series of transcriptions, *California Stepping Stones,* produced with cooperation of State Audio Visual Dept. and Stanford U.

Equipment

DALE E. PHILLIPS, formerly with West Virginia Radio Corp., appointed director of engineering and research for Market To Music Inc., Storecast Corp. of America affiliate in Pittsburgh area.

PROCTOR SOUNDEX Corp., Mt. Vernon, N. Y., announces new "Floating Disc Drive" playback unit. Unit has speed setting which is continuously variable 30-110 rpm.

JOHN KUHAJEK and **ALBERT J. FRANCZAK** named assistant treasurer and assistant controller, respectively, for Zenith Radio Corp., Chicago. Mr. Kuhajek joined firm in 1926 and has been auditor since 1940. Mr. Franczak has worked for Zenith since February 1945 except for 10 months when he was assistant treasurer of Rauland Corp., Zenith subsidiary which manufactures TV picture tubes.

HENRY T. KILLINGSWORTH, formerly general manager of AT&T's Long Lines Dept., elected a vice president of company, to take charge of that department. **CHARLES E. WAMPLER,** assistant vice president in company's Personnel Relations Dept., appointed general manager of Long Lines Dept. to succeed Mr. Killingsworth. Mr. Killingsworth replaces **FRED R. KAPPEL,** who becomes vice president in charge of AT&T operations and engineering, succeeding **CLEO F. CRAIG** who is now vice president in charge of finance.

RCA VICTOR, Camden, N. J., distributing illustrated booklet timed to assist dealers in selling RCA's new "Lancaster Series" 16-inch television receivers.

DuMONT Cathode-Ray Instrument and Tube Divisions, Clifton, N. J., announce type 292 Cathode-ray Oscillograph, superseding type 164-E. New instrument is easily portable, weighing only 21 lbs., and has increased sensitivity and minimum optical distortion, firm claims.

FRED D. WILSON elected president of board of directors of Capehart-Farnsworth Corp., domestic television and radio manufacturing subsidiary of International Telephone and Telegraph Corp., New York. Mr. Wilson previously was with RCA Victor in various capacities, among which was operating vice president and national sales manager. He succeeds **ELLERY W. STONE** who continues as member of board.



Mr. Wilson

A&P CONTROVERSY
Segal Suggests Use of Radio

SUGGESTION that The Great Atlantic & Pacific Tea Co. use radio advertising in its monopoly controversy with the government was made by David M. Segal, president of KTFS Texarkana, Tex., in a letter to John Hartford, A&P president.

Mr Segal called attention to the fact "that the radio industry now has the express permission to comment on the issues of the day and to be biased in many instances." He said A&P has used extensive newspaper promotion in bringing its case before the public and he felt the radio industry could do a good job for A&P.

TESTS are now being conducted by Ithaca College FM educational radio station, WITJ, pending application for license from FCC. Operated by staff of students from Dept. of Drama and Radio, 10-w station has frequency of 88.1 mc.

CALIF. NETWORK
FM To Service AM Outlets

A NEW network of AM stations serviced by FM originations has been organized in California by KSBR (FM) San Bruno. Though similar networks are in operation in the East and Midwest, the California Network, as it's been officially named, is the first of its kind in the West.

At present 25 stations have affiliated with the network and others are reportedly considering joining. Most of the affiliates are small AM independents. A few also are affiliated with the Don Lee network. There is one affiliated station outside of California—KWRN-AM-FM Reno, Nev.

Time on the network is sold to advertisers at a rate equal to the combined rate of all affiliated stations airing the advertiser's program. Advantage to the advertiser lies in opportunity to blanket the state with his sales message through a single contract with less book-keeping and related time and expense items necessary if the network stations were contacted individually.

Programs designed for network release are picked up by affiliates at an arranged signal from KSBR and immediately rebroadcast on the AM frequency of each member station. KSBR's height (4000 feet) and power (250,000 w) enable it to beam programs over 300 mile radius.

CJOR Rolls Log

METHOD of placing promotion where the radio listener is most likely to see it is reported from Vancouver, B. C. CJOR, of that city, plugs one show with red overprint on the daily program log in the *Vancouver Sun.* Legend reads: "CJOR, Kate Aitken, 9:30 a.m." The type of radio promotion is unusual and created much talk in the area, although CJOR reports the device was introduced more than a year ago by a paper in Florida.

FRIENDS

"To make a friend, you must be one." Twenty years of service to farmers in Kansas and adjoining states have made us their friend.

WIBW The Voice of Kansas in TOPEKA

RED FEATHER SUCCESS

Radio Aids Drives

STATIONS throughout the country played a prominent part in the 1950 Community Chest campaigns which came to a successful conclusion on Nov. 15.

The campaign got a big boost from the radio industry through use of thousands of spot announcements, tie-ins with regular programs, special programs, station produced stage shows and stunts worked up by staffers in cooperation with listeners.

Typical of station contributions were the following events reported to BROADCASTING:

In Philadelphia, WFIL-TV, WCAU-TV and WPTZ (TV) Oct. 16 presented a program giving some 40,000 Red Feather workers preliminary instructions before they set forth to collect $8,507,475 for the 1950 Community Chest. Workers were assembled at prearranged places in the city and suburbs for the viewing. The program, which also gave a novel demonstration of the mass-scale educational possibilities of TV, went out to audiences in more than 235,000 TV homes in the area. Giving answers to the questions most often asked by contributors, the dramatic presentation served as a primer for the solicitors.

'Tello-Test' Jackpot

Another Philadelphia contribution was that of WPEN which turned over the jackpot of the *Tello-Test* program to the campaign. The station received a large stack of letters and cards nominating the Red Feather Campaign as the worthy cause to which the jackpot should be donated.

Roy Neal, producer and m.c. of the *Open House* telecast over WPTZ for the Corn Exchange Bank, alternated with Stuart Wayne, KYW disc jockey, at the series of luncheon meeting stage shows demonstrating the actual services of the Community Chest for the benefit of volunteer workers who made their reports at these luncheons. Based on the *We, the People* format, the shows featured interviews with individuals of every age, aided by Red Feather agencies, who portrayed the services in action on the stages of the Bellevue Stratford and Benjamin Franklin Hotels. Facilities for demonstrating the services, through visual and dramatic aids, included an X-ray viewing box, paraphernalia for bathing an infant, weaving looms, upholstery and other equipment.

WVUN(FM) Efforts

Through the efforts of WVUN (FM) Chattanooga, Tenn., listeners in that area were apprised of the need for contributions to the Community Chest and its worthwhile cause. WVUN and the Council of Community Forces got some 200 citizens to record a series of 150 spot announcements. All six local stations — WAGC WAPO WDEF WDOD WDXB and WVUN —used the transcribed spots. Recorders were taken into factories for statements by workers, some of whom had been helped by the Community Chest's agencies. Another highlight was dramatization of actual case histories by WVUN's *Cooperative Theatre of the Air*. These dramas also were aired by WAGC.

In Boston, local stations gave the campaign impetus with a series of special programs. WBZ-TV presented a half-hour live show for the fund's 30,000 solicitors preceding the all-network show which opened drives all over the country. A pool broadcast of all Boston stations was aired Oct. 16 from 12:30 to 1:15 p.m. In addition to talent and music, a documentary was featured.

WCOP Boston scheduled plugs in every station break throughout the entire *Kate Smith Calls* show which was presented Oct. 10 in cooperation with the Community Fund of America. On Nov. 10, WCOP aired the *Red Feather Report* show which was emceed by Edward B. Hannify, chairman of Boston's Red Feather drive. Program included speeches by representatives of the 12 money-raising divisions of Greater Boston. Reports, as they came in, were chalked up on a large tally board in the WCOP studio.

In Johnstown, Pa., WARD Announcer Dave Shallenberger conducted a Red Feather talkathon. He spoke 83 hours and 18 minutes on the air while receiving pledges. The non-stop oration began Oct. 12 at 4 p.m. and continued until he could no longer hold his eyes open and signed off "in favor of a bed, with or without a red feather mattress."

Buffalo, New York's lagging drive received a needed shot in the arm when WEBR held a radio auction from 11:30 p.m. Saturday, Oct. 21, to 8 a.m. Sunday, Oct. 22. Some 20,000 telephone calls were placed to the station during that time and about $3,500 was collected for the fund. Over 90 prizes, worth $3,000 and donated by local merchants, were put on the block by WEBR's disc jockeys, George Walker, Bob Wells and Ed Tucholka. Talent was contributed by local and national entertainers including Hildegarde and Elliot Lawrence.

Charade Contest

In Seattle, Tom Herbert, an executive of the Seattle Chamber of Commerce and m.c. of *Stage It*, charade contest show telecast weekly over KING-TV Seattle, proved a generous giver in a novel way. When the Seattle area campaign goal of $1,738,375 was set, Mr. Herbert pledged a full year's income from his video show. Accordingly, his weekly check for an entire year—less only his AFRA dues and whatever Internal Revenue may insist on—will go to the chest. Mr. Herbert received a Community Chest "Oscar," highest achievement award of the Chest, for his contribution.

Helping promote their community's campaign, three WBYS Canton, Ill., staffers offered their services in various ways. Program Director Ken Schleifer offered to shine shoes in the business district while Disc Jockeys Jack Wolfe and Jerry Westerfield served as baby sitters and house cleaners. All three donated the proceeds to the Community Chest. The stunts were given extensive plugging on WBYS shows including *Coffee Time*, Ken Schleifer's *Varieties* and Jerry Westerfield's *Rhythm Room*. As an added contribution, Manager Bob Odson arranged that Commercial Manager Lee Kramer and Jack Wolfe be "arrested," spend an hour in jail, be brought before the judge and fined $100 each. The money was turned over to the fund after having been collected by appealing to WBYS listeners.

In New Hampshire, WNLH gave the Community Chest campaign a big send-off with a WLNH theatre stage show as a highlight. Written and produced by Al Maffie, program director, who also served as m.c., the hour-long stage show featured top local talent before a capacity house and was broadcast simultaneously over WNLH. A speaking program was also tied in with the production. Heard from were Mayor Thomas J. McIntyre, William A. Mahoney, chest drive vice chairman, and Don Woodworth, high school senior, who represented the youth of the city. The program was tape recorded and played again for junior and high school students and service organizations in the community.

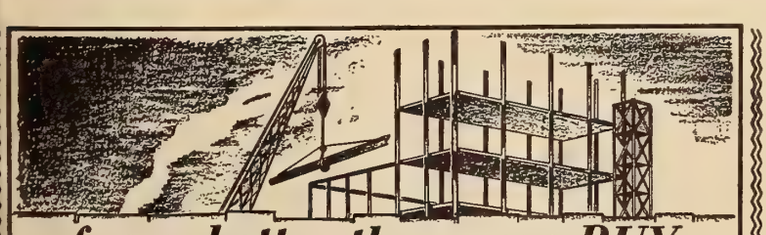
CHRISTMAS FUND

WOR Aids N. Y. Hospitals

WOR New York's annual Christmas Fund this year will serve 19 New York City hospitals, three New Jersey municipal hospitals and Grasslands, a hospital in Westchester. In addition, the station will provide 4,150 maternity ward mothers in 51 voluntary hospitals in New York with layettes.

The fund, procured from contributions from the listening audience which last year donated $27,190.64 to the cause, will buy toys, clothing and other essentials for ward children and infants.

Fund committee is directed by Edythe Meserand, assistant director of WOR's news and special features division, and is composed entirely of station staff volunteers.



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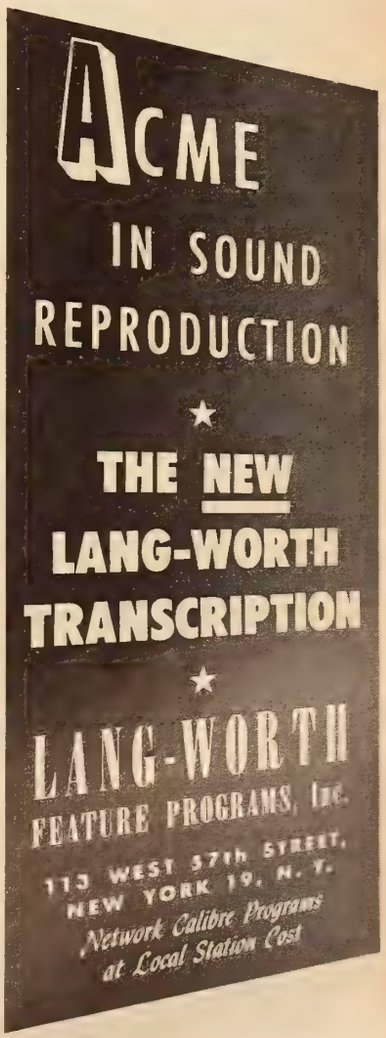
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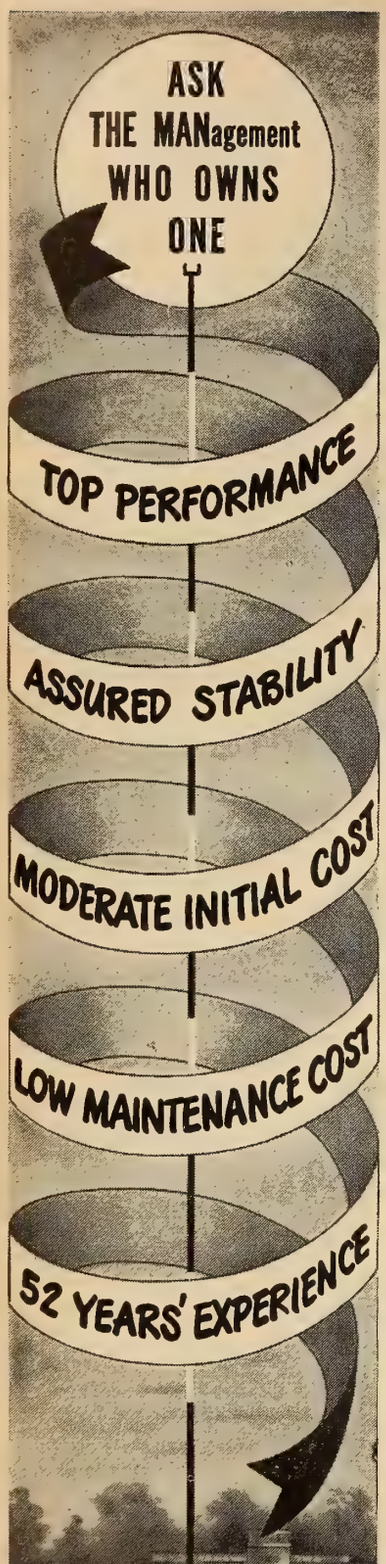
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1390 KC 105.1 MC

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CAMDEN 5, N. J.

First 15 Program Hooperatings—Nov. 15 Report

Program	No. of Stations	Sponsor & Agency	Hooper	Year Ago: Hooper	+or—	Pos.
Radio Theatre (CBS)	172	Lever Bros. (JWT)	25.0	25.0	0.0	2
Godfrey's Talent Scouts (CBS)	156	Thos. J. Lipton Co.—Div. Lever Bros. (Y&R)	22.2	18.5	+3.7	6
Jack Benny (CBS)	180	American Tobacco Co. (BBDO)	20.6	21.9	—1.3	4
Original broadcast 18.7						
Added by 2d broadcast 1.9†						
My Friend Irma (CBS)	150	Pepsodent Div.—Lever Bros. (FC&B)	20.1	17.1	+3.0	7
McGee & Molly (NBC)	165	F. C. Johnson & Son (NL&B)	18.6	22.8	—4.2	3
Walter Winchell (ABC)	286	Kaiser-Frazer (Weintraub)	17.3	27.0	—9.7	1
Original broadcast 15.5						
Added by 2nd broadcast 1.8†						
Crime Photographer (CBS)	149	Philip Morris (Biow)	15.9	15.4	+0.5	13
Bing Crosby (CBS)	175	Liggett & Myers (N-E)	15.6	14.3	+1.3	18
Suspense (CBS)	169	Electric Auto-Lite (N-E)	15.3	13.6	+1.7	24
Charlie McCarthy (CBS)	171	Coca-Cola (D'Arcy)	15.3	14.2	+1.1	19
Original broadcast 13.0†						
Added by 2d broadcast 2.3						
F.B.I. In Peace & War (CBS)	149	Procter & Gamble (Biow)	15.2	13.8	+1.4	23
Dennis Day (NBC)	144	Colgate-Palm.-Peet (Bates)	15.0	13.9	+1.1	22
Bob Hope (NBC)	151	Lever Bros. (BBDO)	14.9	20.0	—5.1	5
People Are Funny (NBC)	164	B. & W. Tobacco (Seeds)	14.7	15.7	—1.0	12
Mr. & Mrs. North (CBS)	151	Colgate-Palm.-Pete (S&W)	14.7	10.4	+4.3	52
Amos 'n' Andy (CBS)	149	Lever Bros. (R&R)	14.7	12.1	+2.6	38
Mr. Keen (CBS)	149	Whitehall Pharmacal (Murray)	14.7	15.2	—0.5	14

† Second broadcast on same day in some cities provides more than one opportunity to hear program.

Top 10 Daytime Hooperatings—Nov. 15 Report

Program	No. of Stations	Sponsor & Agency	Hooper	Year Ago: Hooper	+or—	Pos.
Ma Perkins (CBS)	96	Procter & Gamble (D-F-S)	7.2	8.0	—0.8	1
Big Sister (CBS)	93	Procter & Gamble (Biow-Spic & Span; Compton—Ivory)	7.1	6.6	+0.5	9
Young Widder Brown (NBC)	146	Sterling Drug (D-F-S)	6.8	7.4	—0.6	3
Arthur Godfrey (10:15-11:30) (CBS)		Toni (FC&B)	6.5	7.0	—0.5	5
10:15-10:30 (MTT) 3.7	156					
10:15-10:30 (WF) 4.2	156	Wildroot (BBDO)				
10:30-10:45 5.9	172	Gold Seal Wax (C-M)				
10:45-11 7.3	172	National Biscuit Co. (M-E)				
11-11:30 7.8	178	Liggett-Meyers (N-E)				
Pepper Young's Family (NBC)	153	Procter & Gamble (P&R)	6.5	6.6	—0.1	10
Our Gal, Sunday (CBS)	157	Whitehall Pharmacal (Murray)	6.5	6.4	+0.1	12
Aunt Jenny (CBS)	84	Lever Bros. (R&R)	6.2	6.0	+0.2	17
Romance of Helen Trent (CBS)	164	Whitehall Pharmacal (Murray)	6.1	6.5	—0.4	11
Right to Happiness (NBC)	152	Procter & Gamble (Compton)	6.1	6.6	—0.5	8
Wendy Warren (CBS)	151	General Foods Sales (B&B)	6.0	5.6	+0.4	20

WTNB ULTIMATUM

Outlet Silenced After Strike

WTNB Birmingham, Ala., MBS outlet off the air since July because of labor difficulties, was told by FCC fortnight ago to resume operation within 15 days or relinquish its license. WTNB had requested extension of authority to remain silent for another 30 days.

FCC reported it had requested affidavits concerning the conflict from both the union and the station. The Commission indicated Stanley L. Hawkins, member of Local No. 253, IBEW, and chairman of the negotiating committee, stated in essence that all demands and requests made to the union by WTNB had been granted or agreed to by the local, whereas Roy Hofheinz, president and 49% owner of WTNB, reported in essence that "the matter is still a subject of dispute."

The Commission further said the union's affidavit stated the local had been employed by John Stevens, attorney for Mr. Hofheinz, to dismantle WTNB's studio equipment since the lease expired Oct. 1 and had not been renewed although the premises were under the management and control of W. B. Leedy & Co., of which Thomas N. Beach, 51% owner of WTNB, is chairman of the board.

If WTNB cannot fulfill the functions for which it was licensed, FCC indicated, it would not be in the public interest to grant further extensions of authority to remain off the air. FCC noted the studio had been dismantled and equipment removed without authority from the Commission to move the main studio and cited this as evidence the station could not fulfill these functions.

Literary Effort Awards

ABC radio and video series on American literature, *Author Meets the Critics*, will make awards for the best novel of the year, and the best non-fiction work of the year, based on a vote of some 60 literary critics. Awards will be announced during the AM and TV programs the first week of December.

CANADIAN MUSIC

CBC Unfair—MacMillan

CANADIAN BROADCASTING Corp. and other government bodies using copyrighted music came in for criticism by Sir Ernest MacMillan, president of the Composers, Authors and Publishers Assn. of Canada (CAPAC), the Canadian ASCAP, at the Nov. 17 sitting of the Royal Commission on Arts, Letters and Sciences. Sir Ernest stated that the CBC along with other government bodies were unfair and exploited copyright musical works, that the CBC claims "what it pays for performing rights is paid only as a matter of grace and not as a matter of obligation, and therefore the amount awarded should not be too large."

He said the CBC also "maintains a doctrine of a prerogative right of the crown to take the property of the citizen without any control by law, which has not been upheld . . . since before the days of Blackstone and which was not acceptable to the framers of the Magna Carta." He asserted the ultimate object of CBC was to acquire a reserve of works free of performing rights claims.

FAO Coverage

ANNUAL conference of UN's International Food and Agricultural Organization, which got underway in Washington, D. C., last Monday, was slated for radio-television coverage late last week. CBS aired a simulcast of its *Capital Cloakroom*, Friday, 10:30 to 11 p.m. featuring FAO's director-general, N. E. Dodd. U. S. Dept. of Agriculture spots on NBC's *National Farm & Home Hour* Saturday and addresses by officials of American farm organizations on NBC Sunday, at 1 p.m., were also aired.

Druce Cited

OLGA DRUCE, director of Mutual's *House of Mystery*, has been cited by the government of Haiti for her debunking of unexplained Haitian mysteries and superstitions. Consul General of Haiti Roger Dorsinville, presented the citation to Miss Druce at a special luncheon Nov. 16 held at New York's New Yorker Hotel. The program is sponsored by General Foods Inc., through Benton and Bowles Inc., N. Y.

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PT6-P
A portable, combination record-play back-remote amplifier. Exceptional fidelity for use with PT6-A recorder.

Programs

SECOND annual series of New England College Glee Club broadcasts over New England Regional Network inaugurated as late Sunday afternoon feature. Called *Songs from New England Colleges*, series features, among others, Yale, U. of New Hampshire and U.S. Coast Guard Academy clubs. Show is sponsored by Merrimac Div. of Monsanto Chemical Co. and is heard over WBZ-WBZA-AM-FM Boston-Springfield.

Famous Couple Interviewed

VICE PRESIDENT Alben W. Barkley and his bride, the former Mrs. Carleton S. Hadley, were interviewed directly after their wedding ceremony in St. Louis by Bruce Barrington, news director for KXOK St. Louis. Interview was aired on ABC through KXOK's facilities. Description of couple as they entered and left church besides eyewitness description of ceremony itself by Helen Hennessy and Al Brandt, KXOK-ABC news reporters, also was aired by network through KXOK.

Races Filmed

OFFICIAL film of each of eight daily races at Fair Grounds in New Orleans is developed, flown to KBTV(TV) Dallas and put on air less than six hours after races are run. Film is that used by track officials and is taken from every vantage point, thus allowing televiewers to see race from every angle.

Salute to Radio

CIVIC, religious and trade union leaders in Seattle area participated in special series of telephone-recorded salutes to radio on occasion of National Radio and Television Week, Oct. 30-Nov. 5. Salutes were one-minute in length, and used by KJR Seattle during week celebration. All salutes were rebroadcast Nov. 5, tied together with commentary by John Condon, staff announcer. Idea was originated by Roland Bradley, station's program director.

University Format

SERIES of educational telecasts planned by Creighton U., Omaha, to be seen via WOW-TV that city every other Wednesday afternoon. Shows will present different phases of academic life.

Topical Discussion

RACIAL DISCRIMINATION in Chicago was described by three "victims of the minority situation" in "An Open Letter to Mayor Kennelly" on *One Week in Chicago* last week on WMOR (FM). Half-hour uncensored documentary, produced by News Director Robert Schakne, featured Alderman Archibald Carey reasserting that "discriminatory housing means bad housing for everybody." Union official described a riot in front of his house after union meeting there which was attended by Negroes. Jack Geiger, formerly of International News Service was co-producer.

Voices of Experience

DONATION day appeal for Crippled Children's Hospital over WTVR (TV) Richmond, Va., featured two "graduates" of hospital itself. Aaron Freeman, who had entered hospital years ago with club feet and spinal injury, hitch-hiked 110 miles to appear on show. Second guest, Arthur Seward, had been polio patient for 12 years in hospital. Their joint appeals and appearances aided immeasurably in station's efforts. Sound portion of show was recorded and rebroadcast over WMBG and WCOD (FM), both Richmond, later same evening.

Children's Chapel

CHILDREN of Ottilie Orphan Home, Jamaica, N. Y., Organist Lowell Patton, Ottilie chaplain, Rev. Dr. Donald W. Ruth, and "Aunt Byrtie" Ladd, CBS contralto, make up staff of *Chapel Hour* on WWRL Woodside, N. Y. Vested children's choir furnishes music and Rev. Ruth delivers five-minute sermon. Show is being prepared for transcription service on public service time from coast-to-coast early next year by its producer, Tom Wallace Productions, and WWRL.

Early, Easy Shopping

WITH eye to seeing that Los Angeles does its Christmas shopping "early, conveniently and wisely," KFWB Los Angeles is sponsoring its own Santa Claus in five weekly 45-minute programs. "Santa Claus" offers helpful hints for Christmas shopping, interviews guest personalities and plays records.

Children's One World

WASHINGTON children learn international relations the easy way due to program carried by WOIC (TV) Washington every Sunday afternoon. One child from a foreign legation meets with local children in theatre and discusses customs, costumes, speech, songs and occasional youthful pranks of children of his homeland. Show is sponsored by Home Appliance Co. and RCA Victor and titled *Your Junior Revue*.

Last Minute Arrangements

SCHEDULED broadcast of North Texas State Teacher's College and U. of Houston football game at Denton, Tex., recently, found KWBC Fort Worth unable to get telephone lines from playing field. Undaunted, Manager Lewis Love and Harvey Boyd, special events director, arranged with local flying school for two planes to fly from Denton airport with tape recorded play-by-play description of each quarter of game. Reels were rushed to airport, flown to Fort Worth, and dropped to KWBC transmitter. Playback had only hour's lag behind actual game.

Homeless Dogs

NEW contest sponsored by Lewis Food Co. on behalf of Dr. Ross Dog Food over *Dog of the Hour* gives animals from local pounds opportunities to receive new homes. In five-minute segment on KLAC-TV Hollywood, pictures of four dogs are shown. First viewer to call station and ask for certain dog, receives it, providing he promises to give dog good home.

Digest at Breakfast

TWENTY-minute morning show on WGH Newport News, Va., is designed to give listeners a "quickie" of sports, news and prayer. Bill Diehl, WGH sportscaster, is first to take up mike on *Breakfast Special* with round-up of overnight and coming sports events. He is followed by Ambert Dail with summary of world, national and state news. Short sermonette concludes show which is bounded on each side by music, weather and time signals.

TV Showcase

NEW YEAR will initiate new show on WOR-TV New York. Weekly half-hour nighttime period, exact time yet to be determined, will be devoted to trying out programs on one-shot basis. Station will provide facilities to advertising agencies and package producers who wish to try out prospective shows. Interested agencies and producers are invited to contact WOR-TV for discussion of further details.

Practical Series

NEW SERIES on WSB Atlanta, Ga., is feather in cap of Emory U. Radio Workshop. Series deals with phenomena currently affecting everyday life, with such titles as "Heat Endurance," "Home Sweet Home" and "Education For Marriage" already having been aired. Only professionals appearing on show are Don Stevens, WSB announcer, and Bob Van Camp, station musician. Rest of production is handled entirely by workshop students.

Shopping for Younger Set

SHOW aimed at children's interests and parents' pocket-books is being telecast at 6 p.m. Thursday over WKY-TV Oklahoma City. Toys, books and gimmicks that can be found in local stores are discussed and shown by Larry Cotton, m.c. of *Shopping With Cotton*. Program is participating, sponsored by stores in Oklahoma City where merchandise used on show can be found.



THE PICK OF THE NEW HITS!
on special "DJ" platters*



Dennis Day
Dear Hearts and Gentle People
I Must Have
Done Something Wonderful
DJ-806



Sammy Kaye
Echoes
Careless Kisses
DJ-805



Wayne King
The Light
In Your Eyes
Vienna, My City of Dreams
DJ-807

*"DJ" disks are special platters for disk jockey and radio station use!

RCA VICTOR RECORDS

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Wanted—Commercial manager who himself can sell and inspire others to sell. Southern city, population 50,000. 250 watts, FM 50 kw. Give full particulars first letter, with snapshot. Address Box 225D, BROADCASTING.

Manager-salesman wanted for new fulltime local independent in small western town. If you have first class operator's license, it would help. Ability to sell and service small town accounts primary. Good opening for man who will stay and make himself part of community. Send complete details, experience, references, picture, salary expected, etc. to Manager, KRPL, Moscow, Idaho.

Salesmen

Salesman, new station in small town, virgin territory. No other stations. Earnings unlimited. Salary, draw and commission. Must have car. Mid-Atlantic. Box 302D, BROADCASTING.

Announcers

New England net affiliate seeks permanent all-round man with news and sports experience. Must operate console. Send disc, photo and complete resume with expected salary. Box 224D, BROADCASTING.

Rural independent 5 kw now planning reorganization of staff. Will shortly have following openings. Two experienced announcers for all-round announcing. One to specialize on news and handling news room. One capable handling sports. One copy man to take charge of commercial copy dept. Send letter giving qualifications, references and salary. Disc will be requested later. Box 314D, BROADCASTING.

Technical

Wanted, two transmitter operators for new local, midwest kilowatt daytime station. Directional antenna experience desirable but not necessary. Send full qualifications first letter. Box 223D, BROADCASTING.

Experienced licensed combination man with emphasis on good board operation. Some announcing. State minimum starting salary needed. KISD, Sioux Falls, S. D.

Engineer-announcer for fulltime Mutual station. State salary and background. KSST, Sulphur Springs, Texas.

Production-Programming, others

Combination copywriter-traffic girl for Florida ABC affiliate.Must be accurate on traffic, good typist, fast copywriter. Good salary, good working conditions. Send complete record experience. Sample spot and program scripts. Photo. references. Box 220D, BROADCASTING.

Spot and continuity writers, now employed for free lance assignments. Send qualifications. Box 329D, BROADCASTING.

Situations Wanted

Managerial

Well qualified. Will accept salary plus commission. Guarantee to make money. Box 5D, BROADCASTING.

Successful manager, capable full responsibility, best references. Desires greater opportunity. Box 232D, BROADCASTING.

Station manager, 7 years commercial manager. Experienced in new station organization. Top record. Presently earning $7000 as commercial manager. Promotion-minded. Excellent reputation in community. Highest recommendations. Box 301D, BROADCASTING.

Situations Wanted (Cont'd)

Have just pulled a 1 kw station out of the red and into the black. Didn't do it by putting my feet on the desk and mouthing meaningless phrases, but by intelligent programming, selling and aggressive activity. Ready for next step up. Am willing to tackle anything, no matter how hopeless it looks. Present position and salary excellent. Write Box 285D, BROADCASTING.

General manager, commercial manager or both. No hotshot, no miracle man. Just good solid business executive, strong on sales, thorough knowledge of programming and public relations. 15 years radio and newspaper management and sales. Can efficiently operate going station or build new one. Excellent background, best references. Write Box 289D, BROADCASTING.

Manager, young, aggressive, strong on sales. Record of successful management. College graduate. Box 296D, BROADCASTING.

Manager-sales manager with top record in billing. 8 years experience in all departments both network and independent operations. Know good radio and how to sell it. College graduate with excellent references. Desires only permanent and sound proposition. Box 307D, BROADCASTING.

In the red? No. 2 man with successful major market independent seeks no. 1 job. Excellent ten year record. Thirty, married, university graduate. Box 319D, BROADCASTING.

Sales manager who in past 17 years has personally sold millions of dollars in local time at WAVE Louisville, seeks job as commercial manager of substantial southern station or as manager of smaller outlet. 45 years old. Married, two children. Florida or Gulf Coast preferred. Complete references available either direct or from WAVE. Correspondence confidential if you wish it. Address James F. Cox, P.O. Box 212, Anchorage, Ky.

Salesmen

Thoroughly experienced producer, hard worker, good record, wants better opportunity. Box 233D, BROADCASTING.

Sales manager, topflight salesman with 8 years experience in all phases of radio. Have knowhow to increase your billings. Want sound proposition. College graduate. Best of references. Box 308D, BROADCASTING.

Salesman—Dynamic, aggressive, experienced. Good appearance, best references. College graduate. New York, New England. Box 310D, BROADCASTING.

Announcers

It always takes a little more than "just money" to tempt a superlative announcer away from a good job. But I'm willing to build a high rated disc show for you in return for a little less diversification. My income is above average (for where I am), but the things I have to do for said moneys are too numerous to mention. If you're a progressive eastern station, I've got a key to the public taste and two and a half years of experience to offer. What do I hear? I'm pleasant and courteous and you'll have a prompt reply. Box 846c, BROADCASTING.

No genius here. Good announcer, writer, operator. Crystal voice. Sober, single. 25. Fearless worker. Box 263D, BROADCASTING.

Announcer, 23, single. 1½ years experience, know board, copy and accounts, will travel. Box 264D, BROADCASTING.

I have a good voice, am nineteen years old, a high school graduate and have part time announcing experience. Desire a fulltime position. Salary secondary. Willing to learn. Disc upon request. Box 277D, BROADCASTING.

Situations Wanted (Cont'd)

If you're looking for a record man whose primary interest is in selling your sponsors products on an all-night, all-morning, all-afternoon or all what-have-you show, I've had them all hours of the day and night from 15 minutes to 6 hours. Interested only in major market that can stand salary of $200 or more a week. Want to talk it over? Write Box 286D, BROADCASTING.

$60.00 weekly invested in my announcing ability will prove lucrative to your station. You be the judge after hearing my disc which is available at Box 292D, BROADCASTING.

Announcer, radio training two years. Excellent deep voice, pleasing style and selling power. Want initial break to get needed experience. Excelling in commercial copy and newscasting. Can handle all sports. Can run control board. Will travel anywhere. Available immediately. Disc and background on request. Answer all offers. Box 295D, BROADCASTING.

Versatile announcer, fine network caliber voice, formerly with Mutual affiliate, midwest. Desires position with important, ever-active station, New England, N. Y. state or S. East. Handle all shows and events with facility, can do topflight news job. Warm commercial delivery. Would appreciate salary mention, however, salary is secondary to location and opportunity. Disc, photo, background supplied. Box 299D, BROADCASTING.

Experienced announcer, sportscaster, play-by-play. Just finished football season large market. Capably handle basketball, baseball, professional only, young, married. Box 303D, BROADCASTING.

Deep resonant voice, graduate radio school and six months on station as announcer and operator. $50 week minimum. Prefer midwest. Box 305D, BROADCASTING.

Talented showman—Experienced staffer—jockey—actor—PD. Large and small operation background. Mature. Reliable. Box 313D, BROADCASTING.

Sportscaster, baseball specialty. Experienced all phases. Employed. Outstanding recommendations. Seeking larger market. Box 317D, BROADCASTING.

I have the experience that you may be able to utilize. At my last station I did newscasts, commercials, disc shows, 15 minute nitely sportscast, remotes and have a thorough knowledge of board control. Am interested in an independent eastern seaboard station. Disc and picture upon request. Box 324D, BROADCASTING.

Announcer-engineer, six months independent station experience. $50 week start, disc, available immediately. Box 325D, BROADCASTING.

Experience is your station's key to success. Announcer 1½ years, production 3 years, age 28, wants permanent staff job. Will travel. Disc, resume available. Box 326D, BROADCASTING.

Announcer-console operator. Have studied with professionals and had on-air experience in interview, news and disc jockey shows. Will travel—willing to let audition recording and resume sell me for reasonable starting salary. Please write, Box 328D, BROADCASTING.

Announcer, willing to try anything once. 15 months experience Mutual affiliate. M. S. Gulla, 5009 S. Talman Ave., Chicago 32, Ill.

Announcers—Early morning men. Top commercial men trained in all-round announcing, writing and production. $40-$50 to start. Pathfinder School of Radio. 1222-A Oak St., Kansas City, Mo. HA-0473.

Announcer-continuity writer, veteran, 23, single, six months experience. DJ, news, general staff, console operation. Very interested in production. Desire change to progressive station. Available immediately anywhere. Disc and photo available. Robert F. Rauch, 724 South Grand Ave., Fort Thomas, Ky.

Versatile radio grad. Announcer—actor—pianist. Anxious start. Joey Reale, 7825 S. May St., Chicago 20, Ill.

Announcer, small network outlet, anywhere. High recommendations last employer. Substantial salary, experience main objective. Disc available. R. W. Whittemore, 9524 Bruce Dr., Silver Spring, Md.

Situations Wanted (Cont'd)

Technical

Experienced engineer, studios, transmitters, any offers please? Box 894c, BROADCASTING.

Engineer, first phone license. Experienced transmitter and control board operation. Single, car. Box 193D, BROADCASTING.

Combination engineer-announcer, one year experience, accent announcing, available on two weeks notice, have car, desire permanent position providing advancement, minimum $55 for forty hours. Box 251D, BROADCASTING.

Engineer, two years commercial broadcast, three years Army radar experience. Graduate leading radio school. Will travel. Box 257D, BROADCASTING.

Capable, experienced engineer desires permanent position in Florida. Excellent references. Experienced through 5 kw directional AM and high power FM. Box 287D, BROADCASTING.

Transmitter engineer, BSEE, first class phone license, 2½ years communications maintenance supervisor at large North Atlantic radio relay and aircraft control station, approximately 40 channels to 10 kw, phone, CW, RTTY and all navigational aids. Box 298D, BROADCASTING.

Engineer, first phone, 30, two years college, CREI graduate, ten years radio experience, nearly two years AM-FM development with broadcast station equipment manufacturer, three months station. Midwest, southwest location preferred. Box 300D, BROADCASTING.

Engineer, chief or staff, 28 months experience at 250 watt to 5,000 watt stations, including construction. Box 316D, BROADCASTING.

Engineer. Have gone as far as I can go present position. 2 years experience all phases AM and FM station operation and maintenance. Single, car, available immediately. Box 322D, BROADCASTING.

Engineer, first class telephone license. Amateur, inexperienced. Any offer considered. Box 323D, BROADCASTING.

First class license. Graduate of technical school. Young, single, car, will travel. Do not smoke or drink. References. Eugene Brown, Alden, Iowa.

Engineer, 1st class radiotelephone. Will travel. Desire permanent position. Technical school graduate. Joseph Kolb, 1812 Second Ave., N.Y.C.

Presently employed as chief. Seven years in radio. Have built two 1 kw one which was a directional. Also have increased power of 3 kw FM to 10 kw. Graduate CREI. 507 Pine St., Atlantic, Iowa.

Young man with first phone desires a position. Will go anywhere, no experience, but reliable. W. M. Dickinson, 515 West 5th, Mitchell, S. D.

Engineer, AM-FM, 3 years console transmitter, maintenance. Will travel. Midwest, 40 hrs. $50. E. Eaton, Trailer Village, R5, Muncie, Ind.

Engineer, 1st phone, telegraph. Married, vet, five years aircraft marine experience. Prefer east coast. Consider anywhere. Victor Madaras, 1156 Hoe Ave., Bronx, N. Y.

Holder of first class phone. No experience, vet, married. Willing to travel. Box 327D, BROADCASTING.

Engineer, experienced all phases broadcasting including combo. Desire position within 400 miles New York. Available January 1st. $60. Box 330D, BROADCASTING.

Combination man, first phone, experienced with independent FM station. 21, married, car. Prefer Nebraska or vicinity. All replies considered and answered. Disc and photo on request. Gene Lienemann, 531½ North Poplar, Fostoria, Ohio.

Production-Programming, others

Program director for southern California station. Twelve years experience in two local and network stations. Announcing emphasis on classical music. Box 175D, BROADCASTING.

Young lady, completely experienced in all phases of radio desires position with progressive station. Box 256D, BROADCASTING.

Situations Wanted (Cont'd)

News director-announcer for AM or TV. Six years with major market network station. Distinctive voice, selling delivery, top references, solid background, local reporting and wire rewrite experience. Box 261B, BROADCASTING.

News editor-program director, 8 years experience all phases, competent, reliable, sober, interview or e.t. Box 278D, BROADCASTING.

Program director, experienced. Now employed desires same job elsewhere. All letters answered. Box 293D, BROADCASTING.

Programming, production, administration plus plenty air ability makes top program director. 7 yrs. experience. Prefer midwest, east. Available immediately. Box 288D, BROADCASTING.

Imaginative, intelligent young woman experienced in copy, traffic, office. Advancement is primary goal. Best references. Box 290D, BROADCASTING.

Experienced young woman, handles women's programs, continuity writing, program building. B. S. Degree in speech-radio. Presently employed, desires change of location. Good air voice, thoroughly trained all phases. Travel anywhere. Box 291D, BROADCASTING.

Wanted, job for one program director and one announcer. Both employed. Box 294D, BROADCASTING.

Three years, programming, announcing, selling, ideas, sober, reliable, everything answered. Box 304D, BROADCASTING.

Program director, very versatile. 3 yrs. experience all phases of radio. Some TV experience. Desire permanent position in progressive community. Box 311D, BROADCASTING.

Midwest only, qualified man, presently program director. Desires position as sports announcer. 4½ years experience. Minimum base, $65. a week. Box 315D, BROADCASTING.

Adv. agency man headquartered Los Angeles-Hollywood available to represent agency on west coast. Ten years experience. Radio and TV producer-director-writer. Account executive experience. Finest references and credits. Married. Box 318D, BROADCASTING.

Program director, experienced independent and network, excellent record, top references, wants good opportunity. Programs increase sales, listening audience. Network quality voice, can do all types shows, own specialty shows. Details references, disc on request. Please state salary. Box 320D, BROADCASTING.

Program director, thirteen years experience large station and network programs desires position with an aggressive AM or TV station. Excellent references and outline of background upon request. Box 321D, BROADCASTING.

Seasoned broadcaster, experienced as writer-announcer, news editor, program manager, salesman and station manager. College graduate, family man, age 34. Seeks permanent position as program manager or news-and-special events director in eastern station. Write Box 331D, BROADCASTING.

Writer-director, sustaining dramatic series with staff announcing experience, wants station with production opportunities. Disc, photo, references, scripts, et al. R. W. Dowling, 2036 20th St., Astoria, N. Y.

Continuity preferred by capable ambitious, energetic, versatile young lady experienced in all phases of radio, will travel. IH, 4236 Lindel, St. Louis.

Television

Production-Programming, others

Station managers—We can give you economical, complete, programming with an experienced television team. Box 258D, BROADCASTING.

For Sale

Stations

For sale, New York city area AM station. $125,000. Broker. Box 830c, BROADCASTING.

Radio station—One of the most powerful in the south, 10,000 watts. Earning power tremendous. A good investment required, but, figuring on value received it is a splendid buy. Terms available. Address all inquiries to P. O. Box 1643, Birmingham, Ala.

For Sale (Cont'd)

Equipment, etc.

RCA 69C distortion meter, excellent condition. First check. $225.00. Box 297D, BROADCASTING.

For Sale—Complete and modified model 104-B W.E.1 and 5 kw transmitter. Two crystal oscillators with ovens. Uses power transformers throughout. Two water cooled 343-As in push pull in final. In service, but available February 1, 1950. Price $10,000. KGVO, Missoula, Montana.

One 3 kw GE FM transmitter 99.1 mc type BT-3-B; one 2 bay GE FM circular antenna type BY-2-B; one 278 ft. self-supporting American Bridge tower with 22 ft. antenna support, complete with A-3 lighting unit and 400 ft. 1⅝" Seal-O-Flange transmission line, dry air compressor. Make us an offer. Station WDOS, Oneonta, N. Y.

For sale, 250 ft. extra heavy IDECO self-supporting tower with top hat. A. James Ebel, Radio Station WMBD, Peoria, Ill.

For sale, RCA 1 kw transmitter. Fair condition. Very reasonable. A. James Ebel, Radio Station WMBD, Peoria, Ill.

For sale—Two RCA 44BX microphones with desk stands, used few times only. New less than year. Original cost $103.00. Price $75. One RCA radio-microphone (walkie talkie suitable for man-on-the street, etc.) Type BTP-1A with crystal for 26.17 mc. Used only few times, new 7 months ago. Three sets of extra tubes and batteries. Original cost $238.05. Cash $170.00. WRSW, Warsaw, Indiana.

Gates 28 CO limiting amplifier used 90 days, excellent condition, $210.00. Collins 12 H console, has new relays in good operating condition, $250.00. Contact Chief Engineer at WVOP, Telephone 327, Vidalia, Ga.

2 Presto 6N recorders and 1 90A amplifier in portable carrying cases. Excellent condition. Alan Higgins, 826½ S. Limestone St., Springfield, Ohio.

For Sale: One Presto model Y4 recorder, new condition. One Ampex model 200 30" per second tape recorder, practically new. Two 9-A Western Electric reproducers complete with filters. Make offer. W. D'Orr Cozzens, Chief Engineer, Intermountain Network, Salt Lake City, Utah.

Wanted to Buy

Stations

Interested buying local or regional if priced right. Supply sufficient information in confidence. Experienced broadcaster, Box 231D, BROADCASTING.

Equipment, etc.

Will trade on used kilowatt AM transmitter and accessories almost new 49 Lincoln Cosmopolitan sport sedan, maroon, Box 306D, BROADCASTING.

Wanted—One recording turntable with mechanisms and head; associate amplifier, accessories. Radio Station WJJL, Niagara Falls, N. Y. Phone 5266

For Sale

Equipment

1 Model 101 Wincharger 200 foot tower including lighting equipment and base insulator. Good condition. Dismantled now. 1 Gates type BF 250-B FM broadcast transmitter including spare tubes, dual crystals for 101.1 mc. Condition as new. Frequency monitor Hewlett-Packard Model 335B. Condition as new. 1 Gates transcription table CB-8R with complete recording mec and Gates recording amplipher RA-10. Excellent condition. First reasonable offer for all or any part. Available now in St. Louis, Mo. KXLW, 8135 Forsyth, St. Louis 24, Mo.

HOMES HIT THE SPOT

WTUX Sells Builders' Units Like Hotcakes



MEN who represent cooperative selling enterprise by two businesses—real estate and radio—inspect one of the Gordy veterans' homes developments in Wilmington. They are (l to r): Ralph Gordy and Edward Gordy, builders; Jack Dougherty, sales representative, and Gordon MacIntosh, president, WTUX Wilmington.

* * *

ONE-MINUTE radio spots were turned out almost as fast as hot cakes to promote the sale of homes to veterans in the medium income bracket over WTUX Wilmington, Del., facilities. And in 14 weeks through last spring and summer, the houses sold as fast as the proverbial breakfast food.

The success story, as compiled from facts supplied by Howard R. Robinson, WTUX general manager, is this:

From 10 to 12 spots were aired daily, particularly in the afternoon. The builder, Gordy & Son Co., used only radio for its advertising and WTUX as the only outlet. The homes sold at a price ranging from $7,000 to $8,000. About $15,000 was spent by the firm for the spots.

Result of the promotion is best shown by the statement contained in a letter from the firm president, E. S. Gordy, to WTUX, which speaks for itself:

"We have sold 350 homes, amounting to a gross sale of $2,298,000. Four out of every five people who purchased homes were directly traceable to radio advertising on station WTUX. We feel that in the short period of 14 weeks this has been the biggest selling job ever done in real estate in Delaware and very probably the biggest selling job radio has done for any advertiser. . . ."

The real estate company thought it had enough homes to last until next year. But the entire output was sold and it is now starting a new development. Gordon J. MacIntosh is president of Port Frere Broadcasting Co. which operates WTUX.

Situations Wanted

Announcers

The name is Van Charles. The show is a D.J. Hooperatings jumped from 5.0 to as high as 29.5 on 1 kw. Good reason for leaving present employer. Network caliber. Highest references. Will staff announce using own D. J. show, sustaining, until sold. Single, 30, will go anywhere for right offer. Box 312D, BROADCASTING.

WRCO DEDICATED

New 250 w Fulltime Outlet

FORMAL dedication of WRCO Richland Center, Wis., was held Nov. 6 in the Richland Center city auditorium. More than 500 attended. Guest speaker was Sen. Alexander Wiley (R-Wis.). Other speakers included Rev. Owen Mitchell, Rev. Charles Hubanks, Mayor Vernon Thomson, Kenneth S. Gordon, general manager of KDTH Dubuque, Iowa; WRCO General Manager Thomas R. Kelley and Robert J. Bodden, program director.

WRCO went on the air Oct. 18. Owned and operated by the Richland Broadcasting Corp., WRCO operates on 1450 kc with 250 w fulltime.

* * *



Sen. Alexander Wiley (l) congratulates WRCO General Manager Kelley following the station's dedicatory program.

KWSC Pullman, Wash., reportedly is only station in nation using burlap temporarily for accoustical treatment. Station is being remodeled.



IDEAS on FM's status are exchanged by these delegates at a business meeting of FM station executives, radio distributors and manufacturers in Philadelphia [BROADCASTING, Nov. 14] (l to r): Hugh Boyer, Zenith Radio Corp. district manager; Raymond F. George, Philco Corp. national sales promotion manager; Walter L. Lawrence, RCA Victor Div. promotion dept.; Dr. Millard C. Faught, president of Faught Co., New York, management consultants; Lawrence M. C. Smith, WFLN (FM) Philadelphia president; Edward L. Sellers, executive director of FM Assn., Washington, D. C., and Raymond S. Green, WFLN general manager

BLOOD APPEALS

D. C. Outlets Aid Co-worker

PROMPT action by WRC Washington, followed by complete cooperation on the part of radio and television stations in the nation's capital Nov. 17, probably saved a life.

Ed McGinley, WNBW (TV) engineer, developed complications while undergoing an operation at Garfield Hospital. Transfusions were ordered. Mr. McGinley had received over a gallon of blood, when the hospital started to run out of the rare type needed. WRC, where Mr. McGinley had been a recording engineer, was informed. WRC's newsroom and announcing staff immediately contacted other stations in Washington with a plea for station break appeals for blood donors.

So effective were bulletins and personal pleas from disc jockeys that switchboards at stations were all but swamped. WTOP received a volunteer call from Connecticut. WRC and WMAL each received 70 calls. The following morning, the hospital reported Mr. McGinley out of danger. Washington area stations cooperating were WOL WWDC WMAL WINX WEAM WTOP WASH (FM) WRC WTTG (TV) WOIC (TV) WMAL-TV and WNBW (TV).

FRANKLIN ELECTED

Is RWG President

PAUL FRANKLIN, Hollywood writer, was elected president of Radio Writers Guild to succeed Erik Barnouw at RWG membership meetings in New York, Los Angeles and Chicago Nov. 17. In New York, Sheldon Stark was elected regional vice president, succeeding Welbourn Kelley.

Other New York region elections: Delegates to Authors League Council—Arnold Perl, Howard Rodman and Messrs. Stark and Kelley; to Regional Council (two-year terms) —Pete Lyon, Philo Higley, Hector Chevigny, Robert Newman, Julian Funt, David Cogan, Jack Bentkover, Ira Marion, Norman Ober and Messrs. Perl, Barnouw, Rodman, Kelley; holdovers for one more year — Robert Cenedella, Sylvia Berger, James Hart, Daisy Armoury, Lillian Schoen, Nelson Kramer, Harry Bailey.

COLLEGE RADIO

Wide Use Commercial-wise

WIDE use of commercial stations for radio programming by four-year colleges and universities is emphasized in a survey completed by Kenneth Christiansen, of the Stephens College, Columbia, Mo., Radio Education Dept. According to Mr. Christiansen, the conclusions best answer criticism that commercial radio is giving little cooperation in educational broadcasting ventures.

His figures show 226 institutions using commercial station outlets for radio programs and 15 colleges and universities using TV facilities of commercial stations. Also revealed are 280 colleges and universities using 980 outlets for radio programming activities. In addition, Mr. Christiansen's survey points out, five institutions are using a nation-wide network, four using state-wide networks and three using regional network facilities. Eighty-seven institutions carry programs over their own educationally owned and operated facilities, including 31 AM, 18 FM, 45 wired-wireless, four commercial AM and three commercial FM outlets.

Boettiger & Summers

NEWLY-FORMED Boettiger & Summers Advertising Agency, Charlotte, N. C., will include the handling of radio accounts, according to Audrey Summers, firm's partner. Miss Summers formerly was associated with WBT Charlotte as publicity director. Prior to the establishment of Boettiger & Summers, she was with Appliance Service Corp., affiliate of Southern Appliances, as sales promotion specialist. Mr. Boettiger was associated with Ayer & Gilbert, Charlotte advertising agency, for two and a half years following a seven year service in the army. Agency has its offices at 317 No. College St.

CENSUS DATA

Marketing Aid—Hauser

RADIO and television set data in the 1950 U. S. decennial census will provide important material to aid marketing, according to Phillip M. Hauser, acting director of the Census Bureau.

Addressing the Market Research Council meeting in New York Nov. 18, Mr. Hauser said significant changes among U. S. populace and institutions as a result of the war will be shown by combined data produced by the decennial and the current censuses of manufacturing and business.

The Bureau does not make any systematic attempt to get information relating to advertising media, Mr. Hauser said, but "two fundamental important types of data of this character will be available as a byproduct of other census objectives.

"Statistics will be made available as usual on the distribution of radios throughout the land (including both AM and FM although they will not be shown separately). Also, for the first time statistics will be available on the presence of television in American homes. The availability of these statistics in relation to the size and characteristics of consumer markets and channels of distribution needs little elaboration from the standpoint of marketing research potential," he said.

Plans Quality Checks

Mr. Hauser explained the bureau will provide quality checks measuring the degree of completeness of the enumeration, and various aspects of the quality of the results. He said the new bench mark statistics for population, housing, agriculture, business and manufactures also will increase the opportunities of the bureau to provide sampling services to marketing groups.

Tons of Sausage

THERE'S a butcher in Huntington, W. Va., who is really sold on radio. During the recent strikes which stymied business, he decided to do something about giving it "a shot in the arm." Jake Brumfield marked his sausage down from the average 40¢ lb. to a special 25¢ lb. and then told everybody in town about it by sponsoring a Friday night football game over WPLH-AM-FM Huntington. By noon Saturday, his entire stock of sausage—three tons —was sold. When Jake's market closed that evening only a beef and a half and three hams were left. Demand for the sausage continued during the next few days. Mr. Brumfield prepared and sold six more tons.

Florida

Top network station in excellent market.

$70,000.00

Texas

Profitable fulltime facility in a booming area.

$115,000.00

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C. — James W. Blackburn — Washington Bldg. — Sterling 4341-2

CHICAGO — Harold R. Murphy — 333 N. Mich. Ave. — Randolph 6-4550

SAN FRANCISCO — Ray V. Hamilton — 235 Montgomery St. — Exbrook 2-5672

DUNKERS NOTE!

WOWO Plugs Coverage

KEEPING its eye on the doughnut, which corresponds to Fort Wayne's outside trading area, WOWO Fort Wayne has launched a nationwide promotion campaign that may make coffee dunkers of a good many radio people. Start of the drive was placement of a full page ad in the Nov. 14 issue of BROADCASTING.

On Nov. 15, packages each containing a dozen doughnuts, a packet of instant coffee, reprint of the ad and a personal letter from Paul Mills, station's sales manager, were delivered to over 500 timebuyers. Hollywood studio models made deliveries in that city; in Chicago, Andry Frain ushers were employed; Western Union services carried it through in New York, while in San Francisco, Atlanta and Fort Worth, deliveries were taken over by Free & Peters salesmen.

In Fort Wayne, local salesman personally delivered the packages to agencies and important clients and prospects. Station plans to continue the campaign by direct mail and other media.



BBDO timebuyers in New York try WOWO fare (seated l to r): Eleanor Scanlan, Fred Stoutland, Frank Silvernail, and Hope Martinez. Standing is Arthur Barry, Free & Peters' account executive on BBDO.



CONGRATULATIONS are in order for Bernard Mullins (r), public relations director, WTIC Hartford, Conn., on occasion of 400th broadcast of university program, *Yale Interprets the News*. Yale President Charles Seymour (c) extends salutations, while Arnold Wolfers, social sciences professor, looks on. Mr. Mullins has served as interviewer throughout history of program inaugurated on Jan. 11, 1942.

SPECTRUM

Special Group To Study Government Use

A PLAN to set up a special government interdepartmental commisssion for the purpose of studying use of radio frequencies by various agencies is being launched under the direction of President Truman, it was learned last week.

The commission also would probe the field of international communications engaged in by private firms, it was understood. While no details were disclosed, it is believed the special group would comprise officials of government branches presently operating their own extensive communications systems.

Government use of spectrum space has evoked considerable concern among private users, especially the broadcast-TV industry which feels the government should be compelled to justify the use of frequencies which might otherwise be allotted to standard radio and television station. A Congressional committee also has undertaken a probe of frequencies [BROADCASTING, Oct. 17, 24].

The government plan, now in the development stage, reportedly would provide for a five-man commission, with personnel to be selected from government agencies directly concerned with radio communications. Key branches include the State Dept., FCC, Dept. of Defense (Army-Navy-Air Force), Dept. of Commerce, General Services Administration and others.

A Senate Interstate Commerce communications subcommittee announced last month it would launch a probe of the whole spectrum problem sometime next January. In any event, some authorities feel the government action "at least" implements the decision of the subcommittee, headed by Sen. Ernest McFarland (D-Ariz.), to determine whether radio frequencies currently are being used to the best advantage.

Disclosure of the government's plan to set up its own group is believed to be a followup to Congressional probe action, since the McFarland group has manifested keen interest in the use of frequencies by each agency. The five-man commission would seek out that information, according to reports.

The subcommittee probe also encompasses an inquiry into the extent of government operation of communications systems in competition with privately-operated wire and telegraph companies.

Spokesmen said Sen. McFarland had not been officially apprised of the government's plan to set up a special group. Personnel will be selected after the interested agencies and branches have first submitted suggestions and comments to the Bureau of the Budget, it is understood.

AIMS AT TOURISTS

WYVE-Chamber Plugs Town

EVER since radio went commercial, and that's close to 30 years ago, stations have depended upon listeners in various regions they serve as their ultimate source of revenue. That remains true today. But a variation in this familiar pattern is a step taken by WYVE Wytheville, Va.

This "different" approach is an idea originated by WYVE's Commercial Manager Erle Howery and Announcer Nick Carter and sponsored by the Wythe County Chamber of Commerce. It's a new type program called *Your Radio Tourist Guide*, which is directed, not to the station's regular listeners, but to tourists. With an eye to increasing Wytheville's share of the tourist trade, the program is sponsored year-round, 15 minutes daily across-the-board. The theory behind the show is to reach tourists when they are within 90 to 100 miles of Wytheville, at a time during late afternoon when most travelers begin to think about stopping for the night and when they are still within one or two hours driving time of Wytheville.

Featuring Wytheville's attractions for the tourist, the program's format includes soft music and tips on the "best" places to eat and sleep, and the best travel routes in Tennessee, North Carolina, West Virginia and Virginia, as recommended by the Chamber of Commerce.

For Sale

RADIO TOWERS

4 135-ft. Blaw Knox self-supporting towers.

10 200-ft. Skyline Guyed towers (originally micro-wave relay towers, two of them tied together with reflector screen on top, making five relay units; or broken down, will make ten single 200-ft. guyed towers for AM stations, police, cab radio, etc.)

Most of this equipment has never been erected.

SCHUMAKER
CONSTRUCTION COMPANY
Erectors of Towers, Antennas, and Coaxial Cables
East Michigan Street—Michigan City, Ind.

The Texas Rangers

"AMERICA'S FINEST WESTERN ACT"!



The Texas Rangers, stars of stage, screen, radio and television, early this summer made a personal appearance tour in the Midwest. They are pictured here in Oklahoma City, when they were commissioned honorary Colonels of the State of Oklahoma by Governor Roy J. Turner.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations — ask about our new sales plan!

Wire, write or phone

ARTHUR B. CHURCH *Productions*
KANSAS CITY 6, MISSOURI

FCC Actions

(Continued from page 49)

Applications Cont.:

License Renewal

WMAL-TV Washington, D. C.—License renewal commercial TV station.

License for CP

WMBR-FM Jacksonville, Fla.—License to cover CP new FM station.
KLMO Longmont, Colo.—License to cover CP new AM station.

License for Aux.

KIT Yakima, Wash.—License to use old main trans. as aux. with 1 kw on 1280 kc.

APPLICATION RETURNED

License for CP

WSFL Springfield, Mass. — RETURNED application for license to cover CP new AM station.

APPLICATION DISMISSED

FM—97.1, 95.7 mc

The First National Bank of Montgomery and Margaret Covington Milwee, executors of estate of G. W. Covington Jr., deceased, Gadsden and Selma, Ala.—DISMISSED Nov. 16 applications for new FM stations at Gadsden (97.1 mc) and Selma (95.7 mc).

November 23 Applications . . .

ACCEPTED FOR FILING

AM—1260 kc

WMFJ Daytona Beach, Fla.—CP change from 1450 kc 250 w unl. to 1260 kc 1 kw unl. DA-N.

AM—740 kc

KRMG Tulsa, Okla.—CP change from 10 kw to 25 kw.

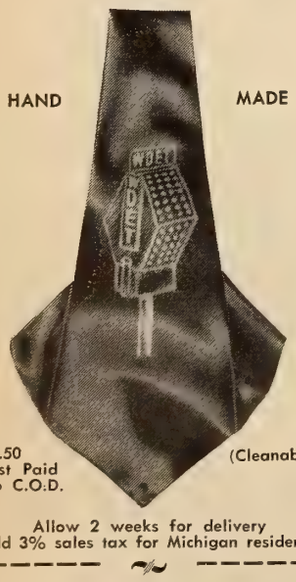
Modification of License

WNAV Annapolis, Md.—Mod. license increase power from 500 w to 1 kw on 1430 kc.

Modification of CP

KVLC-FM Little Rock, Ark.—Mod. CP new FM station for extension of completion date.
WXRC Buffalo, N. Y.—Same.
WDAR-FM Savannah, Ga.—Same.
KFYO-FM Lubbock, Tex.—Same.

YOUR OWN
CALL LETTERS
Hand-lettered in gold on luxurious
MAROON SATIN
TIES



$2.50
Post Paid
No C.O.D.
(Cleanable)

Allow 2 weeks for delivery
Add 3% sales tax for Michigan residents.

Hessing's Men's Shop.
Lobby, Hotel Statler,
Detroit, Michigan.
Gentlemen:
Please send me.....CALL LETTER TIES with the following call letters ..... Enclosed is $..... in check/money order.
Name .....
Address .....

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO NOVEMBER 24

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,075	2,032	199		326	264
FM Stations	744	480	321	*9	49	28
TV Stations	92	25	88		354	182

*5 on air

• • •

CALL ASSIGNMENTS: KALG Alamogordo, N. M. (Otero Bcstg. Assn., 1230 kc, 250 w); KCHI Chillicothe, Mo. (Cecil W. Roberts, 1010 kc, 250 w day); KPAT Pampa, Tex. (Radio Station KICA, 1230 kc, 250 w); KVPH Snyder, Tex. (Scurry County Bcstrs., 1220 kc, 250 w day); WCLB Cobleskill, N. Y. (Schoharie County Community Service Bcstg. Corp., 1420 kc, 1 kw day); WKLK Cloquet, Minn. (Cloquet Bcstg. Co., 1450 kc, 250 w).

* * *

Docket Actions . . .

FINAL DECISIONS

Announced decision granting application of WILS Lansing Mich., to switch from 1430 kc 500 w D to 1320 kc 1 kw unl. DA-N and denying applications for Central Michigan Radio Corp., Lansing and Charlotte Bctsg. Co., Charlotte, Mich., for same facility. Decision Nov. 18.

Announced decision adopting initial decision as Commission's decision denying as in default application of Video Bcstg. Co. for extension of completion date for construction of KTVU(TV) Portland, Ore. Decision Nov. 18.

INITIAL DECISION

Initial decision issued by Hearing Examiner Elizabeth C. Smith to deny as in default application of Bexar Bcstg. Co., San Antonio, Tex., for extension of completion date to construct new AM station there on 990 kc with 1 kw daytime. Decision Nov. 23.

OPINIONS AND ORDERS

Adopted memorandum opinion and order dismissing petition of Batesville Bcstg. Co. Inc., Batesville, Ark., requesting Commission to withhold decision on its petition for reconsideration and rehearing, directed against FCC ruling of April 1 denying Batesville Bcstg. application and granting that of White River Valley Bcstrs. Inc., and denied petion for reconsideration and rehearing. Order Nov. 18.

Adopted order staying effectiveness of initial decision of Oct. 14 re applications of Belle City Bcstg. Co., Racine, Wis., and Metropolitan Bcstg. Co. of Milwaukee, pending further review by FCC; denied Belle City petition requesting that initial decision be made final immediately. Order Nov. 18.

WITJ Ithaca, N. Y.—Mod. CP new noncommercial educational FM station for extension of completion date.
KWBW-FM Hutchinson, Kan.—Mod. CP new FM station to change ERP to 1.48 kw, ant. height to 191 ft. above average terrain.

License for CP

KNEU Provo, Utah—License to cover CP new AM station.
WDXY Spartanburg, S. C.—Same.
WBKB(TV) Chicago—License to cover changes in facilities.

License Renewal

WALE Fall River, Mass.—License renewal AM station.

TENDERED FOR FILING

AM—1440 kc

WJPG Green Bay, Wis.—CP change from 810 kc 1 kw D to 1440 kc 1 kw-D, 500 w-N unl. DA-N.

APPLICATION DISMISSED

WEBS Chicago—DISMISSED Nov. 15 application for mod. CP new AM station to make changes in ant. and change trans. and studio site.

Radio-TV Panel

DR. WALTER K. KINGSON, head of radio division, UCLA, will be a member of a panel of speakers taking up various radio and television questions at the first public meeting of the Southern California Assn. for Better Radio and Television, today (Monday) at John Burroughs Junior High School, Los Angeles. Other speakers will include Dr. Richard Atkinson, lecturer, and Mrs. W. J. Armstrong. Rev. Clifton E. Moore, chairman of the Radio Committee of Los Angeles Church Federation, is moderator. Among the questions to be discussed will be "do crime programs on radio and television have any effect on children?" and "how can radio be used for both show business and mass education?"

Non-Docket Actions . . .

TRANSFER REQUESTS

WESX Salem, Mass.—Assignment of license from North Shore Bcstg. Co. to North Shore Bcstg. Corp., new firm owned equally by James D. Asher and Joseph H. Tobin, each 48.2% owner WJDA Quincy, Mass. Consideration $75,000. Charles W. Phelan, sole owner of assignor, retires because of poor health. WESX assigned 1230 kc, 250 w. Filed Nov. 18.

Deletions . . .

Two AM and eight FM authorizations deleted by FCC. AM dropouts since first of year total 38, FM 178, TV 11. Deletions, effective dates and reasons follow:

KSD-FM St. Louis — The Pulitzer Pub. Co., license, Nov. 10. Decision to discontinue FM operation.

WJJL-FM Niagara Falls, N. Y. — John J. Laux, CP Nov. 7. Not feasible to proceed at this time.

KWHN-FM Fort Smith, Ark. — KWHN Bcstg. Co. Inc., CP Nov. 7. Does not wish to continue at this time.

KBTR(FM) Minneapolis — Bethesda Bcstg. Assn., CP Nov. 17. It is not financially sound to proceed at this time, applicant said, according to FCC.

WDBF(FM) Daytona Beach, Fla.— W. Wright Esch, CP Nov. 16. Impractical to continue FM.

WISE-FM Asheville, N. C.—Radio Station WISE Inc., CP Nov. 14. Lack of interest in FM in that area.

WJWL-FM Georgetown, Del.—Rollins Bcstrs. Inc., CP Nov. 23. Forfeited for failure to prosecute.

WGET-FM Elizabeth, N. J.—Union Bcstg. Co., CP Nov. 23. Forfeited for failure to prosecute.

WEMB San Juan, P. R. El Mundo Bcstg. Co., license Nov. 18. Sole owner, Angel Ramos, was granted acquisition of control of WKAQ there on condition he give up WEMB [BROADCASTING, Oct. 17].

KJMS North Springville, Utah—W. W. Clyde and C. G. Salisbury d/b as Springville Radio Co., CP Nov. 17. Forfeited for failure to prosecute.

New Applications . . .

AM APPLICATIONS

Niagara Falls, N. Y.—Niagara Bcstg. System, 1230 kc, 100 w fulltime; estimated cost $5,350. Sole owner is Gordon P. Brown, owner WSAY Rochester, N. Y. Filed Nov. 18.

Houlton, Me.—Northland Bcstg. Co., 1400 kc, 250 w fulltime; estimated cost $13,510. Lieut. Hale N. Tongren, stationed at Navy's electronic supply office, Great Lakes, Ill., is 51% owner and is to be president and treasurer. There are 11 others with minor interests. Filed Nov. 21.

TRANSFER GRANT

WAPF McComb, Miss.—Granted assignment of license from Albert Mack Smith, Phillip Dean Brady, Louis Alford and J. P. Melvin d/b as The Southwestern Bcstg. Co. of Mississippi to new partnership of all but Mr. Melvin who retires and sells his 25% interest to other three for $12,500. WAPB assigned 250 w day on 1010 kc. Granted Nov. 18.

WOBS Jacksonville, Fla.—Transfer of control of Southern Radio and Equipment Co. through sale of stock for $45,000 to E. D. Rivers Sr., licensee WGOV Valdosta, Ga., 70%; Carmen Macri, WOBS manager, 10%; R. H. Gunckel Jr., commercial manager WOBS, 10%, and J. R. Sharpe, whose interest is reduced from 26.3% (100 sh) to 10% through sale. Other sellers in addition to Mr. Sharpe include: J. H. Coppedge, 80 sh; and J. R. and K. H. Anderson, James T. Monahan, T. D. Guthrie Jr., 50 sh each. WOBS assigned 1 kw day on 1360 kc. Filed Nov. 23.

KVAK Atchison, Kan.—Assignment of license from S. H. Patterson for $45,000 to James M. Griffith and Paul H. Buenning d/b as Griffith-Beunning Bcstg. Co. Mr. Griffith is former manager of KSEK Pittsburg, Kan., and Mr. Buenning is manager WBBZ Ponca City, Okla. Mr. Patterson was required to sell KVAK because of overlap with his KJAY Topeka. KVAK assigned 1 kw on 1470 kc. Filed Nov. 23.

WOKZ-AM-FM Alton, Ill.—Transfer of control of WOKZ Inc., licensee, from R. L. Rose and R. C. Goshorn for $75,000 to North Shore Bcstg. Co. Inc., licensee WEAW(FM) Evanston, Ill., and headed by Edward A. Wheeler and Leonard V. Dayton. WOKZ assigned 1 kw daytime 1570 kc. Filed Nov. 23.

KGMI Denver—Assignment of license from Gifford Phillips to Commonweal Bcstg. Co. Inc., wholly owned by Mr. Phillips. KGMI assigned 1 kw day on 1430 kc. Filed Nov. 23.

WGAI Elizabeth City, N. C.—Assignment of license from The Advance Inc. to WGAI Radio Co., owned by same group which has owned newspaper. These are: Herbert Peele, 66.4%; Kate Ford Peele, 0.2%, and Thomas Peele, 33%. Paper has been sold to another group, but Peeles wished to retain WGAI. They retain $40,214.69 in outstanding obligations. WGAI assigned 500 w daytime on 560 kc. Filed Nov. 23.

WWSC Glens Falls, N. Y.—Merger with WGLN there proposed since market won't support two stations. Martin Karig, 51% owner of Great Northern Radio Inc., WWSC licensee, and Alexander P. Robertson, 49% owner, each sell one-half of their holdings to Glens Falls Post Co., sole owner of Glens Falls Publicity Corp., WGLN licensee. Great Northern buys property and physical facilities of WGLN from Glens Falls Publicity Corp. for $42,000. Post Co. pays Messrs. Karig and Robertson $10,000 for their stock being sold, which sum is turned over to Great Northern as "paid in surplus" for use in reducing bank indebtedness. Messrs. Karig and Robertson also loan Great Northern an additional $10,000, bringing their loans to firm up to total $34,000. Post Co. also loans Great Northern $34,000. Louis P. Brown, president of Publicity Corp. and secretary of Post Co., becomes president of Great Northern. Mr. Karig continues as active manager of WWSC which is assigned 250 w on 1430 kc but holds permit for change to 1410 kc with 1 kw day, 500 w night, directional night. WGLN assigned 100 w on 1230 kc. Filed Nov. 17.

NARBA Cowboy

CUBAN interference on U. S. frequencies is starting to arouse young America. That's the conclusion of Kershaw Burbank, director of public information of the Williamsburg, Va., restoration. Mr. Burbank says his cowboy-minded son came to him, complaining, "Daddy, the Lone Ranger's talking Spanish."

LOBBY PROBE

Hilmer May Head Group

SELECTION of Lucien Hilmer, Washington attorney, to head the new House Select Lobbying Committee, was strongly indicated last week by spokesmen for Rep. Frank Buchanan (D-Pa.), chairman of the investigating committee.

Spokesmen confirmed that Mr. Hilmer probably will be named to direct the probe of lobbying activities of government agencies and private organizations [CLOSED CIRCUIT, Nov. 14]. No other attorney is under consideration for the job, they said. Rep. Buchanan, who returns to Washington this week, is expected to announce Mr. Hilmer's appointment shortly.

Mr. Hilmer, a member of Hilmer & Davis, Washington law firm, has had wide experience in government and radio practice. He served with FCC from 1940 to 1942, most of the time as assistant general counsel. His successor at the Commission was Rosel Hyde, now FCC Commissioner. Mr. Hilmer entered government service in 1936, serving until 1940 as assistant counsel and later associate counsel to the Senate Interstate Commerce Committee. From 1942 to 1945 he supervised economic planning for the Board of Economic Warfare.

The House Committee will undertake the probe when Congress reconvenes in January after its staff determines the fields to be explored. Investigation is expected to cover failure of private and public agency personnel to register as lobbyists and conformity of present registrants with the Lobbying Act. [BROADCASTING, Oct. 3, 10, 17].

D-F-S New Quarters

DANCER-Fitzgerald-Sample, New York, presently located at 247 Park Ave., has signed a lease to occupy three floors, approximately 40,000 square feet in the 347 Madison Ave. Bldg. Air Features Inc., and the Betty Crocker Office, both now in 247 Park, also will move to the new quarters. New offices will be air-conditioned and rebuilt to house the advertising agency. They are expected to be ready sometime in the spring.

ATTENTION
AM FM & TV STATIONS

LONDON LIBRARY SERVICE features

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FULL FREQUENCY RANGE RECORDING

This exclusive recording process reproduces every sound audible to the normal ear and guarantees the finest in recorded music.

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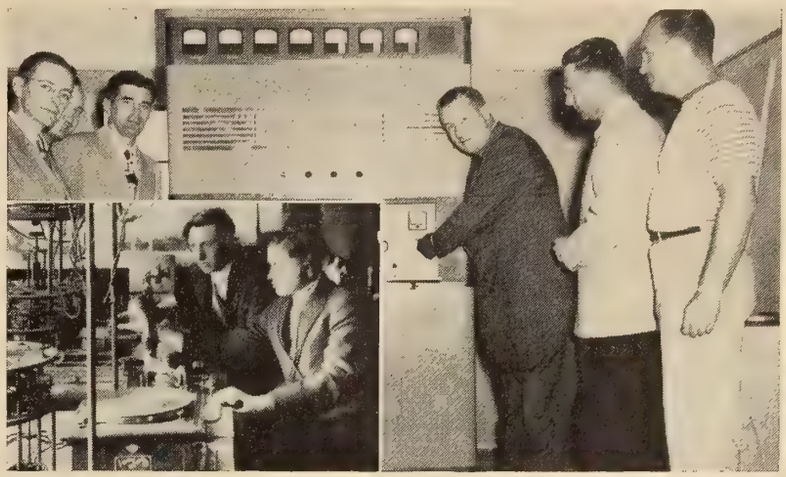
a division of

THE LONDON GRAMOPHONE CORP.

16 W. 22 Street • New York 10, N.Y.

KTUR'S SPIRIT OF '13

Pioneer Radioman Is Outlet's First Sponsor



PRESENT as KTUR Turlock, Calif., switch is thrown are (l to r): H. A. McMillen, station manager; Cecil Lynch, consultant; Emile J. Rome, Raytheon's San Francisco sales engineer; Mr. Sanders (hand on switch); Maxon B. Sayre, chief engineer, and Carl Pendergraft, assistant engineer. Shown in inset, Mr. Sanders (r) as a young man sits at transmitter with another station operator, Emile Portal.

* * *

DURING the building of KTUR Turlock, Calif., which went on the air last month, station officials were approached by a prominent local resident with a request to be the station's first sponsor. Reason for the request dates back to 1913.

At that time, the same man, then in his late teens, participated in the earliest transmission of voice and music by radio. Transmission occurred regularly between the National Wireless Telephone Co. in the Garden City Bank Bldg. in San Jose and a similar station in San Francisco. One of the operators was C. K. Sanders, now the Turlock Cadillac-Oldsmobile dealer.

Mr. Sanders realized his wish to be a sponsor and also was the first to push the switch when KTUR went on the air Oct. 7. It was his first close contact with commercial radio since he retired from the field following service in the Navy.

After serving in the Navy Signal Corps during the first World War, Mr. Sanders retired from radio until a year ago when he acquainted himself with vacuum tubes, crystal oscillators, Class B modulators and similar modern terms, and was issued amateur license W6DVS.

KTUR operates fulltime on 1390 kc, with 1 kw, and is licensed to the Turlock Broadcasting Corp.

KNUZ VOTE

Ordered by Labor Board

NATIONAL Labor Relations Board has ordered a vote among studio, transmitter and combination studio-transmitter engineers at KNUZ Houston, 250 w independent station, as to whether IBEW Local 716 shall represent them in collective bargaining negotiations. NLRB specified the customary 30 day deadline on the election.

The board's finding said that, contrary to the contention of the licensee, Veteran's Broadcasting Co., KNUZ is engaged in commerce within the meaning of the NLRB Act. A three-member panel has been designated by the board to handle the case. Other board findings: KNUZ obtains transcriptions from outside Texas at an annual cost of $3,240; pays royalties to ASCAP and two similar out-state organizations for use of copyright material; grossed $87,328 in revenue in 1948, of which about 4% accrued from sales of advertising to agencies outside of Texas.

WTAC REQUEST

For NLRB Rehearing Denied

REQUEST by Trendle-Campbell Broadcasting Corp., licensee of WTAC Flint, Mich., for oral argument and rehearing on inclusion of certain station technical personnel in NABET representation has been denied by the National Labor Relations Board.

In a second supplemental decision issued Friday, NLRB made "clear" that NABET is certified to represent engineers and technicians supervised by the chief engineer but not employes whose principal function is announcing, though they may work in the studio control room.

NLRB previously had ruled out intervention by AFRA, bargaining agent for the announcers, which reported it was unable to bargain collectively with WTAC because of the uncertainty of technical jurisdiction over announcers-engineers [BROADCASTING, Nov. 21]. NABET was designated as representative for the engineers and technicians.

KSON San Diego, 250 w station, has joined Southern California Broadcasters Assn. as 44th member.

WIS CEREMONIES

Mark New Bldg. Opening

DEDICATION of WIS-AM-FM Columbia, S. C., new studio and office building was held the weekend of Nov. 19-20. Doors were thrown open to the public and Sunday afternoon NBC's *Radio City Playhouse* starring Jan Miner, was originated in the new studios. That evening, George Hicks presented from WIS his U. S. Steel messages to NBC's *Theatre Guild on the Air audience.*

Producer-Director Harry W. Junkin offered "Deception" in the *Playhouse* origination, with Miss Miner supported by a cast of Columbians. Saturday night, Niles Trammell, NBC chairman of the board, was guest of honor at a dedicatory program and dinner attended by radio executives and advertisers. Also heard on the program were Miss Miner, Messrs. Junkin and Hicks, and Jay Jostyn, star of *Mr. District Attorney.* Other NBC stars, such as Bob Hope, Everett Mitchell, Hugh Conover and Claudia Morgan, saluted the station on special broadcasts aired during Sunday. Studio tours continued through last week, WIS reported.

CERTIFICATE of achievement from Dayton Chamber of Commerce awarded WING Dayton, Ohio, for its public service program, *This Is Dayton.*

DO YOU WANT TO

DOUBLE MR. BOTTLER'S SALES! IMMEDIATELY!

The copyrighted SILVER DOLLAR MAN program has done even better than this for me and my friends who have used it. I have been urged to make the Silver Dollar Man program available on a protected market basis to other bottlers because it puts soft drinks at the point of consumption . . . in the refrigerator . . . where the bottlers must have them.

Eighteen years of bottler sales experience is wrapped up in the packaged Silver Dollar Man program. It's a natural. It's a positive business builder. It's the thing Mr. Bottler is looking for! The base program rate is $25.00! Write or wire for complete details now!

First Come! First Served!

R. A. "BOB" PERROTT

Sales Promotion Counselor

BRUNSWICK, GEORGIA

Telephone 1024

At Deadline...

'SWEEPING' NETWORK PROBE NOT PLANNED, SAYS COY

FCC CHAIRMAN Wayne Coy Friday denied published reports that he had discussed possibility of "sweeping probe" of networks with members of Congress. He reiterated FCC position that investigation is needed [BROADCASTING, Nov. 7] but said question is "when it will be able to divert members of its staff to this task from other work in which the staff is now engaged." Text of statement:

My attention has been called to an article in the "Washington Post" on Thursday, Nov. 24, 1949, which says that the FCC is planning a sweeping probe of the big radio networks next year if Congress will provide the money. The article goes ahead to state that Chairman Wayne Coy has discussed this with a number of Congressmen who, he says, have promised support.

Insofar as this article purports to report what I have done, it is in error. I have not discussed this matter with members of Congress and do not have any promises of support from members of Congress for such a program.

The FCC has pointed out that no comprehensive investigation has been undertaken since 1941. The Commission has long felt that such an investigation is necessary—not only to determine how the regulations are working with respect to standard broadcasting but also to re-examine some of the problems concerning the relationship of the networks to talent bureaus and recording companies and also to examine carefully the effect of the regulations in the FM and television field.

The chain broadcasting regulations themselves were carried over almost bodily into the FM and television field without a separate investigation. It is entirely possible that the conditions in FM and television are sufficiently different from AM that other or additional regulations are needed in this field in order to protect against monopoly.

The Commission faces the question of when it will be able to divert members of its staff to this task from other work in which the staff is now engaged. At the present time there is no such investigation under way.

IGNORING OF PETITIONS CONSTRUED AS 'DENIAL'

FCC's FAILURE to act on it is effective denial of five part-time stations' pending petition for relaxation of ban on after-hours operations [BROADCASTING, Nov. 29, 1948], Commission was told in letter on "the first anniversary" of petition's filing. Marcus Cohn, attorney for petitioning stations, said FCC inactivity deprives public of "programs in the public interest" and also denies rights granted petitioners by Administrative Procedure Act and FCC's own rules.

"If the Commission desires to deny the prayers of the petition, it should act upon the petition and deny them rather than to continue to ignore them," he wrote. Petitioners: WOI Ames, Iowa; WKAR E. Lansing; WNAD Norman, Okla.; WNYC New York; WHCU Ithaca.

TV POSTWAR PRODUCTION NEARS 3,500,000 MARK

TOTAL TV set shipments by RMA member companies (about 80% of industry production) since war amount to 2,209,724 up to Sept. 30, RMA announced Friday. Third-quarter shipments this year totaled 503,352 sets.

Adding at least 600,000 sets produced in October and November, plus an estimated 600,000 sets for non-members, brings total near 3,500,000 mark.

RMA member shipments to New York-Newark area in third quarter totaled 113,897 TV sets, or 703,049 from Jan. 1, 1947, to Sept. 30, 1949. Los Angeles was second in third quarter shipments with 52,962 and Chicago close third with 52,906. Philadelphia fourth with 48,842 sets in third quarter.

WLIP BACK ON AIR AFTER UNION SETTLEMENT

WLIP Kenosha, Wis., went back on air Nov. 20 after completion of negotiations with American Federation of Radio Artists and Wisconsin Broadcast Engineers, Local 715, IBEW. Station now recognizes unions as exclusive bargaining agents for personnel affected in strike, three engineers and nine writers and announcers.

AFRA last Monday petitioned National Labor Relations Board for permission to hold election for establishment of union shop. Station workers will vote on proposal within two weeks. Ray Jones, AFRA central division director, and Herbert Mann, his assistant, handled talent negotiations.

IBEW represented by W. L. Reed, Local 715 president, and Hartwick Dahl, president, Kenosha Trades & Labor Council. Both unions were assisted by Arthur Martel. Station represented by William L. Lipman, owner-manager, and his attorney, David L. Phillips.

CHICAGO FM PROTEST

ENDORSEMENT of proposed FCC ruling requiring AM stations owning FM outlets to broadcast as many FM as AM hours, and providing increased minimum number of hours to be broadcast by FM-only stations, was sent FCC last week by FM Broadcasters of Chicagoland. "We feel such a ruling will be in the best interest of FM as well as of the entire industry," said President Ralph J. Wood Jr.

UNION PICKET THREAT

United Scenic Artists Union, Local 829 AFL, threatened Friday to begin picketing NBC next day, charging NBC-TV with hiring non-union men to replace scenic artists on strike in New York (see story page 36). Union said no picketing planned at ABC, CBS, DuMont or WPIX (TV) New York since those organizations have not yet moved to replace strikers. NBC spokesman denied network had replaced strikers but indicated it would if necessary to keep on air.

NAB-ASCAP TV SESSION

NAB per program TV Music Committee met last week with ASCAP video committee but made little progress toward eliminating differences standing in way of agreement on per program licenses for TV broadcasters. At weekend, committee attorneys were exploring possibilities of arranging further extension of present ASCAP TV licenses which are due to expire Nov. 30.

WPIX (TV) EXECUTIVES SHIFT

B. O. SULLIVAN, sales manager of WPIX (TV) New York, has resigned for reasons of health. Scott Donahue, assistant sales manager, named acting sales manager. Mr. Sullivan will rejoin news advertising department.

WTTV (TV) JOINS CBS-TV

WTTV(TV) Bloomington, Ind., affiliated with CBS-TV Nov. 15, it was announced Friday. Total CBS-TV stations now 56. Station, also to affiliate with ABC-TV, owned and operated by Sarkes and Mary Tarzian with Mr. Tarzian as general manager.

STATE 'VOICE' WINNERS TO BE LISTED THIS WEEK

STATE winners in joint NAB-RMA-U. S. Junior Chamber of Commerce Voice of Democracy radio essay contest to be announced this week. All 48 states plus District of Columbia, Alaska, Hawaii and Puerto Rico to be represented in national finals. Board of well-known people will judge state winners by transcriptions.

Estimates of joint contest sponsors now indicate that between 500,000 and 1 million students have taken part in school and community phases of third annual contest. Four final winners to receive awards in Washington next February.

DOUBLE AM-FM NAB BALLOTS OPPOSED BY MASON

DOUBLE voting power in NAB affairs by stations having both AM and FM memberships encourages divisions within industry and association, Robert T. Mason, WMRN and WMRN-FM Marion, Ohio, has told NAB in commenting on current referendum on proposed by-laws change covering station dues.

Mr. Mason said, "It would be just as silly to have an association of newspaper publishers and divide them into morning, evening and Sunday publishers."

NBC GETS AWARD

NATIONAL Council of Teachers of English Friday gave its sole annual award to *NBC Theatre* as program in 1948-1949 which did most to promote, among other things, "our literary heritage" and "raise ideals of good speech and writing." Award made at organization's 39th annual conference in Buffalo. *NBC Theatre* dramatizations of famous literary works originate in Hollywood with Andrew C. Love director. Show broadcast Sunday, 2-3 p.m.

EMERSON STOCK DIVIDEND

BOARD of directors of Emerson Radio & Phonograph Corp. declared special dividend in form of 10% stock dividend, payable Dec. 23. Stock dividend passed instead of cash to conserve funds for rapid TV expansion. Sales for year ended Oct. 31 were $40,500,000 compared to $30,900,000 for preceding year and cash dividends for year ending Oct. 31 were $1.30 compared to 97½ cents preceding year.

STORECASTING SHIFT

MARKET-TO-MUSIC Inc., Pittsburgh, affiliate of Storecast Corp. of America, has switched its "Music to Buy By" broadcasts in area from WKFJ (FM) to KQV-FM Pittsburgh. Programs heard at home and at Thorofare, Giant Eagle and Sparkle supermarkets.

Closed Circuit

(Continued from page 4)

current by-laws change will show overwhelming support of revision giving board power to determine station dues without regard to calendar year.

REORGANIZATION changes expected soon at Newell-Emmett Co., New York.

CBS Sales Department trying to sell alternate weeks of Ed Wynn show on CBS-TV. Program currently sponsored weekly by Speidel Corp. (watch bands), New York, through Cecil & Presbrey, but effective first week in January will sponsor show every other week.



That's impact



Small wonder so many new products and advertising campaigns are launched over WLW. For its over-all performance is remarkable.

In four weeks, The Nation's Station reached FOUR-FIFTHS—80.7% — of all the 3,644,800 radio homes within the WLW Merchandise-Able Area between 6 a.m. and midnight.* **That's coverage!**

Of **all** listening among **all** radio homes between 6 a.m. and midnight during an average week, WLW received six times MORE listening than the average of the nine major competitors.* **That's penetration!**

Of the 258 stations heard in WLW-land, The Nation's Station received ONE-SIXTH—16.6%—of **all** listening to **all** stations.* **That's dominance!**

And when you put coverage, penetration and dominance together . . . THAT'S IMPACT!

If you are planning to launch a new product or advertising campaign, talk it over first with The Nation's Station. Write or call any of the following WLW Sales Offices:

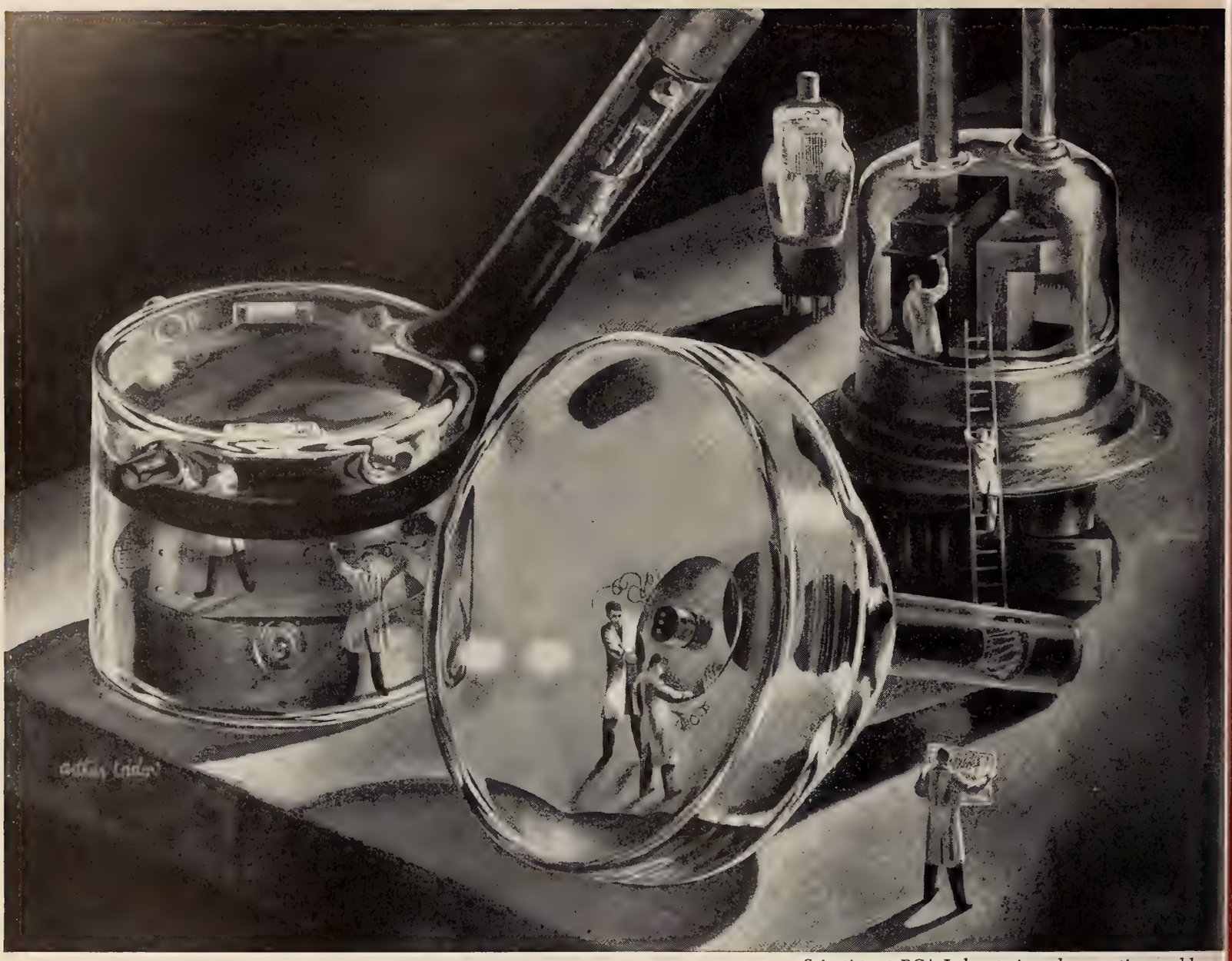
140 West 9th St., Cincinnati 2, Ohio
360 N. Michigan, Chicago 1, Ill.
630 Fifth Avenue, New York 20, N. Y.
6381 Hollywood Blvd., Hollywood 28, Calif.

*Nielson Radio Index, February-March, 1949

when you want
impact you want

WLW
the nation's most merchandise-able station

CROSLEY BROADCASTING CORPORATION



Scientists at RCA Laboratories solve exacting problems within the "nothingness" of vacuum tubes.

Inside story *of Better Television*

Now television is flashing *visual* entertainment, news, and educational material to millions. The "inside story" of its rapid growth is the history of some remarkable tubes. Inside these tubes, electrons are put to work—to perform, for your benefit, the miracle of long-distance vision.

The screen of your direct-view television receiver is actually the face of a tube—the kinescope developed by Dr. V. K. Zworykin and his colleagues of RCA Laboratories—on which electrons in motion "paint" pictures. A tube, too, is the "eye" of RCA's supersensitive Image Orthicon television camera, which can "see" by the light of a match.

And, since you asked for big-picture television, they developed projection receivers—also a way to "weld" glass and metal, thus speeding the production of 16-inch direct-viewing tubes . . . at lower cost.

To these basic "firsts," RCA scientists have added advance after advance, which are daily bringing television into the lives of more and more people.

How you profit

Advanced research in television tubes is just one way in which RCA Laboratories work for *you*. Their leadership in science and engineering adds *value beyond price* to any product or service of RCA and RCA Victor.

* * *

Examples of the newest advances in radio, television, and electronics—in action—may be seen at RCA Exhibition Hall, 36 West 49th Street, N. Y. Admission is free. Radio Corporation of America, N. Y. 20.

RADIO CORPORATION of AMERICA

World Leader in Radio — First in Television

DECEMBER 5, 1949 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

strange things and true from WOR's own scrapbook of oddities

ONE THING AT A TIME, PLEASE

A TRIBE called the Bedui, flourishing in the interiors of Java, had definitely fixed feelings—about the numeral one. They only allowed themselves one piece of work a day.

WOR regards this as singular laziness. For in one day

WOR sells more
more often
for more people
to more people
than any other station in the United States.

YES, WE HAVE NO IMPORTED WITCHES TODAY



IN THE DAYS when witches were abroad, it was common fancy that same flighty ladies could journey to the East Indies in an egg-shell. Or if they were so inclined, negotiate a cross-country broomstick hop for 300 miles.

Nice, we think. But WOR can fly farther and faster. We can rocket your message to the Dominion of Canada and from Maine through Georgia—and talk to the majority of 36,000,000 people in 430 counties in 18 states. That's why more spot advertising was bought on WOR during the month of September than on any other New York station.

CONSIDER THE ANTIQUE ALBATROSS



THE ALBATROSS was thought most wondrous for the distance it traveled. Rumor had it that it could be seen at a greater distance than any other bird. Therefore sailors looked upon it with special fondness.

As WOR travels to ¼ of the United States, it too is regarded with great affection by its many sponsors. And for good reason:

In one month 1 out of every 4 housewives listening to "Rambling with Gambling" bought the product he advertised.

Gentlemen, if you prefer facts to fables, sales increases to sallies into the great unknown

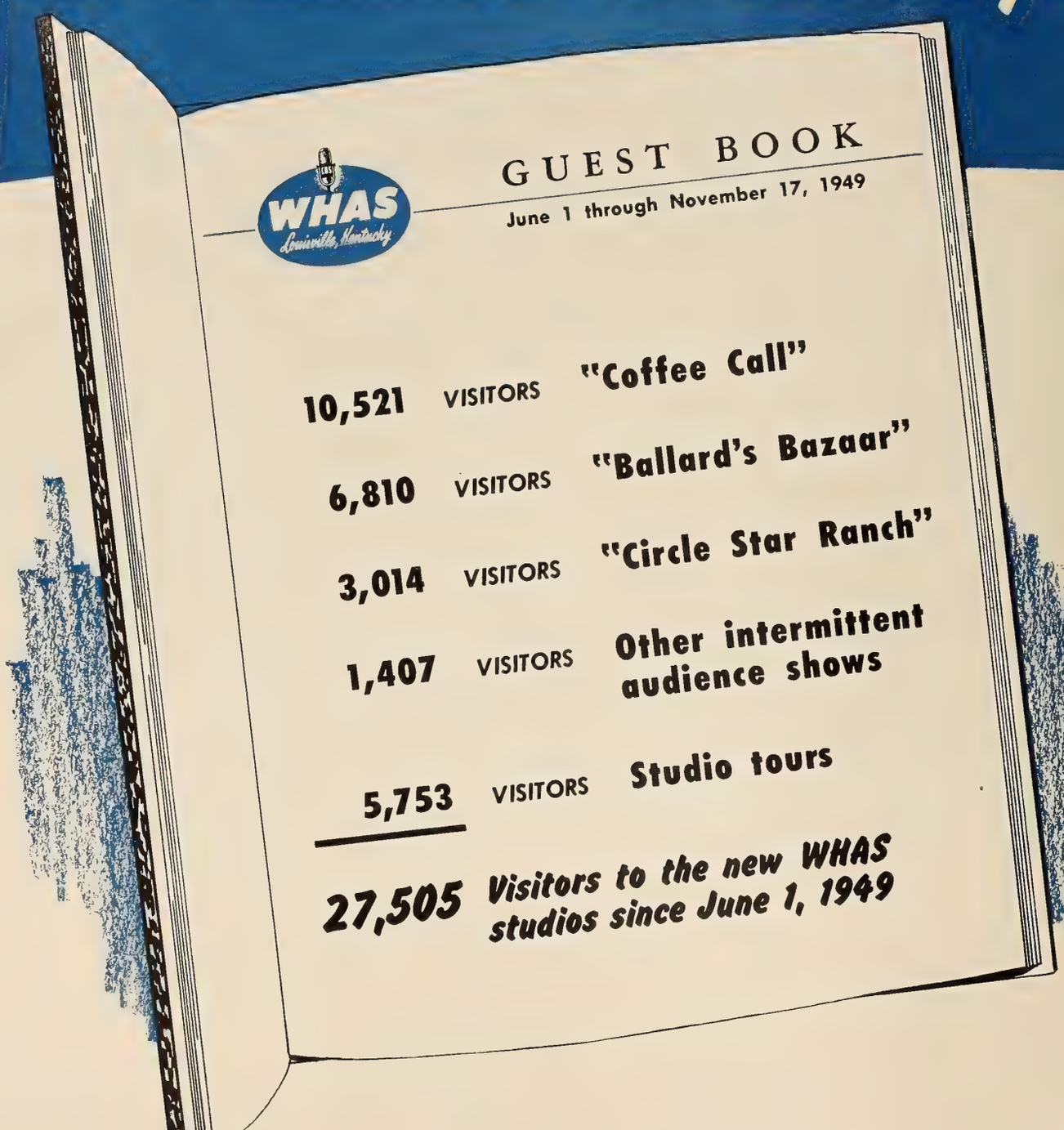
our address is:

WOR

that power-full station

at 1440 Broadway in New York

as a member of Society...



How Come? Filling the guest book is easy when a station's programming makes it an important member of society. Only people who listen and like what they hear will swarm into a station . . . as have our Kentuckiana friends in less than six months.

And don't forget, it's these people . . . and this programming . . . that give you sales results in Kentuckiana.

and therefore Selling

CBS
WHAS
Louisville, Kentucky

50,000 WATTS ★ 1A CLEAR CHANNEL ★ 840 KILOCYCLES

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY
EDWARD PETRY AND COMPANY

THE ONLY RADIO STATION SERVING ALL OF THE RICH KENTUCKIANA MARKET

WNAC Boston

and its YANKEE NETWORK Stations (28)

from Bangor to Bridgeport have an

IDENTIFIABLE PROGRAM PLAN

designed for one minute announcements (live or transcribed)

★ ★ ★

The plan is built around these MGM programs:

"Good News from Hollywood"
with George Murphy
Tuesday, Thursday, Saturday 11:00 - 11:15 AM

"Hollywood U.S.A."
with Paula Stone
Monday thru Friday 4:00 - 4:15 PM

"At Home with Lionel Barrymore"
Monday, Wednesday, Friday 11:00 - 11:15 AM

"Maisie"
with Anne Sothern
Sunday 3:00 - 3:30 PM

"M.G.M. Theatre of the Air"
John Garfield — Deborah Kerr
Van Heflin — Charles Laughton
Sunday 9:30 - 10:30 PM

"Dr. Kildare"
Lew Ayres & Lionel Barrymore
Wednesday 8:00 - 8:30 PM

"Judge Hardy's Family"
with Mickey Rooney & Lewis Stone
Thursday 8:00 - 8:30 PM

"Crime Does Not Pay"
Tuesday 8:00 - 8:30 PM

Learn how you can get "sponsor identification" for your advertising messages in programs (day and night) that get concentrated listening.

It's a simple, old fashioned radio advertising story designed to deliver product sales for the advertiser.

Ask your Petry Man for the Plan

Or call Yankee at Boston, COmmonwealth 6-0800

★ ★ ★

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

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Closed Circuit

FIRST QUICK scanning of 1949 time sales gives impression year's business will pass $402 million 1948 figure despite network dip. Local business at least equal to 1948 with spot apparently increasing. Network decline, curiously, just matches TV national time sales. TV local sales hard to figure.

CHRYSLER CORP., Detroit, through Ruthrauff & Ryan, New York, preparing heavy spot announcement campaign starting Dec. 26, to introduce new 1950 Dodge car. Schedule will include over 500 stations. Contract runs five weeks.

SALE of WNEW New York by Arde Bulova for gross in excess of $2 million (stripped net around $1,500,000) was formalized last week, but on terms varying from original plan [BROADCASTING, Nov. 21]. Bernice Judis and Ira Herbert will not acquire stock but have signed five-year contracts as executive vice president and vice president in charge of sales, respectively, with options to purchase minority interest. William S. Cherry, owner of WPRO Providence, retains substantial majority and two WNEW Inc. stockholders are added: Harry Playford, St. Petersburg banker and important airline owner (16⅔%), and Clem Randeau, former UP and Field Enterprises executive (about 5%). Half-dozen other stockholders in new WNEW Inc. will hold substantially same interests.

LARGEST contract yet for FM national business closed for six-station labor-liberal network under Kaiser-Frazer sponsorship through Wm. H. Weintraub, New York. Fifteen-minute five-day per week strip, amounts to more than $50,000 and was handled by Morris Novik, radio consultant. FM-ers, to carry program live or tape beginning Jan. 1: WFDR New York, WVUN Chattanooga, KFMV Los Angeles, WDET Detroit, WCUO Cleveland, WCFM Washington, latter a co-op, and others either ILGWU or AAU-CIO. News commentary probable but not definite.

CARTER PRODUCTS Inc., New York (Carter Little Liver Pills), through Ted Bates, New York, adding spot announcements Saturdays and Sundays on stations already carrying five-weekly announcements. Schedule being prepared now on 450 stations to start this week.

WITH big AM outlets starting to shed FM affiliates as bad investment, feeling grows that proposed FCC rule requiring increased FM operating hours may result in hearing that could spell life or death for entire FM industry by bringing into limelight sources of its troubles.

LATEST proposal looking toward economy in FM operation confronting FCC is that for

(Continued on page 78)

Upcoming

Dec. 5: FM Assn. Board meeting, Washington.

Dec. 5: National Institute of Municipal Law Officers, Muehlbach Hotel, Kansas City.

Dec. 5-6: NAB Dist. 14, Utah Hotel, Salt Lake City.

Dec. 14-15: NAB Dist. 17, Benson, Portland, Ore.

(Other Upcomings on page 26)

Bulletins

CBS announced late Friday Toni Co. renewed *Give and Take*, Saturday 1:30-2 p.m. though Foote, Cone & Belding. Metropolitan Life Insurance through Young & Rubicam also renewed *Eric Sevaried and the News*, Monday through Friday, 6-6:15 p.m.

GIANT ANIMALS, New York, (circus balloons) through Huber Hoge & Sons, New York, placing $80,000 radio campaign for pre-Christmas selling on about 100 stations, plus five quarter-hours weekly on MBS and four quarter-hours on ABC. Network shows are transcribed music programs.

NEW Arizona lineup, effective Jan. 1, announced by CBS Friday. KOOL Phoenix, KOPO Tucson and KCKY Coolidge, all Arizona, to join CBS Mountain Group replacing KOY Phoenix, KTUC Tucson and KSUN Bisbee. KOY ownership now has pending suit against CBS for specific performance of affiliation contract [BROADCASTING, Nov. 21].

MULLEN BUYS INTEREST IN TV FILM COMPANY

FRANK E. MULLEN, former NBC executive vice president, last Friday acquired substantial interest in Jerry Fairbanks Inc., TV film producer, and becomes chairman of board. Jerry Fairbanks continues president, and Russell Johnson, chief of film activities of NBC-TV New York, Jan. 1 joins firm as vice president.

Mr. Mullen, quarter-century radio veteran, will maintain his consulting office in New York as well as headquarters in Hollywood. He entered consulting practice last September when he resigned as president of G. A. Richards Stations (KMPC Hollywood, WJR Detroit, WGAR Cleveland).

Expansion of production facilities in Hollywood and New York planned. Firm will set up own distributing and station sales units. Mr. Mullen will direct company's business affairs with Mr. Fairbanks handling production and Mr. Johnson serving as board member and heading New York office.

JOINS McCANN-ERICKSON

ROBERT M. REUSCHELE, formerly with Headley-Reed Co., station representative, has joined McCann-Erickson, New York, as manager of radio-television timebuying.

Business Briefly

PILLSBURY ADDS ● Pillsbury Mills, Minneapolis, Jan. 3 adds Cedric Adams commentaries 3:55-4 p.m. to across-board *House Party* on CBS 3:30-3:55 p.m., giving sponsor full half-hour five times weekly. Agency, Leo Burnett Co., Chicago.

AMOCO RENEWS ● American Oil Co., Baltimore, renewing *Carnegie Hall* ABC concert series for 13 weeks, starting in January, Tues., 8-8:30 p.m. Agency, Joseph Katz Co., Baltimore.

KING SPOTS ● King's Tropical Inn French Dressing, Los Angeles, Friday launched spot campaign (15 to 20 weekly) on KLAC same city. Firm plans to add other western stations shortly and expand to other areas in next three months. Spots also carried on KTLA (TV) Los Angeles. Agency, Ross, Gardner & White Adv., Los Angeles.

SEMLER RENEWALS ● R. B. Semler Inc., New Canaan, Conn., Jan. 4 renews Gabriel Heatter on MBS Wed., 7:30-7:45 p.m., for 52 weeks. Agency, Erwin, Wasey & Co., New York.

TOBACCO ACCOUNT ● U. S. Tobacco Co., New York (Dills Best, Model, Tweed, Old Briar) renews for 52 weeks on MBS *Martin Kane, Private Eye*, Sun., 4:30-5 p.m., Kudner Agency, New York, handles.

INTERIM PAYMENT PLAN FOR ASCAP TV MUSIC

TELEVISION industry's per program committee and ASCAP announced Friday temporary TV music licenses would be extended from Dec. 10 deadline to period of committee's negotiations with ASCAP. Announced also that committee would recommend independent TV stations make interim payments to ASCAP during negotiations, subject to adjustment at time stations sign either per program or blanket licenses.

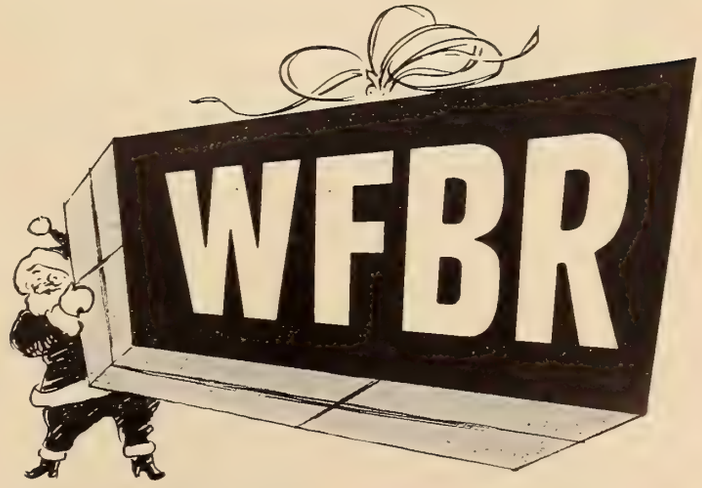
Interim payments to be flat, monthly fees retroactive to Jan. 1, 1949, or date station went on air, and varying in amount according to station's income bracket. ASCAP to send out per program and blanket forms simultaneously and stations have 30 days after receipt to make choice. Stations to be indemnified by ASCAP during temporary license period.

EDGAR BILL STRICKEN

EDGAR L. BILL, president of WMBD Peoria, Ill., suffered serious heart attack Thursday night at Palmer House, Chicago, shortly after returning from International Livestock Exposition. He was still under oxygen tent late Friday and Dr. E. F. Addenbrooke, hotel physician, said it would be dangerous to move him to hospital. Mr. Bill went to stock show in company with his wife and Mr. and Mrs. Merle V. Watson, of Peoria. Mr. Watson is associated with him in National Radio Personalities, Peoria enterprise.

The thought any client will appreciate most: select WFBR as the key Baltimore station on his 1950 radio schedule





ABC BASIC NETWORK ★ 5000 WATTS ★ BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY



He Pulls Lumber Sales Out of Thin Air

Says Mr. O. T. Griffin, President of the Griffin Lumber Co., to Station WWSC, both of Glens Falls, New York: "We are glad to send you our signed renewal contract for our sponsorship locally of the Fulton Lewis, Jr. program for another year. We have been thoroughly convinced by results in sales of items promoted through this program that this tie-in with Fulton Lewis, Jr. is a most valuable medium to get our messages across. . . . We know that we must have the local audience because definite tests on merchandise advertised on this program have shown increases in sales . . . and we wouldn't trade the program for any other one on the air locally available."

Currently sponsored on more than 300 stations, the Fulton Lewis, Jr. program offers local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

BROADCASTING
TELECASTING

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First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; How's Business
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

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Editor and Publisher

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Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

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David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

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417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

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* Reg. U. S. Patent Office

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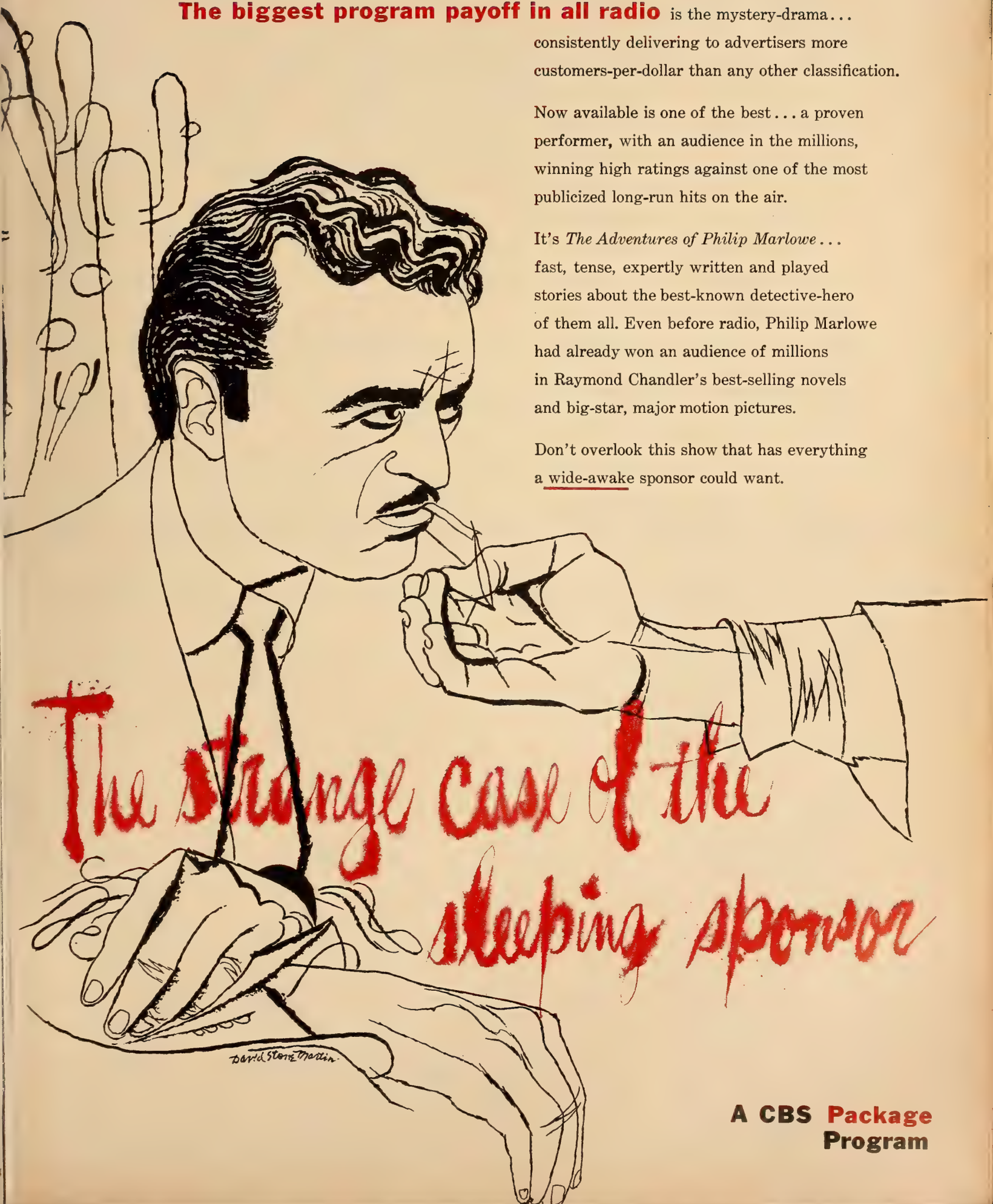
Subscription Price: $7.00 Per Year, 25c Per Copy

The biggest program payoff in all radio is the mystery-drama... consistently delivering to advertisers more customers-per-dollar than any other classification.

Now available is one of the best... a proven performer, with an audience in the millions, winning high ratings against one of the most publicized long-run hits on the air.

It's *The Adventures of Philip Marlowe*... fast, tense, expertly written and played stories about the best-known detective-hero of them all. Even before radio, Philip Marlowe had already won an audience of millions in Raymond Chandler's best-selling novels and big-star, major motion pictures.

Don't overlook this show that has everything a wide-awake sponsor could want.



A CBS Package Program

COMPARATIVE NETWORK SHOWSHEET

EVENING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Adams Hats Drew Pearson (226) R	Prudential Ins. Family Hour (150)	Quaker Oats Roy Rogers Show (500)	Catholic Hour S
6:15	Seeman Bros. Mon. Headlines (218) R	"	"	"
6:30	Hormel Co. Hormel Girls (222)	C-P-P Our Miss Brooks (152) R	Cudahy Packing Nick Carter (467)	Hollywood Calling S
6:45	"	"	"	"
7:00	Think Fast S	Amer. Tob. Co. Jack Benny (183) R	Adv. of the Falcon S	Gruen Watch Hollywood Calling (163)
7:15	"	"	"	"
7:30	Amazing Mr. Malone S	Lever Bros. Amos 'n' Andy (150)	The Saint	Rexall Co. Harris-Faye (163)
7:45	"	"	"	"
8:00	Old Gold Stop the Music (173)	Coca-Cola McCarthy Show (183) R	Co-op A. L. Alexander	Wildroot Co. Adv. of Sam Spade (165) H
8:15	Eversharp, Inc. (173)	"	"	"
8:30	Speidel Corp. (171)	P & G—Tide Red Skelton (172) R	Enchanted Hour	U. S. Steel Corp. Theatre Guild (165)
8:45	Old Gold Cigarettes (173)	"	"	"
9:00	Kaiser-Frazer Walter Winchell (272)	Electric Co. Corliss Archer (163)	Opera Concert	"
9:15	Andrew Jergens Lowella Parsons (204)	"	"	"
9:30	Burisen-Riner Chance of a Lifetime (187)	Philip Morris Horace Heidt (172)	Sheliah Graham	Bayer Asprin American A. of F. Music (155)
9:45	"	"	Twin Views Of the News S	"
10:00	Carter Products Jimmie Fidler (70)	Carnation Co. Contented Hour (175)	Music	Eversharp Take It or Leave It (164)
10:15	Ted Malone S	"	"	"
10:30	Organ Music S	Dance Orchestra S	Don Wright Chorus	Pet Milk Kay Armen (162)
10:45	Sokolsky S	"	"	"

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You and — S	"	Clem McCarthy 6:15-6:20 S
6:30	"	No Network	"	Sketches in Melody 6:20-6:45 S
6:45	"	P & G—Ivory Lowell Thomas (78)	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition (53)	P & G—Dreft Beulah (81) R	Co-op Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (163) H R
7:15	Co-op Elmer Davis (46)	P & G—Oxydol Jack Smith (84)	Dinner Date S	Miles Labs. News of World (148)
7:30	General Mills Lone Ranger (175) R	Campbell Soup Club 15 (155) R	Noxzema Gabriel Heatter (84)	Echoes from the Tropics S
7:45	"	Campbell Soup Ed. Murrow (153)	I Love A Mystery S	Pure Oil Co. Kaltenborn (31)
8:00	Waltham Watch Share the Wealth (21)	Bromo Seltzer Inner Sanctum (157) R	National Biscuit Straight Arrow (279)	A. A. of RR's Railroad Hour (163)
8:15	"	"	"	"
8:30	General Motors Henry Taylor (264)	Lever-Lipton Arthur Godfrey Talent Scouts (156) R	Peter Salem S	Firestone Voice Firestone (140)
8:45	Buddy Weed S	"	" *	"
9:00	Kate Smith Calls S	Lux Radio Theater (176)	Murder By Experts S	Bell Telephone Telephone Hour (153) R
9:15	"	"	"	"
9:30	"	"	Crime Fighters	Cities Service Band of America (82) N
9:45	"	"	"	"
10:00	Elec. Workers Arthur Gaeth (97)	Lever-Pepsodent My Friend Irma (176)	Commentators MBS Newsreel	Dean Martin & Jerry Lewis S
10:15	TBA	"	"	"
10:30	Roller Derby S	R. J. Reynolds Bob Hawk (163)	Dance Music	TBA
10:45	"	"	"	"

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You And — S	"	Clem McCarthy 6:15-6:20 S
6:30	"	No Network	"	Sketches in Melody 6:20-6:45 S
6:45	"	P & G—Ivory Lowell Thomas (78)	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition (53)	P & G—Dreft Beulah (81) R	Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (163) H R
7:15	Co-op Elmer Davis (46)	P & G—Oxydol Jack Smith (84)	Dinner Date S	Miles Labs. News of World (142)
7:30	Analyst Counter-Spy (60)	Campbell Soup Club 15 (153) R	Rhodes Pharm. Gabriel Heatter (133)	Taft Hotel Orchestra S
7:45	"	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. R. Harkness (27) RR
8:00	Amer. Oil Co. Carnegie Hall (108)	Sterling Drug Mystery Theater (149) R	Count of Monte Cristo S	duPont, Cavalc of America (152) H
8:15	"	"	"	"
8:30	Co-op Town Meeting (56)	C-P-P T'thPwdr. Mr. Mrs. North (151) R	Official Detective S	Lewis Howe Co. Baby Snooks (153)
8:45	"	"	" *	"
9:00	"	Life with Luigi S	John Steele Adventurer	Lever-Swan Bob Hope (153) H
9:15	"	"	"	"
9:30	Chr. Sc. Monitor Views the News R	Escape S	Mysterious Traveler	Johnson Wax Fibber McGee & Molly (165)
9:45	We Care S	"	"	"
10:00	Time for Defense S	DeSoto Plym'th Hit the Jackpot (172)	Commentators MBS Newsreel	Lever Bros. Big Town (133)
10:15	"	"	"	"
10:30	A.F. of L. As We See It	Sammy Kaye Orchestra	Dance Orchestra	Brown & Wmsn People are Funny (164)
10:45	C. of C.	"	"	"

ABC

	ABC
6:00 PM	(Not in Service)
6:15	"
6:30	"
6:45	"
7:00	Co-op Headline Edition (53)
7:15	Co-op Elmer Davis (46)
7:30	General Mills Lone Ranger (175)
7:45	"
8:00	Dr. I. Q. S
8:15	"
8:30	Petri Wine Co. Sherlock Holmes (175)
8:45	"
9:00	Starring Boris Karloff S
9:15	"
9:30	Buzz Adlam S
9:45	"
10:00	Miller Brewing Lawrence Welk (26)
10:15	"
10:30	On Trial S
10:45	"

DAYTIME

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Concert Hall S	World News	Elder Michaux Happiness Hour	Co-op World News W. W. Chaplin
9:15	"	E. Power Biggs S	"	Wormwood Forest S
9:30	Voice of Prophecy, V of P Inc (85)	"	Dixie 4 Quartet	Cameos of Music 9:30-10 on Avail. Stations S
9:45	"	Trinity Choir	Healing Ministry of Chris. Science	Hudson Coal Co D. & H. Miners (13)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (286)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Southernaires S	"	Voice of Prophecy (281)	Family Time S
10:45	Southernaires S	Church of Air S	"	"
11:00	Serutan Co. V. Lindlahr (69)	Newsmakers S	Christian Ref. Church, Back To God (266)	Faultless Starch Starch Time (50)
11:15	Dawn Bible Students, Frank & Ernest (179)	Howard K. Smith S	"	Morning Serenade
11:30	Hour of Faith S	Salt Lake City Tabernacle S	N'western U Review S	News Hilites S
11:45	"	"	"	Campana Solitair Time (20)
12:00 N	Fantasy in Melody S	Invitation to Learning S	College Choirs	TBA
12:15 PM	Foreign Reporter S	"	"	On the Village Green S
12:30	Piano Playhouse	People's Platform S	Lutheran Hour Dr. W. Maier (392)	The Eternal Light S
12:45	"	"	"	"
1:00	Fine Arts Quartet S	Charles Collingwood S	Doubleday News	America United S
1:15	"	Elmo Roper S	Doubleday Quiz (61)	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	General Mills Breakfast Club (212) R	Co-op News	Robt. Hurleigh	The Eddie Albert Show S
9:15	Swift & Co. Breakfast Club (127) R	Barnyard Follies S	Co-op Tell Your Neighbor	"
9:30	"	"	Tennessee Jamboree	Clevelandaires S
9:45	Philco Corp. Breakfast Club (24)	"	"	"
10:00	Libby, McNeill My True Story (196) R	Music Please S	Co-op Cecil Brown (30)	P & G, Welcome Travelers (142)
10:15	" *	Toni & Wildroot Arthur Godfrey (170) R	Faith Our Time S	"
10:30	General Mills Betty Crocker (191) R	Gold Seal Arthur Godfrey (173) R	Say It with Music	Kraft Foods Marriage for Two (146)
10:45	*See Footnote	National Biscuit Arthur Godfrey (173) R	"	Sealtest Dorothy Dix at Home (77)
11:00	General Mills Modern Romances (126)	Liggett & Myers Arthur Godfrey (179) R	Co-op Behind the Story	Manhattan Soap We Love and Learn (162)
11:15	"	"	Bob Poole	TBA
11:30	Pick a Date with Buddy Rogers	Contin'l Baking Grand Slam (48)	"	Prudential Ins. Jack Berch (139)
11:45	"	P & G Rosemary (69)	"	B. T. Babbitt Lora Lawton (135)
12:00 N	Pillsbury Mills Houseparty (216)	General Foods Wendy Warren (151)	Co-op Kate Smith Speaks	TBA
12:15 PM	" *	Lever Bros. Aunt Jenny (84)	Lanny Ross	Music
12:30	Out of Service	Whitehall Helen Trent (166)	Burrus Mills Light Crust Dough Boys	Hometowners
12:45	"	Whitehall Our Gal Sunday (159)	G. Heatter's Mail Bag	TBA
1:00	Co-op Baukhage (92)	P & G Big Sister (93)	Co-op Cedric Foster	Boston Symphony Mon. 1-1:30
1:15	Co-op Nancy Craig (11)	P & G Ma Perkins (105)	Harvey Harding	Luncheon with Lopez Tues.-Fri.

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Breakfast on the Plaza S	Co-op News	(Network Opens 9:30 A.M.)	Mind Your Manners S
9:15	"	Barnyard Follies S	"	"
9:30	Shopper's Special S	"	News	Brown & Wmsn People are Funny (17)
9:45	"	Garden Gate S	"	"
10:00	At Home with Music S	Music for You S	Magic Rhythm	Minn. Valley Canning Co. Fred Waring (149)
10:15	"	"	"	"
10:30	Junior Junction S	M & M Ltd Joe Di Maggio (16)	Helen Hall	Pet Milk Mary Lee Taylor (148)
10:45	"	"	News	"
11:00	Navy Hour S	Cream of Wheat Let's Pretend (154) *	Music	J. Morrell & Co Lassie (164)
11:15	"	"	"	NBC Stamp Club
11:30	Roger Dann S	Lever Bros. Junior Miss (169)	Man on Farm (Quaker) (363)	Brown Shoe Smilin' Ed McConnell (162
11:45	"	"	"	"
12:00 N	101 Ranch Boys S	Armstrong Cork Theater of T'day (166)	"	Barriault Washington News
12:15 PM	"	"	"	Americans the World Over S
12:30	American Farmer S	Pillsbury Mills Grand Cen. Sta. (150)	Smoky Mt. Hayride	Adventures of Archie Andrews S
12:45	"	"	"	"
1:00	ABC Concert of American Jazz	Armour Stars Over Hollywood (168)	Campus Salute	Allis-Chalmers Natl. Farm & H Hour (164)
1:15	"	"	"	"

ABC

	ABC
1:30	National Vespers S
1:45	"
2:00	Around the World (150)
2:15	"
2:30	Co-op Mr. Presto
2:45	"
3:00	Fruehauf Harrison (75)
3:15	P. J. Ri Betty C (18)
3:30	Lthrn. La Lutheran (190
3:45	"
4:00	Voices Live S
4:15	"
4:30	Milton Opera A
4:45	"
5:00	Fam Close S
5:15	"
5:30	Goodyear Greatest Ever To
5:45	"

BROADCASTING

FOR DECEMBER 1949

TUESDAY

MBS	NBC
Repeat of Kid Strips	News Bob Warren S
"	Clem McCarthy 6:15-6:20 S
"	Sketches in Melody 6:20-6:45 S
"	Sun Oil Co. 3-Star Extra (34)
Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (163) H R
Dinner Date S	Miles Labs. News of World (148)
R. S. Semler Gabriel Heatter (215)	Park Sheraton Hotel Orch. S
I Love A Mystery	Pure Oil Co. Kaltenborn (32)
Can You Top This S	Philip Morris This Is Your Life (144) R
"	"
International Airport	Kraft Foods Great Gildersleeve (151)
" *	"
Mr. Feathers	Bristol Myers Break the Bank (163)
"	"
Family Theatre S	Bristol Myers Dist. Attorney (163)
"	"
Commentators MBS Newsreel	Am. Oil. & Oil. The Big Story (164)
"	"
Dance Music	Mars Candy Curtain Time (145)
"	"

THURSDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Ricau S
"	You And — S	"	Clem McCarthy 6:15-6:20 S
"	No Network	"	Sketches in Melody 6:20-6:45 S
"	P & G—Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (34)
Co-op Headline Edition (53)	P & G Beulah (81) R	Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (163) H R
Co-op Elmer Davis (46)	P & G Jack Smith (84) R	Dinner Date S	Miles Labs. News of World (142)
Anahist Counter-Spy (60)	Campbell Soup Club 15 (153) R	Rhodes Pharm. Gabriel Heatter (135)	Art Van Damme Quintet S
"	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. R. Harkness (27)
Blondie S	P & G—Lava FBI (149)	California Caravan	G. F. Jello Aldrich Family (147) R
"	"	"	"
Revere Camera A Date with Judy (51)	Whitehall Mr. Keen (151) R	Mail Pouch Fishing & Hunting Club (133)	G. F. Maxwell Father Knows Best (154) H R
"	"	" *	"
Old Gold Orig Amateur Hour (173) *	Electric Auto-Lite, Suspense (169)	Comedy Playhouse	Reynolds Tob. Camel Screen Guild Theatre (152) H
"	"	"	"
"	Philip Morris Crime Photog. (149)	"	Blatz Brewing Duffy's Tavern (158)
Lee Hats R. Montgomery (266)	"	"	"
Author Meets Critics S	Hall Bros. Hallmark Playhouse (158)	Commentators MBS Newsreel	Chesterfield Supper Club Perry Como (153)
"	"	"	"
Someone You Know, Mental Health Series S	Recofield Skippy Hollywood Theater (54)	Dance Music	Dragnet L&M-Fatima (140) H
"	"	"	"

FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Ricau S
"	You And — S	"	Clem McCarthy 6:15-6:20 S
"	No Network	"	Sketches in Melody 6:20-6:45 S
"	P & G—Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (34)
Co-op Headline Edition (53)	P & G Beulah (81) R	Fulton Lewis Jr. (291)	Amer. Tob. Co. Light Up Time (163) H R
Co-op Elmer Davis (46)	P & G Jack Smith (84) R	Dinner Date S	Miles Labs. News of World (148)
General Mills Lone Ranger (175)	Campbell Soup Club 15 (153) R	Gabriel Heatter	The UN Is My Beat.
"	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. Kaltenborn (31)
Norwich Pharm. Fat Man (136) R	Gen. Fds.-Sanka The Goldbergs (151) R	Russ Morgan Show	Schlitz Halls of Ivy Start: 1/6 (146)
"	"	"	"
Equitable Life This Your FBI (221) R	Gen. Fds.-Jello My Favorite Husband (153)R	Music	Gulf Refining We the People (115)
"	"	" *	"
Heinz, Advntrs. of Ozzie & Harriet (207)	Am. Tob. Co. Tan, Leave it to Joan (174)	Air Force Hour	Pabst Sales Co. Life of Riley (151)
"	"	"	"
Pas-C-Borax The Sheriff (131)	Breakfast with Burrows S	Co-op Meet the Press	R. J. Reynolds Camel, Jimmy Durante (163)
Sh. Spark. Plug Roll Call (213)	"	"	"
Gillette S. R. Co. Gillette Fights (270)	Young Love S	Commentators MBS Newsreel	Screen Diretor's Playhouse S
"	"	"	"
"	Capitol Cloak Room S	Dance Music	Col.-Palm.-Peet Sports Newsreel (139)
"	"	"	Pro & Con S

SATURDAY

ABC	CBS	MBS	NBC	
Albert Warner S	News Bancroft S	Modern Music	News	6:00 PM
Bible Messages S	Memo From Lake Success	"	Religion in the News S	6:15
Co-op H. Wisner	Red Barber Sports	Music	NBC Symphony Orchestra S	6:30
Harmonaires S	News L Leseuer S	Mel Allen	"	6:45
Remember S	Johnny Dollar S	Hawaii Calls S	"	7:00
Co-op Bert Andrews	"	"	"	7:15
Chandu S Start: 12/17	R. J. Reynolds Vaughn Monroe (163)	Helbros Quick As A Flash (400)	Rich'd Diamond Private D'tective S	7:30
"	"	755-8 Kennedy Chamberlain	"	7:45
Superman S Start: 12/17	Wrigley Gene Autry (169)	Ronson Metal 20 Questions (501)	Am. Home Prod Hollywood Star Theatre (129) H	8:00
"	"	"	"	8:15
TBA	Philip Marlowe S	Take A Number	P & G—Duz Truth or Consequences (141) R	8:30
"	"	"	"	8:45
Dick Jurgens S	General Foods Gangbusters (84) R	Meet Your Match	Amer. Tob. Co. Your Hit Parade (164) R	9:00
"	"	"	"	9:15
Hollywood By Line S	Broadway Is My Beat S	Lombardo USA S	Colgate Shv. C. A Day in the Life of Dennis Day (144) H	9:30
"	"	"	"	9:45
Phillips Petrol. Nat. Barn Dance (68) *	Sing It Again S	Chicago Theatre of the Air S	Colgate Judy Canova (144) H	10:00
"	"	"	"	10:15
Shamrock Hotel Bands S	Carter Prod. Sing It Again (123) Luden's	"	R. J. Reynolds Grand Ole Opry (159)	10:30
"	Sing It Again (149)	"	"	10:45

SUNDAY

CBS	MBS	NBC
...e Kaye ...day ...fe S	American Radio Warblers	U of Chicago Round Table S
	Michael O'Duffy	"
...nese- ...nuer ...s (167)	Chamber Music	NBC Theatre S
	"	"
...ation ...e	Co-op Bill Cunninyhan (55)	"
	Veteran Wants to Know S	"
...monic ...r Orch.	Treasury Variety Show	One Man's Family S
	"	"
	General Foods Juvenile Jury (223)	Miles Labs. Quiz Kids (162)
	"	"
	General Foods House Mystery (482)	Living—1949
	"	"
...r at ...sse	Wm. Gargan Private Investgr. (380)	Voices and Events S
	"	"
...You	Grove Labs. D.L.&W. Cecil The Shadow	Radio City Playhouse S
	"	"
...es- ...ner ...es ...ette	Williamson True Detective Mysteries (472)	Int'l Harvester Harvest of Stars (165) N
	"	"

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
(Not in Service	P & G Dr. Malone (93)	Music	Co-op News George Hicks S
Listen to This S	P & G Guiding Light (85)	Checkerboard Jamboree	The Playboys
Co-op Breakfast in Hollywood	General Foods 2nd Mrs. Burton (68)	Ladies' Fair	Campbell Soup Double or Nothing (132)
"	P & G Perry Mason (114)	"	"
Sterling Drug Bride & Groom (201-204) R	Toni Co. Nora Drake (155)	Queen for A Day	General Mills Today's Children (73)
"	P & G Brighter Day (82)	"	General Mills Light of World (73)
See Footnote	Babbitt David Harum (55)	Bob Poole Show	P & G Life-Beautiful (149)
"	Miles Labs. Hilltop House (129)	"	P & G Road of Life (149)
Philip Morris Ladies Be Seat'd (209) *	Garry Moore Show S	"	P & G Pepper Young (153)
"	"	"	P & G Right to Happiness (152)
Pillsbury Mills Galen Drake (216)	"	Miscellaneous Programs	Sterling Drug Backstage Wife (146)
Tune Trio S	"	"	Sterling Drug Stella Dallas (146)
Melody Promenade S	Treasury Bandstand S	Hoedown Party	P&G Co. Lorenzo Jones (143)
"	"	"	Sterling Drug Y. Widder Brown (146)
See Footnotes	Chicagoans S	Bobby Benson	General Foods When Girl Mar's (81)
"	"	National Biscuit Tues-Thurs S. Arrow (343)	General Foods Portia Faces Life (89)
"	Hugo Malan's Orchestra S	M-W-F, Tom Mix-Ralston (482)	Whitehall Just Plain Bill (60)
"	Miles Labs. Curt Massey Time (142) R	Capt. Midnight Wander (161) *	Whitehall Front Page Farrell (59)

SATURDAY

ABC	CBS	MBS	NBC
Old, New, Borrowed, Blue S	Toni Co. Give and Take (149)	Dance Orchestra	Voices and Events S
"	"	"	"
Texas Co. Met. Opera (235)	Borden County Fair (167)	Dance Music	Music
"	"	"	"
"	TBA	"	"
"	"	"	"
"	Cross Section U.S.A.	"	Pioneers in Music
"	CBS Farm News	"	"
"	Adventures in Science	"	"
"	Report From Overseas	"	"
"	TBA	Dunn on Disc	Music
"	"	"	"
"	"	"	"
Tea and Crumpets	"	TBA	"
"	"	"	"
"	Make Way for Youth S	Dance Music	Report on America S
"	"	Hallicrafter Hollywood Quiz	Hunt Club Dog Fd., Confidential Closeups (60)

*Explanatory: Listings in order: Sponsor, name of program, number of stations; S sustaining; R rebroadcast west coast; TBA to be announced. Time is EST.

ABC

9:55-10 PM Thurs., Personality Portraits, S. 10-10:30 AM Tues., Thurs., Sterling Drug, My True Story, 204 stations.

10-10:30 PM Saturday, National Barn Dance, Phillips Petroleum Co. in West.

10-10:30 PM Sat., Voices That Live.

10:30-10:45 PM Sat., Irving Fields in East.

10:45-11 AM Mon., Wed. & Fri., Serutan Co., V. Lindlahr, 69 stations.

10:45-11 AM Tues., Club Aluminum Products Co., Club Time, 65 stations.

10:45-11 AM Wed., Radio Offers Co., Housewives Moneymaker, 60 stations.

10:45-11 AM Doubleday & Co. and the Radio Offers Co. alternate in sponsoring a home makers program.

11:30-11:45 AM Tues., Pick A Date, Radio Offers Co. and Doubleday & Co., alternate sponsoring over 55 stations.

11:30-12 Noon, Wed., Pick A Date, Radio Offers Co. and Doubleday & Co. alternate sponsoring over 55 stations.

12:25-12:30 PM Mon.-Fri., Walter Kiernan for Philip Morris over 209 stations.

3-3:15 PM Tues., Thurs., Sidney Walton Radio Offers Co. and Doubleday & Co. alternate sponsoring over 55 stations.

3-3:30 PM Mon., Wed. & Fri., Quaker Oats, Talk Your Way Out Of It over 206 stations.

3:55-4 PM Mon.-Fri., Westinghouse sponsors Ted Malone 132 stations.

5-5:30 PM Mon., Wed. & Fri., Quaker Oats, Challenge Of The Yukon over 207 stations.

5-5:30 PM Tues. & Thurs., Green Hornet, S.

5:30-6 PM Mon.-Fri., General Mills sponsors Jack Armstrong on alternate days each week with the Derby Foods sponsoring Sky King, 202 stations for both.

CBS

11:00-11:05 AM Sat., Speech Bres., Allan Jackson News, 164 stations.

11:00-11:05 AM Sun. Armed Ed's, Allan Jackson News, 69 stations.

4:30-4:35 PM News.

MBS

5:55-6 PM Mon.-Wed.-Fri., E. Johnson, Rytisp, 82 stations.

8:55-9 PM Mon.-Sat., Bill Henry & the News, Jones-Magnolia, 371 stations.

8-8:15 AM Mon.-Fri., Alex Drier, Skelly Oil Co., 24 stations.

8-8:15 AM Sat., This Farming Business, Skelly Oil Co.

11:15-11:30 PM Tues. Thurs. Sat. Songs by Morton Downey, Coca-Cola Co., 148

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
December 5, 1949
Copyright 1949

Looking for the biggest?

In New York the biggest share-of-audience tunes to WCBS

Each new survey makes the story stronger: New York listens *most* to WCBS. Morning, afternoon, and evening—in both Pulse and Nielsen—WCBS leads by a wide margin. And in the latest Nielsen, WCBS' *total day* share-of-audience is:

32% greater than network station B's
74% greater than network station C's
82% greater than network station D's
153% greater than independent E's

Such distinct listener preference directly reflects WCBS' better programs—network *and* local—from *Jack Sterling (6-7:45 a.m.)* through *Starlight Salute (11:30 p.m.-midnight).*

Plain to see your sales message belongs on the station the most people listen to most!

Represented by Radio Sales



New Business



LIGHTNER'S POULTRY FARM, Columbia, S. C. (Quality, Southern Chick and Lightner's Hatcheries) appoints Henderson Advertising Agency, Greenville, S. C. Plans are to begin extensive radio campaign Jan. 15.

CONTINENTAL SOAP Co., Chicago, for "bubbulated" Fazt, appoints Schwimmer and Scott, Chicago to handle spot radio campaign. Firm's other product, Cain's English Muffins, now using TV participations on WBKB Chicago with expansion probable.

THE HOUSE OF WESTMORE Inc., New York and Hollywood, appoints Harry B. Cohen Adv., New York, to handle advertising of its Westmore cosmetics.

ROMAN MEAL Co., Seattle, increases sponsorship of *Night Editor* to four Pacific Coast and 12 CBS mountain stations Sunday, 10:15-10:30 p.m., PST. Contract for 26 weeks. Agency: Guild, Bascom & Vonfigli, San Francisco.

NOMA ELECTRIC Corp., New York, (Christmas tree lights and decorations) using extensive television spot campaign which started yesterday (Dec. 4). One-minute and 20-second announcements will be used on 32 TV stations in 11 cities from New York to Los Angeles. Albert Frank-Guenther Law Inc., New York, is the agency.

STANDARD OIL of CALIFORNIA announces its weekly *Standard School Broadcast*, now on NBC's 23-station Western Network and 35 other western stations, adds KENI Anchorage, KFAR Fairbanks, KINY Juneau and KTKN Ketchikan, Alaska, to line-up of stations. Contracts for 20 weeks.

GENERAL BAKING Co., New York, renewing time signal schedule for Bond bread on WFIL-TV Philadelphia and WTVR (TV) Richmond. Agency: BBDO, New York.

HISS Shoe Stores, Los Angeles, starts sponsorship of half-hour weekly *Flying Feet* on seven ABC California stations Saturday 10-10:30 a.m. PST. Contract is for 52 weeks. Agency: Honig-Cooper Co., Los Angeles.

GENERAL CONTROLS, Los Angeles (home thermostats), today (Dec. 5) starts two weekly spots on WTMJ-TV Milwaukee. Firm recently started similar schedules on WDAF-TV Kansas City, and KTLA (TV) Los Angeles with plans to extend to other stations later. All contracts for 52 weeks. Agency: Hixson & Jorgensen Inc., Los Angeles.

Network Accounts • • •

GILLETTE SAFETY RAZOR Co., Boston, signs for exclusive airing Dec. 31 of Blue-Gray annual football game from Montgomery, Ala., over full MBS network. Agency: Maxon Inc., Detroit.

CAPEHART-FARNSWORTH Corp., Ft. Wayne, Ind., to sponsor annual Christmas day presentation of Lionel Barrymore in *Christmas Carol* over full MBS network. Show aired from 3-3:30 p.m. J. M. Mathes Inc., New York, is agency.

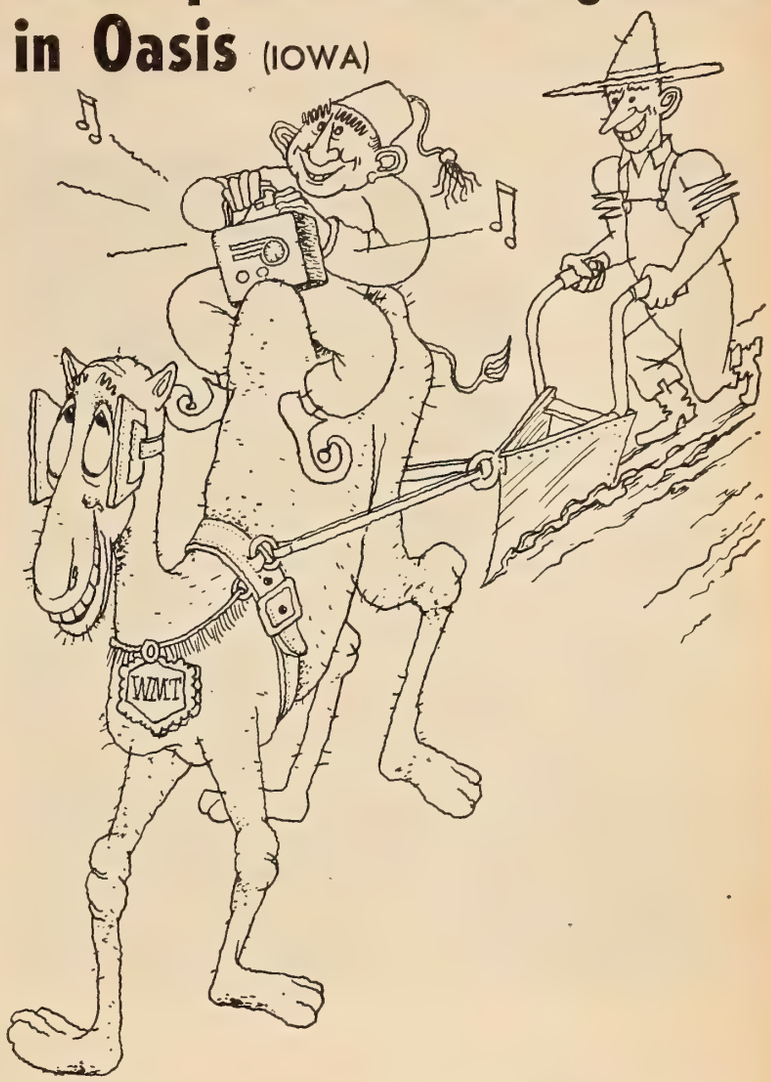
QUAKER OATS Co., Chicago, sponsors *Quick As A Flash*, Mon.-Wed.-Fri. 11:30-12 noon on 211 ABC stations. Show replaces Quaker's sponsorship of *Talk Your Way Out of It*. C. J. La Roche & Co., Chicago, is agency.

Adpeople • • •

HOWARD GORMAN, formerly assistant manager of Swift & Co. dog food department, appointed associate advertising manager for Gaines Dog Foods, a General Foods Corp. subsidiary, Kankakee, Ill. He succeeds W. B. WHITE, who resigned to join Leo Burnett Advertising Agency, Chicago.

J. W. CLISSOLD, formerly in charge of consumer products for Standard Brands Inc., New York, appointed director of sales for Anahist Co. Inc., Yonkers, N. Y., new manufacturer of anti-histamine cold tablets. Mr. Clissold simultaneously announced appointment of M. G. FOLENSBEE, formerly regional sales manager for Standard Brands, as Anahist's manager of wholesale and chain drug sales, and CLYDE G. WILLIAMS, previously account executive at Murray Breese Assoc., New York pharmaceutical advertising agency, as manager of industrial and institutional sales.

WMT plows fertile ground in Oasis (IOWA)



You gotta look fast when you pass Oasis. It's small . . . and it sort of blends into the rest of Iowa, which is all oasis anyway. But don't let anyone throw sand in your eyes about the importance of Oasis as a market for your goods. When the Oases of WMTland put their collective purchasing power together, the aggregate is fertile ground indeed.

There are 1,121,782 people within WMT's 2.5 mv line—well-heeled citizens whose standard of living is high, whose income is high—and whose affection for WMT stretches from day to night and back again. Tell your sales story to this loyal audience on Eastern Iowa's exclusive CBS outlet—WMT. Ask the Katz man for full details.



WMT

CEDAR RAPIDS

5000 Watts 600 K.C. Day & Night

BASIC COLUMBIA NETWORK

Washington's
First Lady of Radio



Ruth Crane

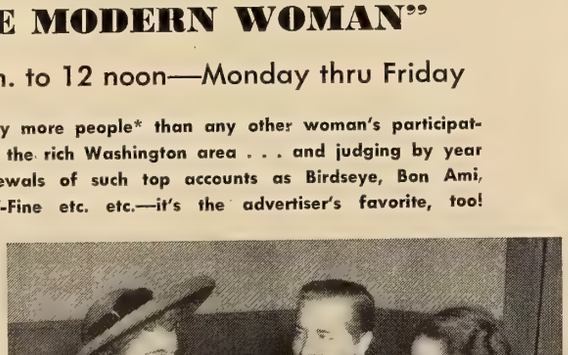
whose popular program

"THE MODERN WOMAN"

11:30 a.m. to 12 noon—Monday thru Friday

. . . is heard by more people* than any other woman's participating program in the rich Washington area . . . and judging by year after year renewals of such top accounts as Birdseye, Bon Ami, Celanese, My-T-Fine etc. etc.—it's the advertiser's favorite, too!

At right, Ruth Crane talks with "Modern Woman" announcer Jackson Weaver, one of Washington's most popular M.C.'s, and Mary Burnham, Assistant Director of Women's Activities and the "Modern Woman" food expert.



*American Research Bureau (Oct. 15-13, 1949)

WMAL-TV

WMAL
THE EVENING STAR STATIONS
WASHINGTON, D. C.

WMAL-FM

Agencies



MARSHALL HURT, formerly vice president of Bauerlein Advertising Agency, New Orleans, joins executive staff of Walter Weir Inc., New York. He previously was with Wendell P. Colton Co., Elmo Roper Co., both New York, and was on Ford account for McCann-Erickson Inc.

JOSEPH FIELD, assistant publicity director for Compton Adv., New York, appointed publicity director of agency succeeding **VIRGINIA TRAVERS,** who leaves to become managing editor of Alho and D-A publishing companies.

PHILIP F. BERNE, formerly advertising director for Goldenberg's Department Store, Washington, appointed account executive for Kal, Erlich & Merrick Inc., Washington. He succeeds **RALPH EASTON,** resigned.

MATTHEW CALDERWOOD, in J. Walter Thompson Co.'s New York office for past several years, transferred to its Detroit office to head traffic and production department there.

NORINE FREEMAN named director of radio and television planning at W. B. Doner Agency, Chicago. Working with her is **ARTHUR PICKENS,** formerly of Schwimmer & Scott, also Chicago.

PATRICIA M. RANDOLPH, assistant radio and TV director of Adrian Bauer Advertising Inc., Philadelphia, appointed director of radio and television.

SCOTT KECK, former NBC Central Div. manager of radio recording, joins Henri, Hurst and McDonald, Chicago, as radio and television director.

DUANE JONES, president of New York agency bearing his name, spoke Nov. 29 at meeting of Washington, D. C., Advertising Club.

BASS-LUCKOFF AGENCY, Hollywood, changes name to **Louis Bass Co.,** with Mr. Bass serving as manager. Firm remains at 439 S. La Cienega Blvd.

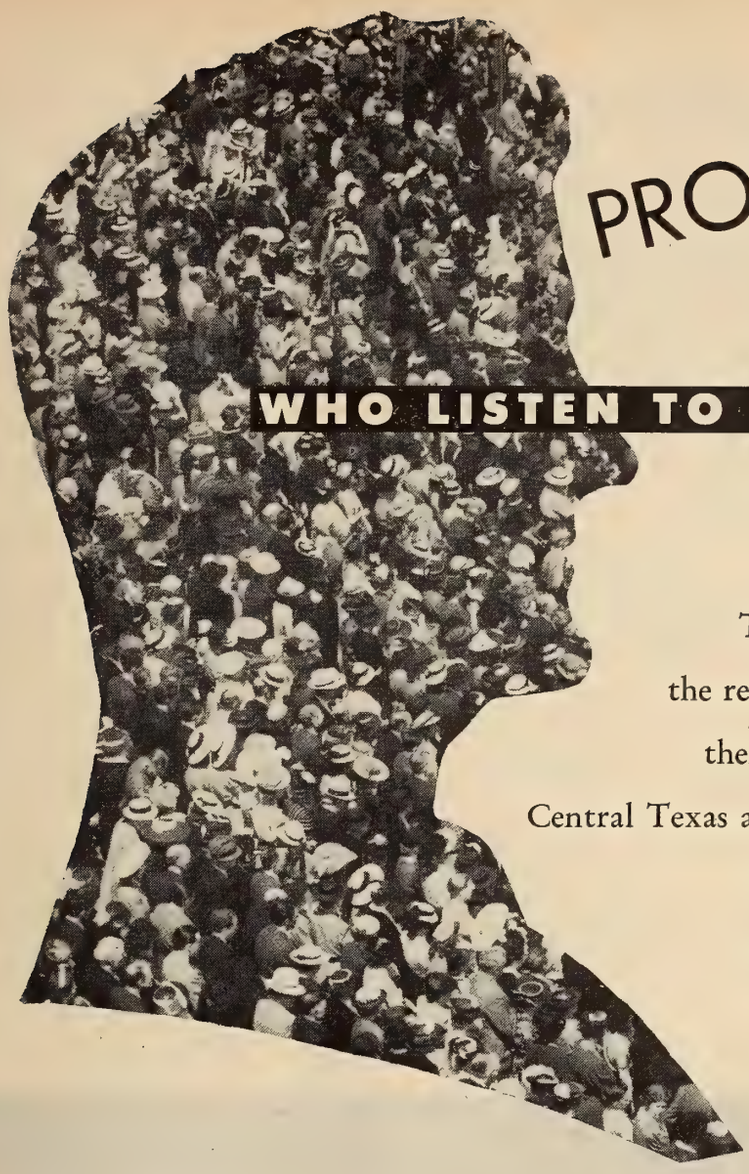
CHET BROUWER transferred from Chicago office of N. W. Ayer & Son to Hollywood office. He will handle publicity on CBS *Corliss Archer* show and act as agency representative on NBC *Lassie Show.*

WILLIAM ROSS FRY joins Brooke, Smith, French & Dorrance, Detroit, as a creative supervisor.

ROCHE-ECKOFF & Assoc., Hollywood, moves to new quarters at 6705 Sunset Blvd. Telephone: Granite 3192.



THESE New York advertising agency representatives took a leading part in planning nation-wide radio show tie-ins for this year's Red Feather campaign [BROADCASTING, Nov. 28]. Seated (l to r) are: Frank Barton, Federal Advertising Agency; Anne Bright, J. Walter Thompson Co.; Philip Cohen, Sullivan, Stauffer, Colwell & Bayles. Standing, Henry Weber, Community Chests of America; Harold McClinton, N. W. Ayer & Son; Emma Mae Roberts, Community Chests of America; Tom Slater, Ruthrauff & Ryan.



PROFILE OF PEOPLE

WHO LISTEN TO "THE EARLY BIRDS"...

Thirty thousand seven hundred people entered the recent *Early Birds'* Contest . . . people who make their homes in 1,080 cities and towns in North and Central Texas and Southern Oklahoma. You can't type them for they include doctors, lawyers, politicians, housewives and youngsters . . . every one who wakes up to radio in the growing Southwest. They're loyal, too . . . have listened to this early morning variety show for six to nineteen years. If you'd like to know more about this contest with proof of sponsor identification on *"The Early Birds,"* just paste the coupon, at left, on a penny postal, fill in your name and address, and mail it to

Station WFAA
1105 Santa Fe Building,
Dallas, Texas.

Gentlemen:

Please send me complete statistical data on *"The Early Birds"* contest.

NAME_____

ADDRESS_____

CITY_____ STATE_____

PREMIER STATION OF THE SOUTHWEST

WFAA and WFAA FM

Martin B. Campbell, General Manager

820 KC • NBC • 570 KC • ABC

TEXAS QUALITY NETWORK

Radio Service of the DALLAS MORNING NEWS

Represented Nationally by Edward Petry and Company

Lauds 'Foreign Market'

EDITOR, BROADCASTING:

Please accept congratulations . . . on the fine article by Herman Brandschain on the "Foreign Radio Market.". . .

While radio, per se, is recognized as a mighty sales weapon, it is even more so in foreign markets due to the high rate of illiteracy in many foreign countries. . . .

Brandschain's article did a wonderful job within space limitations. We feel he might have mentioned South Africa. There is only one commercial radio station now serving this market of over 500,000 licensed radio homes. Lourenco Marques Radio carries advertising for many top-flight American manufacturers. . . .

Another important market is Puerto Rico.

Arthur Gordon
Radio Sales Manager
Pan American Bcstg. Co.
New York

Open Mike



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Feather in WPWA's Cap

EDITOR, BROADCASTING:

Page 65 of your (Nov. 28) issue gives a lot of credit to Philadelphia AM and TV stations for their cooperation with the Red Feather Drives. In Chester, WPWA got in the swim with the *Chester Times* whose Skipper "Scoop" Al Hill also headed the drive.

The result was 107% of our quota two days before the drive ended. Sorry to say, Philadelphia fell short by quite a bit. This is just another instance of a job well done by a local radio station (WPWA) while the big boys in Philadelphia are busy taking bows. Like all shadows, they can be seen but never felt.

Lou Poller
President
WPWA Chester, Pa.

[EDITOR'S NOTE: Hats off to WPWA —and to all of the hundreds of other stations which cooperated in the Red Feather drives. As noted in the Nov. 28 story BROADCASTING rounded up typical examples which had been reported to us.]

Wants Luggage Data

EDITOR, BROADCASTING:

I have a luggage store in Santa Barbara (whose population is less than 50,000), which insists that newspapers can do a better selling job than radio.

The owner wants success stories of retail luggage stores who have used radio successfully. If any of your readers can furnish me with this information, I know we shall all benefit from another satsified user of radio advertising.

Bill Simpson
Sales Manager
KTMS-KCOY Santa Barbara, Calif.

More On Xmas Music

EDITOR, BROADCASTING:

. . . Dave Baylor's letter [BROADCASTING, Nov. 28] is taking altogether too much of my thinking time. . . .

If I didn't know Dave and had only his letter on which to judge him, I'd set him up as an octogenarian dyspeptic who held a grudge against Santa because of non-delivery of roller skates the Christmas after he learned to walk. As it is, knowing Dave as I do, I believe he has merely stepped off on the wrong foot somewhere.

Christmas music is a tradition. From the days of the old wind-up, tin-horn phonograph, I've been hearing Christmas music from about December first. . . .

. . . . Frankly, I believe that Dave's letter is an admission that he has lost control of his programming and production. I believe his argument is with poor programming and production rather than with Christmas music. Christmas music such as "Adeste Fidelis" and "Silent Night" will not be used as fill or incidental music on any station that maintains control of its programming, which means that it will NOT be used as such on this station. If our competitors want to use it that way, I have no objection at all. By comparison it makes our production sound that much better.

Come on Dave, take a bi-carb and let's think this Christmas music proposition out again.

Bob Maynard
WSVS Crewe, Va.

Community Sponsor

LATEST to come under the heading of sponsorship is a San Fernando Valley (Calif.) community advertising itself. The group is sponsoring the ABC co-op *Martin Agronsky* five quarter-hours weekly on KECA Hollywood to advertise the advantages of living in Encino Park. The area is a community project in the San Fernando Valley.

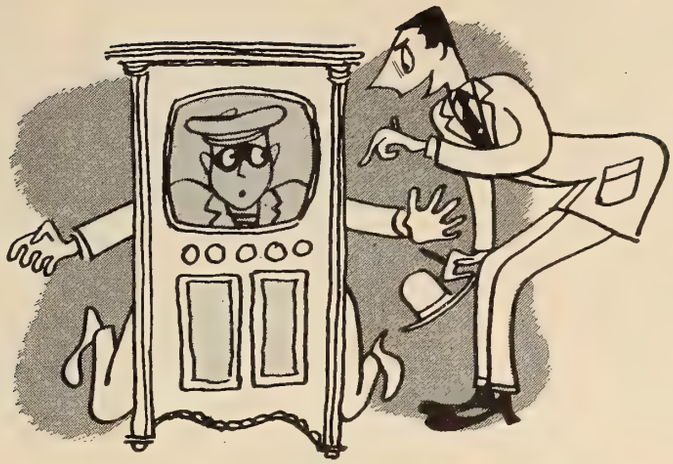
THE BRANHAM COMPANY

representing

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
SAN FRANCISCO
LOS ANGELES

RADIO	
WABB	Mobile, Ala.
KTHS	Hot Springs, Ark.
KFMB	San Diego, Calif.
WGBA	Columbus, Ga.
KWKH	Shreveport, La.
WRBC	Jackson, Miss.
WCPO	Cincinnati, Ohio
WDEF	Chattanooga, Tenn.
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KRIC	Beaumont, Texas
KWBU	Corpus Christi, Texas
KAND	Corsicana, Texas
KRLD	Dallas, Texas
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WSAZ	Huntington, W. Va.
WPAR	Parkersburg, W. Va.

TELEVISION	
KFMB-TV	San Diego, Calif.
WCPO-TV	Cincinnati, Ohio
WEWS	Cleveland, Ohio
WMCT	Memphis, Tenn.
KRLD-TV	Dallas, Texas



TV stole what PM audience from what AM?

In Boston's first year of TV, the evening share of audience for "FM, TV and all others" zoomed from 3.3% in 1948 to 18.3% in 1949. Mostly this is TV, of course, and obviously had to come from AM station evening audiences —

But what stations?

Again the answer is supplied by Hooper's May-September 1949 figures with the comparable report of 1948. All network-affiliated stations individually lost from 2% to 5.8%. And the total, interestingly enough, approximates the gain for "FM, TV and others."

On the other hand, one Boston station held its evening audience — and even *gained* listeners against TV competition. This *independent* station — the Herald-Traveler station WHDH — demonstrated the power of news-sports-music programming to complement video fare in the home.

Now with TV in the picture, Boston's fastest growing station *continues* to be your surest, best buy in Boston radio.

Here's what TV did to Boston Evening Radio Listening...

Network-affiliated stations lost as high as 30% of their evening audiences, according to these Hooper figures, in Boston's first full year of TV. And independent WHDH is the only station that gained! In Boston, look to WHDH to protect your radio position.

Share of Audience May through September

Evening Sunday through Saturday 6:00 p.m.—10:30 p.m.

		Network Stations				
	Homes Using Sets	A	B	C	D	WHDH
1948	26.2	21.8	12.0	20.7	14.0	23.8
1949	25.0	16.0	9.4	18.7	9.8	24.2
Audience change		−5.8	−2.6	−2.0	−4.2	+0.4

Owned and operated by the Herald-Traveler

BOSTON · 50,000 WATTS

Represented Nationally by John Blair & Co.

WHDH

Profits Await Advertisers in these Markets

WGAL
WGAL-TV
LANCASTER, PA.

WORK
YORK, PA.

WEST
EASTON, PA.

WKBO
HARRISBURG, PA

WRAW
READING, PA.

Clair R. McCollough, Managing Director
Represented by
ROBERT MEEKER ASSOCIATES
Los Angeles · New York
San Francisco · Chicago
STEINMAN STATIONS

Feature of the Week

JACK STERLING, the audacious young man who a year ago stepped into a big pair of shoes in early-morning radio when he succeeded to Arthur Godfrey's place on WCBS New York, fortnight ago was celebrating his first anniversary on the station. WCBS took time from counting the abundant revenue from his show to give him its most fervent wishes for happy returns of the day.

When Mr. Godfrey quit his early stint on WCBS to concentrate on business at more reasonable hours, WCBS lost its biggest single meal ticket. By last week G. Richard Swift, general manager of the station, happily reported that WCBS now was netting more from Mr. Sterling's show than it had from Mr. Godfrey's.

At the time Mr. Sterling took over the job, the station dropped its rates on the 6-7:45 a.m. period from the $135 per one-minute announcement, charged during Mr. Godfrey's seven-year service, to $100 a minute. Within three months the Godfrey rates were restored.

Mr. Sterling's commercial volume is still not quite up to the remarkable Godfrey record. As of last week 106 announcements per week were sold on Mr. Sterling's Monday-Saturday program. Mr. Godfrey's weekly average was 120. Owing to lower program costs since Mr. Godfrey's departure, however, the net revenue derived by the station is higher.

In the course of his year's service, Mr. Sterling has produced a number of sales successes which the

(Continued on page 74)

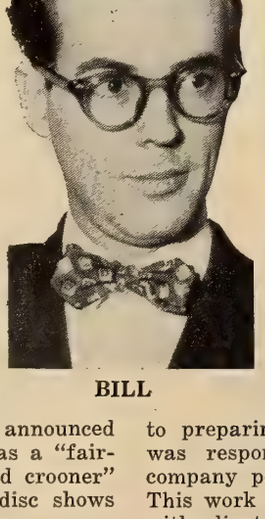


Mr. Sterling about to begin his early WCBS stint.

* * *

On All Accounts

IT WAS INEVITABLE that Harriet Brewer's kid brother should have looked to radio for a career. As a boy in short pants, Billy Brewer had watched Harriet perform in Northwestern U. musicals, and he was an avid student of broadcasting techniques by the time the famous Chicago contralto had moved into stardom on *The Northerners*, *Hymns of All Churches*, and the *Chicago Theatre of the Air*.



BILL

The future radio-television director of R. J. Potts-Calkins & Holden Agency, Kansas City, made his debut in the entertainment world when he produced "H. M. S. Pinafore" at Tabor Academy, a prep school for Dartmouth at Marion, Mass. When he by-passed Dartmouth to enroll at the U. of Arizona, due to illness in the family, he not only continued his musical activities, he broke into the "real thing" at KVOA Tucson. He wrote copy, announced dance band remotes (was a "fair-to-middlin' drummer and crooner" himself), and handled disc shows on KVOA for four years.

Bill Brewer grew up in Woodstock, Ill., on the outskirts of Chicago, and he returned to the Windy City in 1941 to enter network radio via the NBC page-boy route. But he wasn't a studio guide for long. NBC found him a valuable addition to its Transcription Production Dept., where he built and directed record shows on WMAQ and WENR. Within a year he had been promoted to night program traffic manager, responsible for general operations during the evening.

During the later years of World War II, Bill fought with the 34th division in Italy, and after the cessation of hostilities remained with the division as head of its Public Relations Section. He not only founded the division's radio station, but a daily newspaper as well. Under his direction, the station grew from a three-man, four-hour operation to 30 personnel and an 18-hour daily schedule with 40% live programming.

Returning to NBC Chicago in 1946, Bill was named assistant continuity editor. In addition to preparing copy for airing, he was responsible for maintaining company policy on all broadcasts. This work brought him in contact with clients and agencies, and by the fall of 1947 he had become an account executive in NBC-Chicago's sales department. He has handled

(Continued on page 74)

Hooper* Says:

WSJS STAYS ON TOP!

• Morning
• Afternoon
• Evening

*Hooper Station Listening Index
Winston-Salem, N. C.
December, 1948

NO. 1 MARKET IN THE SOUTH'S NO. 1 STATE

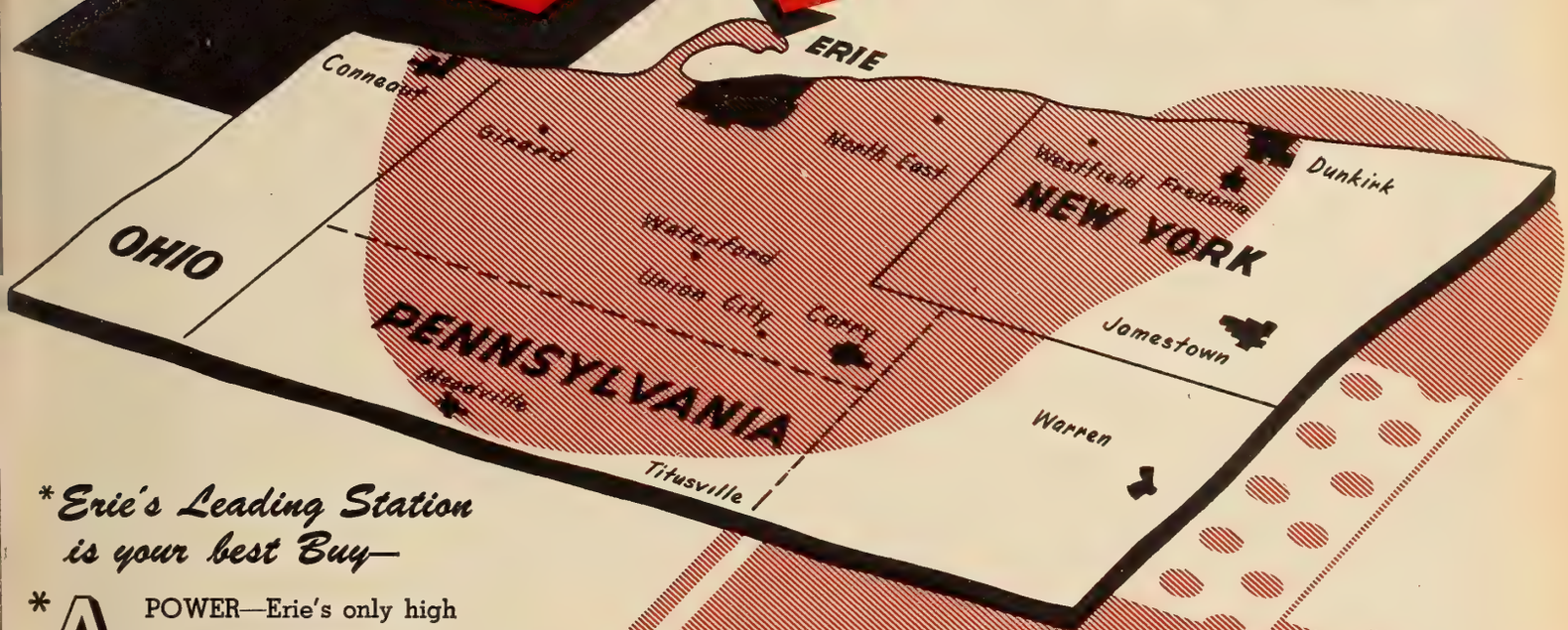
• WINSTON-SALEM
• GREENSBORO
• HIGH POINT

WSJS
AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS

NBC AFFILIATE
Represented by
HEADLEY-REED COMPANY

WIKK

ERIE'S ONLY 5000 WATT STATION



Erie's Leading Station is your best Buy—

*A POWER—Erie's only high power station. 5000 watts day and night.

*B COVERAGE—Full regional coverage blankets the entire Erie retail market.

*C PROGRAMMING—Tops in local programming plus ABC Network gives listener preference—check our latest Hooper.

WIKK reaches a larger audience than any other media in Erie, the 74th market in the nation, and Erie County. Its full time 5000 watt signal blankets all of this rich Northwestern Pennsylvania market, plus portions of Ohio and New York State. This means more listeners per dollar when you're on WIKK. The roster of advertisers who consistently use WIKK for full market coverage tells its own story. You, too, can increase distribution—establish brand preference—and build sales when your radio message is on Erie's only 5000 watt station.

Phone your Taylor Borroff Office now. Check the current availabilities and their ratings on WIKK first.

Greatest
ADVERTISING MEDIUM IN THIS MARKET

National Representatives

TAYLOR BORROFF & CO., INC.

new york
chicago
atlanta
dallas
san francisco
los angeles
portland

ABC affiliate



Housing Problem Solved

This cat had too many kittens to care for in her regular home. So she found a big knot-hole up a tree and moved her family in—a neat solution to her problem.

There's a neat solution to any advertising problem in the rich market of Baltimore. You just buy W·I·T·H, the big independent with the big audience.

Costs so little! Does so much! Those are the two big facts in the W·I·T·H story. Because W·I·T·H delivers more *home* listeners-per-dollar than any other station in town. *In addition* to this biggest home audience, a recent survey made under the supervision of the Johns Hopkins University showed that *of all radios playing in taverns, 67.3% were tuned to W·I·T·H!*

Call in your Headley-Reed man today and get him to tell you all about W·I·T·H.

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, *President* ▪ *Represented by* HEADLEY-REED

BROADCASTING
TELECASTING

Vol. 37, No. 23 WASHINGTON, D. C., DECEMBER 5, 1949 $7.00 A YEAR—25¢ A COPY

CUBAN CHANNEL RAID

U.S. Advisors Prefer No NARBA

THE FATE of NARBA and the threat of ether war hung in the balance after the U.S. industry advisory delegation to the Montreal NARBA conference voted 6-to-4 last Thursday to reject Cuban terms for ether peace.

The State Dept. is expected to decide after conferences with FCC early this week whether to accept the Cuban proposals for the sake of effecting a treaty or to reject them and abandon hopes for a treaty.

State Dept. inclinations traditionally favor operation under international agreement, though this time a division of opinion loomed in view of the far-reaching Cuban demands, officially disclosed last Monday.

On Capitol Hill, Senate Majority Leader Scott W. Lucas (D-Ill.) served notice he will call for "an investigation with the purpose of preventing ratification" of any treaty incorporating Cuba's proposals.

Johnson Withholds Comment

Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate and Foreign Commerce Committee, withheld public comment on the Cuban demands but implicitly opposed acceptance now by saying the Mexican and Cuban proposals should be considered together, not separately. Mexico is not participating in the conference.

Cuba's proposals, the latest in what reportedly has been a series of demands advanced during the conference, include:

- Rights on three additional U.S. 1-A clear channels and power increases on three others.
- Establishment of Cuban Class 1 stations on 11 channels (7 regionals, 4 clears).
- A total of 108 assignments on some 79 channels to serve an island of approximately 5 million population.
- Increased protection on many channels, with Cuban power boosts openly threatened against two stations unless they reduce radiation toward Cuba.
- A ban on further licensing on at least 590, 690, 860, 950 and 1010 kc throughout Florida and in southern Georgia, Alabama, Mississippi, and Louisiana.

Some 17 U.S. 1-B stations were reported facing "incomplete" protection if the Cuban plan were adopted.

Cuba would give up its 1-kw assignment at Oriente on WMAQ Chicago's 670 kc clear channel and apparently would also relinquish 1 kw day and 500 w night at Santa Clara and 250 w at Artemisa on the 680 1-B frequency on which KNBC San Francisco is dominant.

Three Days of Study

The vote of the U.S. industry delegation recommending rejection of the proposal came after three days of careful study. The plan was presented at an extraordinary session of the U.S. group Monday morning following Washington conferences of FCC Comr. Rosel H. Hyde, delegation chairman, with FCC and the State Dept. the preceding week [BROADCASTING, Nov. 21]. Stations affected by the proposal had been polled by telegram.

The vote:

Against treaty embodying Cuban plan—Representatives of NBC, CBS, NAB, Clear Channel Broadcasting Service, WBT Charlotte, and WFBC Greenville, S. C.

For treaty—Representatives of ABC, Westinghouse Radio Stations, KPRC Houston (with reservations), and Fort Industry Co. (tentatively).

It was not a question of whether Cuba's demands were desirable or undesirable. Rather, to many it seemed basically a question of whether the U. S. might get a better treaty, at a later time, by foregoing one incorporating Cuba's current requests.

The CCBS vote opposing Cuba's terms was cast by Louis G. Caldwell, Washington attorney and treaty conference veteran, even though only one CCBS member station—WJR Detroit—would be affected. Mr. Caldwell reportedly felt he must oppose any clear-channel breakdowns. Additionally, observers felt that if the plan were accepted and subsequent adjustments became necessary, then Cuba might grasp at other clears.

Casting NAB's vote, Government Relations Director Forney A. Rankin pointed out that 40 NAB member stations would be adversely affected by the Cuban allocation plan.

Among the other opponents, NBC stood to have its WNBC New York's clear channel broken down; CBS faced the same prospect for its WBBM Chicago; and WBT and WFBC would be among the chief victims of other Cuban proposals.

ABC, voting for a treaty even at the expense of meeting Cuba's bids, presumably felt almost any agreement is better than no agreement. ABC was the hardest hit in the 1946 Interim Agreement between the NARBA nations, which officially expired last March 29. Westinghouse evidently also felt even a bad treaty would be better than none.

KPRC Action

KPRC, which would have to install one or more additional towers if the Cuban plan were adopted, is understood to have voted in favor of a treaty only on condition that measures would be taken by both Cuba and itself to assure that the KPRC service area would not be curtailed.

The 6-4 vote was not considered indicative of overall industry op-

(Continued on page 20)

CUBA'S TERMS FOR ETHER PEACE

CHANNELS affected by the Cuban NARBA demands are shown in the following tables, presented to the U. S. industry delegation at the Montreal treaty conference last week.

The tables are arranged to show (1) U.S. 1-A clear channels which would be affected; (2) 1-B and foreign 1-A channels affected; and (3) regional stations affected. The dominant stations are shown in parentheses with each frequency in the case of clear channels; in the case of regional frequencies, the stations shown in parentheses are the ones that apparently would be chiefly affected.

The comments in each case are those presented to the U.S. industry delegation explaining or analyzing the pertinent Cuban proposals. Channels not affected by the Cuban demands are listed in the final tables. (Also see separate list of the proposed Cuban assignments, channel by channel, on page 49.)

In these listings, "DA" represents directional antenna. Assignments "as of 3-29-49" are those which had been reported when the Interim Agreement between the North American countries officially expired last March 29.

U.S. 1-A CLEAR CHANNEL ASSIGNMENTS

640 kc (KFI Los Angeles)—Interim Agreement gave Cuba a Class 2 station at Havana, 25 kw, DA. Cuba proposes to change this to Class 1 at Santa Clara, 50 kw, DA. KFI and U.S. Class 2 stations would continue to receive protection specified by Interim Agreement. U.S. would make no future assignments on 640 kc which would increase interference to CMQ Havana, except that KFI may radiate up to 2000 mv/m towards Cuban border. U.S. assignment would remain Class 1-A station, but Cuban assignment would be considered Cuban Class 1. See comments on 690 kc and notes at end of Regional table for further data on protection of Cuban Class 1 stations.

660 kc (WNBC New York)—No Cuban assignment under Interim Agreement. Cuba proposes Class 2 station at Havana, 10 kw, DA. The U.S. station would be protected in accordance with the Interim Agreement formula permitting certain Cuban operation on designated U.S. Class 1A channels. The pertinent provision of the Interim Agreement: "The interfering signal shall not exceed 0.025 mv/m 10% of the time at night at the present 0.4 mv/m 50% contour of the respective U.S. Class 1-A stations."

670 kc (WMAQ Chicago)—Under Interim Agreement Cuba has assignment at Oriente, 1 kw, DA. It would relinquish this assignment.

760 kc (WJR Detroit)—Interim Agreement gave Cuba no assignment, Cuba requests Class 2 station at Havana, 10 kw, DA. Protection as in case of 660 kc, above. However, Cuba anticipates certain difficulty in fully meeting the above requirement on this channel; an understanding would be reached pursuant to which Cuba would be required to take corrective meas-

(Continued on page 47)

Cuban Channel Raid

(Continued from page 19)

position to Cuba's proposals. Those voting were those on hand at the time, not the full group who have been attending the conference fairly steadily since it opened in early September.

It was pointed out, further, that among those voting to reject the demands NAB represents hundreds of stations, NBC and CBS presumably were taking the interests of their affiliates into account, and CCBS represents 18 stations.

While ABC like the two other networks would be thinking also of affiliates' interests, Fort Industry and Westinghouse by comparison represent relatively few stations.

Results of the industry advisory group's balloting were communicated to the State Dept. by Chairman Hyde and Fletcher Warren, Ambassador to Paraguay, who is political advisor to the delegation.

At the State Dept. the situation was canvassed Friday in a high-level conference called by Undersecretary James E. Webb. The final decision, authorities reported, would await consultation with FCC. It was expected these sessions would be delayed until this week since several commissioners, including Chairman Wayne Coy, were absent from Washington late last week.

Economic Factor

Disclosure of economic considerations, including a purported Cuban request for a $200 million loan from the U.S., was considered a big factor in swinging the industry advisory group against acceptance of any treaty embodying the Cuban proposals. The disclosure was made by William B. Lodge, CBS vice president in charge of general engineering.

One of the chief arguments against a Cuba-dictated treaty was this question: "If we capitulate to Cuba, what will Mexico and Canada demand next time?" Certainly, it was felt, they could justify substantially greater demands in the future.

Mexico's failure to participate in the current conference was a further deterrent. Even if the U.S. satisfied Cuba's requests she would still have to face Mexico's.

It was also emphasized that Cuba has not taken advantage of its present assignments and can hardly, from an economic standpoint, make full use of those now demanded. Additionally it was felt the demands do not accurately reflect Cuba's needs but actually represent the desires of Cuban broadcasters rather than the national interest.

Some of the Cubans who would benefit from accomplishment of the proposals, it was contended, are members of the Cuban delegation.

Senate Majority Leader Lucas signaled his opposition to the Cuban demands in a telegram to Chairman Hyde, with copies to Secretary of State Dean Acheson and FCC Chairman Coy.

He said the proposals "are so damaging to stations in the Middle West, including my state of Illinois, as well as to stations throughout the U.S.," that they "should not be considered." He made clear that "if the U.S. delegation accepts these proposals in an agreement, I will, as Senate Majority Leader, call for an investigation with the purpose of preventing ratification."

Any international treaty must be ratified by the Senate to become effective.

Cuba has given little idea of the degree of protection it will seek for the Cuban Class 1 stations it demands. Generally it would follow these lines with respect to future U. S. assignments on 590 and 950 kc, two of the regional channels staked out for use as Cuban Class 1 frequencies, and 690, 860 and 1010 kc, Canadian 1-A's.

1. No further assignments of new stations on these channels in the U. S. within the area south of latitude 31 degrees and east of longitude 93 degrees (all of Florida and parts of southern Georgia, Alabama, Mississippi and Louisiana including Pensacola, Mobile, New Orleans and Baton Rouge).

2. Boundary protection to Cuba on the channel involved, the exact degree of which has not been determined and may depend upon the general treaty protection requirements for Class 1 stations.

Cuba also wants the regional channels 550, 570, 630, 920, and 980 kc, plus 1010 kc, marked for Cuban Class 1 use with the same sort of protections insofar as future U. S. assignments are concerned. However, authorities said, this would not adversely affect existing assignments on these channels.

It also seemed likely that, to meet Cuba's idea of protection, an outstanding proposed grant to Brennan Broadcasting Co. for 690 kc at Jacksonville would have to be deleted. The operation of WNEL San Juan, P.R. on 860 kc also would probably need modification, perhaps by moving it to 850 kc.

Plan 50 kw Operations

On most of its Class 1 channels Cuba proposes 50 kw operations with directional antennas. An exception is 950 kc, which would be used at Havana with 10 kw, directionalized.

The U.S. 1-A clear channel Cuba seeks for a Cuban Class 1 station is KFI Los Angeles' 640 kc, to which Cuba now has Class 2, 25-kw rights.

The three additional U.S. 1-A's to which Cuba demands rights are 660 kc, used by WNBC New York; 760 kc, by WJR Detroit, and 780 kc, by WBBM Chicago. On each Cuba proposes to operate Class 2 stations with 10 kw directionalized, using 660 and 760 kc at Havana and 780 kc at Oriente.

In each of these three cases Cuba would protect the U.S. dominant 1-A station in accordance with the old NARBA formula permitting certain Cuban use of designated U.S. 1-A's. In the case of 760 kc, however, Cuba anticipated "certain difficulty" in meeting the full protection requirements, but thought an understanding could be reached.

The three U.S. 1-A's on which Cuba seeks power boosts are 640 kc (KFI), which would be used for a Class 1 station at Santa Clara in lieu of the present Class 2, 25-kw assignment at Havana; 830 kc (WCCO Minneapolis), which would be used at Havana with 5 instead of the current 1-kw assignment; and 890 kc (WENR-WLS Chicago), which would be used at Havana with 5 kw instead of Camaguey with 1 kw.

Directionals To Be Used

All these proposed Cuban operations would employ directional antennas. The U.S. dominant and Class 2 stations on 640 kc would be accorded the protection to which they were entitled under the old NARBA, but the U.S. would make no future 640-kc assignments that would increase interference to CMQ Havana. WCCO (830 kc) and WENR-WLS (890 kc) would be protected as in the case of 660, 760, and 780 kc, though Cuba expects difficulty in giving full protection to WENR-WLS.

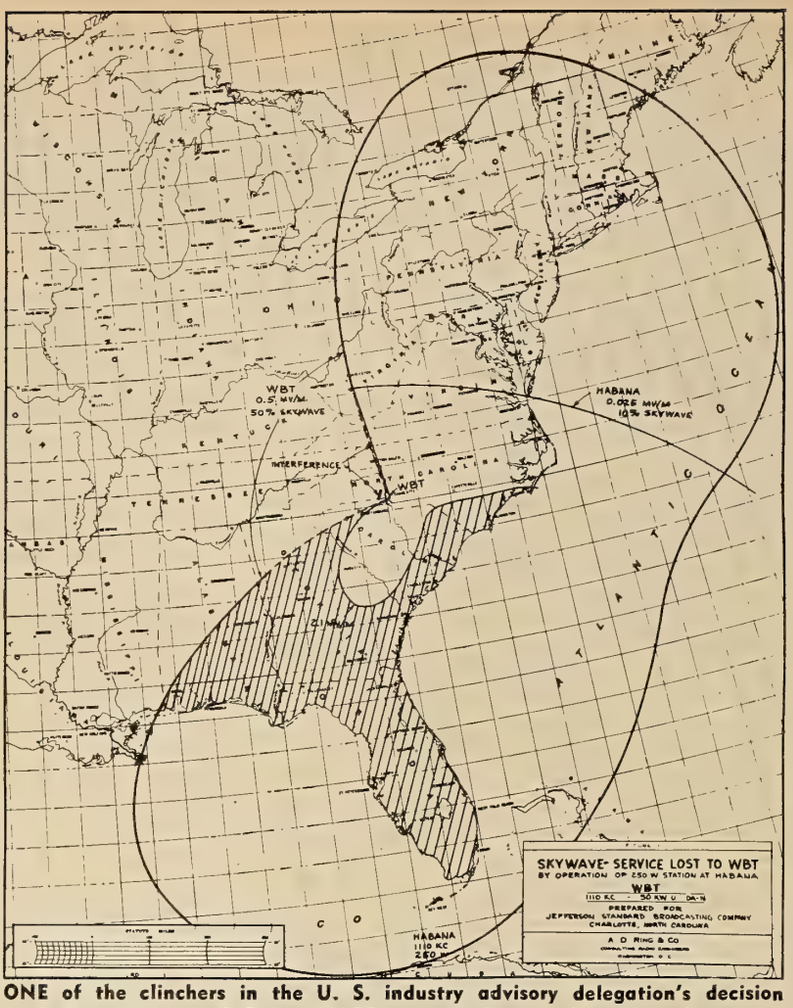
The cases in which Cuba openly threatened to increase power unless additional protection is forthcoming involved KPRC Houston on 950 kc and WFBC Greenville, S. C., on 1330 kc. Each apparently would have to add at least one tower to reduce radiations toward Cuba to the demanded extent.

So would WSUN St. Petersburg, Fla. (620 kc), while WJBO Baton Rouge (1150 kc) would have to adjust or alter its present antenna. WIBS Santurce, P.R. (740 kc) might have to be moved to 730 kc. WKAQ San Juan (620 kc) would have to reduce radiation toward Cuba, but the exact steps that would be necessary had not been determined.

U.S. 1-B stations which would find themselves with "incomplete" protection under the Cuban proposals were listed as WCFL Chicago (1000 kc); WBZ Boston (1030 kc); KYW Philadelphia (1060 kc); KRLD Dallas and WTIC Hartford (1080 kc); WBAL Baltimore and KTHS Hot Springs (1090 kc); WBT Charlotte (1110 kc); WNEW New York and KWKH Shreveport (1130 kc); WRVA Richmond (1140 kc); KVOO Tulsa and WWVA Wheeling (1170 kc); WOWO Fort Wayne (1190 kc); WTOP Washington (1500 kc); KOMA Oklahoma City and WKBW Buffalo (1520 kc).

The NARBA conference has been in progress since mid-September. The Interim NARBA Agreement of 1946 expired last March 29, but

(Continued on page 47)



ONE of the clinchers in the U. S. industry advisory delegation's decision against acceptance of Cuban NARBA proposals was this map, showing in shaded areas the skywave losses WBT Charlotte would suffer from proposed 250-w Havana co-channel station. Havana station's service radius would be about two miles.

* * *

AD CLUB PROTEST *Fears Spread of Ark. Tax*

SPREAD of the Little Rock, Ark., $50 tax on radio salesmen to all persons engaged in the selling business, and even to every person who works for a living is conceivable under the city's ordinance, according to the Advertising Club of Little Rock in a challenge to the disputed tax.

U. S. Supreme Court action is awaited on a rehearing petition by KARK and KGHI Little Rock from a court ruling refusing to hear an appeal from the Arkansas Supreme Court, which had upheld the city's tax [BROADCASTING, Nov. 14, 28].

The Little Rock Ad Club has adopted a strong resolution protesting the tax. Its parent organization, Advertising Federation of America, has taken the matter under consideration. The AFA concern centers around the feature of the tax law by which individual salesmen are taxed. The city ordinance also places a $250 tax on the generation of electromagnetic energy for broadcast purposes.

Petition to intervene in the Supreme Court proceeding as *amicus curiae* (friend of the court) was filed Nov. 22 by NAB.

Tax Termed Unfair

Phillip G. Back, head of the Little Rock agency bearing his name and president of the local Ad Club, said the $50 tax on station salesmen was studied by a club committee which drew up the resolution for club action.

"We in the advertising profession do not believe that we are entitled to any special tax burden and feel that the enforcement of that ordinance will work a hardship on all persons selling advertising services in Little Rock or any other place in the United States," he said. "We feel, too, that the tax is unfair and unjust.

"There is no more reason why the City of Little Rock should tax a radio time salesman than they would impose a special tax on newspaper advertising salesmen or shoe salesmen who work in a department store, or gasoline salesmen who work in service stations, or beauty operators who work on commission or straight salary basis.

"This ordinance could have the effect of setting up a pattern that all salesmen will have to pay a special tax, salesmen to sell tickets at the movies, soda fountain employes and millions and millions of others who earn their living selling. And the tax of $50 a year can be just a 'starter' for each year it can be raised to $100 or $200 or perhaps $1,000 a year. There's no limit once the tax is imposed.

"Because 'special advertising salesman's tax' was instituted in Little Rock, and because statements have been made by certain tax officials who are spreading the word to other cities that, 'Here's a new source of tax money, boys,' the Advertising Club of Little Rock has decided to take the lead in combatting this unfair tax law.

"I have been directed by the club to enlist the aid of our parent organization, the Advertising Federation of America, and have today telegraphed a copy of the resolution to Elon Borton, president of AFA."

Text of the resolution as adopted by the club follows:

WHEREAS, the City of Little Rock has announced that it will levy a special tax of $50 per year against radio advertising solicitors, and

WHEREAS, the Advertising Club of Little Rock, Ark., feels that such a tax on advertising solicitors is really a tax on advertising, and

WHEREAS, advertising is merely a tool to increase sales, and not an end product in itself,

BE IT THEREFORE RESOLVED that the Advertising Club of Little Rock goes on record as being wholeheartedly opposed to any tax of any kind assessed against advertising salesmen or solicitors who are employed by established radio stations, newspapers, magazines, advertising agencies or other businesses selling advertising, and that a copy of this resolution be delivered to our city officials and other interested parties.



THE Hollywood Ad Club celebrated "CBS Day" on Nov. 21 with key executives in the new administrative setup for the network's West Coast operations attending. L to r are Merle S. Jones, KNX Los Angeles and CBS Pacific Network general manager; Ed Wynn, CBS television star who was guest speaker; Howard S. Meighan, vice president and general executive and the network's chief executive officer in Hollywood; Harry Ackerman, vice president and director of network programs, Hollywood; A. E. Joscelyn, director of CBS operations, Hollywood; and Kenneth Yourd, network program department business manager.

MBS RENEWALS

Include Two Top Shows

MBS announced last Wednesday the $1,300,000 renewal for 52 weeks of *Bill Henry and the News* by Johns-Manville Corp. The program, heard from 8:55 to 9 p.m. Mon.-Fri. will continue over more than 400 Mutual stations. The contract, effective Jan. 2, was through J. Walter Thompson, New York.

The same day, MBS also announced renewal for 39 weeks effective Jan. 1 of *Juvenile Jury* sponsored by General Foods in behalf of Gaines Dog Food. This program is heard Sundays, 3:30 to 4 p.m. Benton & Bowles is the agency.

COLESON NAMED

Is Ad Council Representative

ROBERT C. COLESON, one-time manager of the Hollywood office of NAB, has been appointed Pacific Coast representative of The Advertising Council.



Mr. Coleson

Mr. Coleson managed the NAB western office from 1946 to 1948, and recently has been the Council's radio representative in Hollywood on a part-time basis. His new, fulltime duties embrace all media. His new office for The Advertising Council will be in the Taft Bldg., Hollywood Blvd. and Vine St.

HOOPER *Adds Sales Impact Ratings to Service*

C. E. HOOPER, Inc. last week announced a new service, Sales Impact Ratings, designed to measure relative proportions of product use among listeners and non-listeners to any given commercial network radio program.

The measurement is intended to reveal the effectiveness of any program in encouraging the use of products advertised on it by listeners as compared to use of the same products by non-listeners of a nation-wide sample matched with listeners on a geographic, economic and community size basis.

The method is "out of the laboratory and has been applied to 80 network radio programs," C. E. Hooper, president of the firm, said.

Technique of the measurement is first to distribute listener diaries to a cross-section sample of radio homes, selected in proportion to distribution of radio homes by geographic areas, community size and socio-economic levels.

After the first mailing a second questionnaire is sent to the same sample. It contains questions as to what products in several categories are used. The second questionnaire is designed to avoid association with the diary in the respondents' minds. No reference to radio listening is made in it, and it is presented on a different letterhead with a different return address from the diary.

When the diaries and subsequent product—use questionnaires are returned, the responses to the diary are broken down into listeners and non-listeners and these two categories in turn adjusted so that each class will be proportionately distributed in respect to geographic area, community size and economic level.

Credit to Radio

An analysis of the responses to the product use questionnaire can then be made and applied to the two matched samples of listeners and non-listeners. "Other significant factors having been matched in the tow samples," Mr. Hooper said, "any greater use of the product by listeners, as compared with non-listeners, can be attributed to the advertising effectiveness of that particular program."

Sales impact ratings are currently available only on the 80 network radio programs which last winter were sponsored by frequently purchased products and which had audiences of better than average size. It is the Hooper plan, however, to expand its report in the future.

"The method . . . will permit almost infinite expansion on sample, and thereby can provide effectiveness material on most sponsoring products and services, if demand for reports on smaller audience programs warrants," Mr. Hooper's announcement said.

The method can be applied to network television, local radio and local television, he said.

In the announcement Mr. Hooper included a sample sales impact rating report on a daytime serial, broadcast five times a week, sponsored by an unidentified soap company for a household cleanser. The introduction to the sample report, written by John Lyman Bogert, Hooper vice president and technical

(Continued on page 32)

FARM RADIO

Selling Stressed at RFD Conclave

RADIO FARM EDITORS, beset with doubts about their future in the industry, learned there is a definite farm market, how to sell it and how to keep it sold—at their annual conference in Chicago Nov. 26 and 27. Analytical discussion, probing into problems of rural broadcasting, typified the two-day meeting of the National Assn. of Radio Farm Directors at the Stevens Hotel [BROADCASTING, Nov. 28].

Farm directors were concerned with the upcoming challenge of television, prevailing budget trims at stations, frequent switches of farm department personnel to other duties and cancellation of agricultural programs. CBS' elimination of its farm staff of three persons and its network show last June was termed by one of the speakers "as the greatest blow to our organization and its causes in years."

Individual speakers and panelists throughout Saturday and Sunday stressed that the farm editor's services will be continued if he (1) supplies data needed by the farmer, in the home as well as on the farm, (2) proves that his programming is necessary, (3) works dependably, (4) knows field men representing agricultural firms and associations, and people in his home territory, and (5) serves both the advertiser and the listener.



RADIO FARM editors attending the sixth annual National Assn. of Radio Farm Directors conference in Chicago Nov. 26 and 27 visited the WJR Detroit mobile unit for free transportation services. Using the service are (l to r) new NARFD president, Roy Battles of WLW Cincinnati; Chris Mack, WNAX Yankton, S. D., secretary-treasurer; Phil Alampi, WJZ New York, vice president and retiring secretary-treasurer; Marshall Wells, WJR farm director, and Wallace Kadderly, KGW Portland, retiring president.

* * *

Sponsors Aid

All agreed that the best farm shows are sponsored shows, for additional money supplied by a sponsor enlarges the scope of a farm director's public service activities.

At the opening luncheon Saturday, True D. Morse, president of the Doane Agriculture Service, St. Louis, termed the present farm audience of six million a "small segment of the number of persons interested in agriculture." Pointing to unlimited opportunities for service, he asserted that "too few shows give service." Sponsorship is "an important measure of success," and the problem of finding a sponsor will be solved "if you give a listener what he wants and needs," he said.

Listeners should be told specifics, rather than be given entertainment alone, he said. "Tell them how to improve economic conditions, incomes or living." Mr. Morse called for emphasis on the management or economic end of agriculture, rather than on production (tangible). "Give economic guidance, and help the listener go beyond political strategy and maneuvering. Too much radio is tinged with propaganda, which treats listeners like children and gives them half-truths," he said.

Theories Desired

Theory, with guidance from farm experts, is needed instead of factual information, he charged. "A lot of valuable time is wasted on chit-chat and filler. Farms need to be recognized as businesses—as big, commercial businesses."

How radio farm news can be shaped to fit a TV format was outlined at an afternoon session on "Practical RFD Television" by Moderator Mal Hansen, WOW Omaha; Bill Givens, WGY Schenectady; Amos Kirby, WCAU Philadelphia; Tom Page, WNBC New York, and Ken Gapen of the U. S. Dept. of Agriculture.

Mr. Page, describing TV's high sponsor indentification, named universal appeal as the first requirement of a show unless it is sponsored. All speakers agreed that showmanship is the main thing needed by agriculturists for television.

Mr. Hansen, discussing his noon-hour show, said he beams it to the consumer as well as to the farmer. Some rules by which he works: Use livestock as much as possible; plan in advance; use charts if no props are available; ad lib whenever possible; an informal approach is the best; live shows are more popular than film.

Mr. Givens outlined events telecast during an entire day by his station a year ago, when five cameras were taken to a 165-acre farm in North Adams, Mass. He handled commentary on construction of a farm pond, machinery and home demonstrations, demolition of a 40-acre wood lot and unearthing of boulders from 7:45 a.m. until 5 p.m.

A studio "garden"—a window box for growing demonstrations—is a mainstay of Mr. Kirby at WCAU-TV. He works continually for a better relationship between farmer and the consumer, programming for both urban and rural areas, he said.

The Dept. of Agriculture will produce within the next six months an anticipated 12 television shows on film, Mr. Gapen said. These will be released to agricultural telecasters without charge. The department is preparing a TV re-

(Continued on page 30)

WJR IS HOST

Offers Mobile Unit to NARFD

WJR Detroit's mobile studio was a more than usually busy place last week as the complete facilities were made available to the National Assn. of Radio Farm Directors meeting in Chicago simultaneously with the National 4H Congress and the International Live Stock Exposition.

During the week-long sessions, directors of different stations transcribed programs at the WJR mobile unit for re-broadcast over their own stations. The records and facilities were offered by WJR at no cost to the stations. Programs recorded varied from transcriptions of 4H Club and Live Stock Expositions news highlights to interviews with local winners of National 4H Club and live stock awards.

The WJR delegation to the sessions was led by General Manager Harry Wismer and included Farm Editor Marshall Wells, Promotion Manager and Producer Engineers Bert Vangeisen and Keith Kinney.

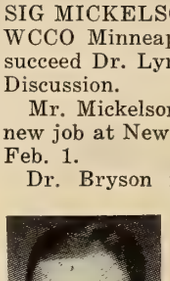
BRYSON RESIGNS

Mickelson Heads CBS Discussion Div.

SIG MICKELSON, director of public affairs and production manager of WCCO Minneapolis, a CBS owned station, last week was appointed to succeed Dr. Lyman Bryson as the network's director of the Division of Discussion.

Mr. Mickelson will report to his new job at New York headquarters Feb. 1.

Dr. Bryson resigned from the position as well as from his other post as CBS counselor on public affairs to "devote more of his attention to broadcasting, writing and teaching," said the announcement issued by Davidson Taylor, CBS vice president and director of public affairs.



Mr. Bryson

Mr. Mickelson, widely known as a radio newsman, has just finished a term as president of the National Assn. of Radio News Directors. He has been with WCCO since 1943.

After graduating from Augustana College, Sioux Falls, S. D., in 1934, Mr. Mickelson was a reporter and editor on the *Sioux Falls Argus Leader* until 1937 when he undertook graduate work at the U. of Minnesota.

Later he was an instructor in journalism at Louisiana State U., the U. of Kansas and U. of Minnesota. While still on the staff of the latter institution he joined WCCO in 1943 as consultant in establishing a news department. In June that year he became WCCO news director. In 1946 he became director of news and special events and in 1948 became director of public affairs and production manager.

Dr. Bryson, in addition to his administrative and consulting work at CBS, has been a professor of education at Teachers College, Columbia U. He also appears regularly on CBS discussion programs on both radio and television.



Mr. MICKELSON



FEMININE contingent enjoyed entertainment provided by Phoenix broadcasters at NAB District 16 meeting held last Monday-Tuesday at Paradise Inn. In group are (l to r): Mrs. William B. Ryan, KFI Los Angeles; Mrs. Clifford Ogden, Capitol Records; Mrs. Gene DeYoung, KERO Bakersfield; Mrs. Calvin Smith, KFAC Los Angeles; Mrs. J. E. Miller, KTAR Phoenix; Mrs. Barbara Hughes, KTAR.

* * *



EVEN Southern Californians had to admit the Arizona weather was fine at last week's NAB District 16 meeting at Phoenix. L to r: Wallace Boone, KNBH (TV) Hollywood; Paul Bartlett, KERO Bakersfield; John Merino, KFSD San Diego; Charles Salik, KCBQ San Diego; Jack Williams, KOY Phoenix; Richard Lewis, KTAR Phoenix; William B. Ryan, KFI Los Angeles; Rex Schepp, KPHO Phoenix; Albert Johnson, KOY.

* * *

NAB CONVENTION OUT?

Dist. 16 Demands Revamping

FIRST open indication that the membership feels all is not well in the NAB setup despite the board's streamlining operation developed last week as District 16, meeting in Phoenix, Ariz., called for abolition of the annual convention and a "sweeping study" of the whole association problem.

In a controversial resolution, the Phoenix meeting, 15th of the autumn series of 17, deviated from the series of perfunctory actions at other sessions by proposing a three-ply reorganization project.

First, District 16 (So. Calif., Ariz.) recommended that the board start a large-scale study which it described as "desirable and imperative." After proposing that the convention be dropped in favor of district meetings, it was recommended that the number of districts be reduced in number, with fewer members on the board.

Finally the district recommended that results of the study be distributed to the membership for consideration and action.

Calvin J. Smith, District 16 director, has been an advocate of intensive reorganization and economies in the whole association setup.

Started Last Year

The streamlining project at NAB developed a year ago when the board called for a study of the headquarters functioning. This culminated in a revamping program which was put into effect at the July board meeting. Division heads were named for radio and television, serving between department heads and the president.

At its Phoenix meeting, held at Paradise Inn, District 16 urged NAB to notify the United States representatives at the Montreal NARBA conference to maintain the status quo established by the Havana treaty (see NARBA story page 19).

The 60-odd District delegates heard Gene Dockwall, business manager of Foote, Cone & Belding, Los Angeles, call on radio to "tell its story directly" and effectively utilize basic research.

The broadcast medium is suffering competitively due to the lack of proper research accompanied by interpretation of such data, he said.

Referring to BMB, Mr. Dockwall declared that above everything else stations and networks need coverage figures, and these are now being supplied by BMB. The second BMB study, he said, will be much more usable than the first, and will be widely utilized by the timebuyer. In addition to BMB, audience measurement figures are needed, especially by urban stations, he explained.

Besides providing these figures, Mr. Dockwall said, stations should undertake the job of educating their own sales staffs on how to use the station's research.

Too Complicated

Most research tools for radio are too complicated, he said, in contrast to ABC figures for publications. On the West Coast, where there are many buyers exposed to radio for the first time, stations should not talk to these buyers in technical terms, but present meaningful facts developed from research, he suggested, because these buyers are confused by technicalities of Nielsen and Hooper measurements but do understand specific audiences delivered.

"In contrast to the printed media, radio is spending entirely too much time supplying availabilities rather than selling the medium," Mr. Dockwall said. "Since the printed media do not have to quote availabilities, most of their efforts are devoted to talking about the advantages of using their space."

Pointing out that FM stations are providing worthwhile service to the public at a substantial financial loss, the district asked NAB to urge the FCC not to adopt the proposed rules covering hours of FM station operation.

At a TV session, William B. Ryan, KFI-AM-TV Los Angeles, estimated gross Los Angeles television revenue between $3 million and $4 million. He said studies show that only 5% of these advertisers are using TV at the expense of radio; 80% of the local accounts have never used radio. Of seven sponsored shows on KFI, he said, six had not used radio before. He suggested talent either must be a personality to begin with or must be built into a personality before a show can get an audience.

NAB President Justin Miller discussed NAB activities, including the Arkansas tax case. Maurice B. Mitchell, director of NAB's Broadcast Advertising Bureau, conducted a clinic on increasing radio's share of the advertising dollar. Richard P. Doherty, director, NAB Employe-Employer Relations Dept., reviewed labor developments. Carl Haverlin, BMI president, discussed music copyright matters.

Dist. 16 Registration—Phoenix, Nov. 28-29

Geo. E. Agnew, KOOL Phoenix; Allen B. Alexander, KRUX Glendale, Ariz.; C. E. Arney, NAB, Washington; Paul R. Bartlett, KERO Bakersfield, Calif.; William Beaton, KWKW Pasadena; Robert Black, KCNA Tucson; Wallace Boone, KNBH Hollywood; Geo. Bradley, KTUC Tucson; Howard L. Chernoff, "San Diego Journal"; Bill Connelley, KOOL Phoenix; Williams Cook, Tucson; A. H. Croghan, KOWL Santa Monica; Walter Davison, Lang-Worth; William Dent, Westinghouse; Gene DeYoung, KERO Bakersfield; Richard P. Doherty, NAB, Washington; Glenn Dolberg, BMI, Hollywood; Gene Duckwall, Foote, Cone & Belding, Los Angeles; Harry Engle, KVEN Ventura; Jack Frost, RCA, Hollywood; Lewis S. Frost, NBC, Hollywood; Bob Garland, KOOL Phoenix; Harold Gates, KTAR Phoenix; Riley Gibson, KXO El Centro; Galen Gilbert, KGER Long Beach.

Kolin Hager, SESAC Inc., New York; John L. Hagg, KOY Phoenix; Ray V. Hamilton, Blackburn-Hamilton, San Francisco; Harry Hambleton, KMOG Nogales; Ralph M. Hardy, NAB, Washington; Red Harkins, KTYL Mesa; Bill Harvey, KTAR Phoenix; Carl Haverlin, BMI, New York; Bert Horswell, C. P. MacGregor, Hollywood; Gail Hummel and Phillip Hurlbut, KTKT Tucson; Albert Johnson, KOY Phoenix; Ray Jorgenson, KYUM Yuma; A. E. Joscelyn, CBS, Hollywood; Hub Keavey, AP, Los Angeles; Gene W. Lee, KFXN San Bernardino; Bill Lester, KOY Phoenix; Dick Lewis, KTAR Phoenix; Lew Little, KTUC Tucson; Bert Lown, APS, New York.

Sam Marcus, KNOG Nogales; M. Marquardt, World Broadcasting, Hollywood; R. J. McAndrews, SCBA, Hollywood; John C. Merino, KFSD San Diego; Don Metcalf, KYUM Yuma; J. E. (Brick) Miller, KTAR Phoenix; Judge Justin Miller, NAB, Washington; David R. Milsten, SESAC, Tulsa; Maurice B. Mitchell, BAB, New York; R. W. Mitchell, KTUC Tucson; Bryan Moore, ABC, Hollywood; Graham Moore, KCBQ San Diego; Jack Murphy, KSUN Bishop, Ariz.; R. J. Newman, RCA, Los Angeles; Gerry O'Brien, KTUC Tucson; Clifford E. Ogden, Capitol Records, Los Angeles; Doyle Osman, KFAC Los Angeles; Sol Paul, BROADCASTING, New York; Donn Petty, NAB, Washington; Harper M. Phillips, KVOA Tucson; Don Rankin, KOY Phoenix; Harold Ritter, KYCA Prescott; N. L. Rogers, Frederic W. Ziv Co., Los Angeles; James Ross, KOY Phoenix; William B. Ryan, KFI Hollywood.

Charles E. Salik, KCBQ San Diego; Wayne Sanders, KCNA Tucson; Lee Schamblin, KPMC Bakersfield; Calvin J. Smith, KFAC Los Angeles; Ray Smucker, KYUM Yuma; Robert E. Spiros, KOY Phoenix; W. T. Stubblefield, Capitol Records, Hollywood; Kevin Sweeney, KFI Los Angeles; Donn B. Tatum, KHJ Hollywood; Louis Teagarden, Standard Radio, Los Angeles; Jack Tighe, KTIP Porterville; Victor A. Vacc, and Richard H. Voorhis, KRUX Glendale, Ariz.; Morton Werner, KVEN Ventura; Jack Williams, KOY Phoenix.

Additional Registration
Dist. 8, Detroit
[BROADCASTING, Nov. 28]

Jay Berry, Harley M. West Jr., and O. William Myers, WABJ Adrian; Douglas Campbell, WHRU Ann Arbor; Edward F. Baughn, WPAG Ann Arbor; Dan Jayne, WELL Battle Creek; J. P. Scherer, WHFB Benton Harbor; Peter J. Fausone, WHDF Calumet-Houghton; Richard Jones, WJBK Detroit; W. Eldon Garner, WBBC Flint; Arthur Treanor and Lester W. Lindow, WFDF Flint; Bill Clark and John R. Speer, WJEF Grand Rapids; Walter A. Bass and Stanley W. Barnett, WOOD Grand Rapids; George L. Burgan, WHDF Calumet-Houghton; John W. O'Harrow, Edward E. McKean and J. E. Fetzer, WKZO Kalamazoo; William C. Johnson, WDMJ Marquette; Mel Wirth, WOAP Owosso; Helen Nelson, WHLS Port Huron; Alice Anderson and F. Granger Weil, WTTH Port Huron; Harvey A. Klann, WHAK Rogers City; William J. Edwards, O. J. Kelchner and Howard H. Wolfe, WKNX Saginaw; Milton Greenebaum and Phil Wood, WSAM Saginaw; Richard Burnett and Stanley R. Pratt, WSOO Sault Ste. Marie; Les Biederman, WTCM Traverse City.

Robert B. McConnell, WHBU Anderson; Robert J. McIntosh, WJPS Evansville; H. M. Bitner Jr., WFBM Indianapolis; Joseph G. Wood; Ken Church, WIBC Indianapolis; James N. Willingham and Dan Park, WIRE Indianapolis; George J. Higgins, WISH Indianapolis; O. E. Richardson and E. R. Herkner, WASK Lafayette; John F. Bundy, WCTW New Castle; Robert B. McConnell, WHOT South Bend; Vince Doyle, WJVA South Bend; William F. Rippetoe, WBOW Terre Haute; Joe Higgins, WTHI Terre Haute; R. W.

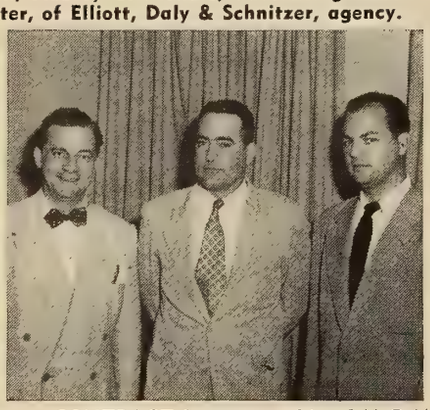
(Continued on page 50)



CONTRACT for 26-weeks sponsorship of *Damon Runyon Theatre* Sunday at 10:15 p.m. on KGO San Francisco is set by Samuel Levin (2d l), vice president of Artvogue of California Inc. (men's and boys' sport shirts). Contract marks Artvogue's first use of radio. L to r: Milton Seropan, KGO sales representative on the account; Mr. Levin; Aubrey C. Mendle, advertising director of Artvogue, and Bernard Schnizter, of Elliott, Daly & Schnitzer, agency.



GREATER Detroit Dodge dealers contract for 15-minute show on WJBK Detroit prior to this year's Detroit Red Wings home hockey games. Seated (l to r) are Jack Sitta of WJBK and Ken Brown of Dodge dealers; standing, Fred Huber, Red Wings publicity dir., and Carl E. Hassel, Ross Roy Inc. agency.



CONTRACT for sponsorship of M-G-M *Theatre of the Air* over KXYZ Houston was arranged by South Texas National Bank of Houston after an audition by (l to r) John Paul Goodwin, president of Goodwin Co., bank's agency; Harris McAshan, bank pres., and Terry Lee, KXYZ v. p. and commercial mgr.



MOVIE rights of MBS *Queen for a Day* are purchased by Robert Stillman (r), independent film producer. With him are Jack Bailey (l), m. c. of the radio show, and Raymond R. Morgan, pres. of Raymond R. Morgan Co., Hollywood, which owns the package. No production date set.



BANNER Dairies' sponsorship of *Meet the Menjous* over KWKC Abilene, Tex., is set by O. D. Dillingham (seated), Banner president. With him are A. C. Etter (l), KWKC general manager, and Elmer C. Bieser, account executive of Frederic W. Ziv Co., producer of show.

MOTOROLA dealers in the Calumet region are sponsoring 60 high school basketball games and three Christmas-time tournaments five nights weekly on WJOB Hammond, Ind. Completing arrangements for the series are (l to r) Robert Hasler, manager, Gary Tire & Supply Co., Motorola distributor; Clarence Hasler, vice president and treasurer of the firm; Ed Rozhon, WJOB sales manager; Terry Terwilliger, assistant advertising-sales promotion manager, Motorola, Chicago; Al Halus, WJOB commercial manager, and Robert Hanrahan, sales representative, Gary Tire.



LEVER CHANGES

Adv. Posts Announced

BECAUSE of its move from Cambridge, Mass., to New York early in December, Lever Bros. has made four new appointments in the advertising department and created a new post of television manager. The positions were announced last week by James A. Barnett, vice president of the company in charge of advertising.

Howard R. Bloomquist, advertising manager of Toni Co., Chicago, will join Lever as advertising manager for a group of brands. Mr. Bloomquist was formerly assistant advertising manager for Pillsbury Mills, Minneapolis.

George B. Smith, former package goods account executive with Foote, Cone & Belding, New York, will be advertising manager for another group of Lever brands.

Paul Laidley Jr., now with Gardner Adv., New York, will join as assistant advertising manager. Mr. Laidley was formerly on the staff of Paris and Peart Adv. and with McCann-Erickson.

George T. Duram, formerly media director for Dancer-Fitzgerald-Sample Inc., has been appointed media director for Lever Brothers. Mr. Duram was formerly head of the radio buying department.

John Allen, former vice president in charge of television for Grant Adv., New York, has been named to fill the newly-created Lever post of television manager. Previously Mr. Allen had conducted his own television consulting firm in New York and had been associated with the Marschalk-Pratt Adv. Agency before then.

The following advertising managers have left the firm with the move to New York: Joe A. Procter, manager for Spry and Silver Dust; Henry M. Stevens, manager for Breeze and Swan, and R. E. Bousquet, brand manager for Lux.

DOUBLEDAY BUYS

Time Around ABC Opera

DOUBLEDAY & Co., New York book publisher, following a successful test on only WJZ New York, Sat., Nov. 26, purchased on a 70-station hookup on ABC the quarter-hours immediately preceding and directly following last Saturday's ABC broadcast of the Metropolitan Opera.

The special one-time purchase was on behalf of the Book, *Milton Cross Opera Album*. Huber Hoge & Sons, New York, is the Doubleday agency.

Campbell Campaign

CAMPBELL SOUP Co. has launched an eight-week winter campaign featuring "Good Hot Soup" jingle on Dick Hymes *Club 15* (7:30-45 Mon.-Fri.) and *Edward R. Murrow With the News* (7:45-8 Mon.-Fri.) over CBS and Walter O'Keefe's *Double or Nothing* over NBC (2-2:15 Mon.-Fri.). Agency is Ward-Wheelock.

LOBBY GROUP

Hilmer is Staff Director

APPOINTMENT of Lucien Hilmer, Washington, D. C., attorney, as staff director of the House Select Lobbying Committee was revealed last week by Rep. Frank Buchanan (D-Pa.), chairman of the investigating group [CLOSED CIRCUIT, Nov. 28].

Simultaneously, Rep. Buchanan announced the selection of Floyd Mattice, Justice Dept. attorney, as general counsel of the group [BROADCASTING, Nov. 14]. Complete staff personnel will be announced next week, according to Congressman Buchanan. About a dozen members have been assigned to the committee, he added.

Mr. Hilmer, former assistant general counsel of FCC and later associate counsel to the Senate Interstate Comerce Committee, will supervise organization of the lobbying committee staff and compilation of research, to be undertaken prior to hearings next January. Fields slated for exploration have not been selected, Rep. Buchanan said.

DAWSON & JACKSON

New Chicago Package Firm

DAWSON & JACKSON, Chicago radio-television package production and consulting firm, has been formed by Stuart V. Dawson, former president of Feature Productions, and Lowell E. Jackson, former executive vice president of Radio Features, both Chicago.

The firm, which headquarters at 360 N. Michigan Ave., offers eventual ownership of shows to purchasers. After three years of sponsorship, the package can be bought by the agency or client, who pays Dawson & Jackson "a small royalty" after that time, Mr. Jackson said. He is former president of Monogram Radio Programs. Mr. Dawson has been radio director of Foote, Cone & Belding and Young & Rubicam, both Chicago.

Union Oil Signs

UNION OIL Co. of California has signed a contract with the six-station Alaska Broadcasting System for a 15-minute newscast six days a week, it was announced last week by ABS representative, Pan American Broadcasting Co., New York. The contract, through Foote, Cone & Belding, Los Angeles, is for 52 weeks and represents more than $27,000 in gross billings—a 50% increase in Union Oil's Alaska appropriation.

Langley Leaves BMB

CORTLANDT LANGLEY resigned last week as assistant to the president and director of subscriber service of Broadcast Measurement Bureau. He will form his own television package program company.

NETWORK RULES

Sheppard Plans Action

AN "AGGRESSIVE" approach to present radio network-station regulations, already under scrutiny by FCC, was predicted last week by Rep. Harry Sheppard (D-Calif.), looking toward action in the next session of the 81st Congress.

Rep. Sheppard, author of legislation (HR 2410) which would divest networks and manufacturers of station properties, said he would press for hearings by the House Interstate & Foreign Commerce Committee early next year "because the functions of public service are not being lived up to under present chain broadcast regulations." He promised a thorough exploration of network-station relationships, ranging from the issuance of license permits to the increase in commercial or sponsored broadcasts by network stations.

A similar bill, almost identical in its provisions, was introduced by Rep. Sheppard last year but no action was taken and the measure died in the 80th Congress [BROADCASTING, May 3, 1948].

At that time, he conceded the measure probably was too stringent and would invite compromise, but promised to re-introduce it, if elected last November. Since then, the bill has stirred repercussions, and he has accumulated sufficient material to launch his push, he added. He re-introduced the measure last February.

The Sheppard bill, by divorcing station operation from network-manufacturer ownership, would if enacted throw roughly $150 million worth of properties on the market for sale.

Other Provisions

Other provisions would prohibit stations from carrying any two consecutive hours of network programming, limiting them to alternate hours, and forbid manufacturers to own networks. In addition, networks would be defined as two or more stations linked for simultaneous broadcast [BROADCASTING, Feb. 14].

FCC, which has long felt the need for investigating the network-affiliate setup, untouched since 1941, has already put 11 owned stations of CBS, NBC and ABC on temporary licenses pending review of network rules [BROADCASTING, Nov. 7]. No investigation currently is underway, according to FCC Chairman Wayne Coy.

Simultaneously last week, Rep. Sheppard denied published reports he would meet shortly with independent station operators to discuss network-station practices. He said he had not been approached by them, though he had received a "reasonably heavy" amount of mail protesting alleged "monopoly" by networks. He declined to identify the operators.

The independents reportedly were seeking Congressional intervention with the Dept. of Justice.

When queried, Dept. of Justice officials denied any study was underway.

Congressman Sheppard said a number of House Interstate Commerce members favor an exploration of radio matters, and that Commerce Chairman Robert Crosser (D-Ohio) had received a number of communications, many in connection with the McFarland FCC procedure bill, from affiliates dissatisfied with present network-station structure [BROADCASTING, Aug. 22].

Common Complaints

Most common complaints center around time options, sales representation, etc.

Meanwhile, Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, declined comment on the Sheppard bill. He said it had received "careful scrutiny" of committee members, but added he didn't know the committee's position as a whole.

Some authorities think it significant, however, that neither Sen. Johnson, an avid anti-monopoly legislator, nor any other Senators introduced a companion piece to Rep. Sheppard's measure. The bill in its present form is so stringent as to militate against its chance for passage, they point out.

A House Judiciary monopoly subcommittee has indicated a desire to review broadcast operations, and has hinted it may invite industry spokesmen, probably from NAB, to testify in next session.

FRANK T. BOW

Announces House Candidacy

FRANK T. BOW, Canton, Ohio, attorney and former general counsel of the House Select Committee to investigate FCC, last Tuesday announced his candidacy in 1950 for the Republican nomination to Congress from Ohio's 16th district.



Mr. Bow

A member of the Republican State Central and Executive Committee since 1946, Mr. Bow is now a senior member of Bow, Ake and Thomas, with offices in Canton's First National Bank Bldg. He already has tendered his resignation to the Republican committee.

Mr. Bow went to Washington in 1947 to act as general counsel to a House Expenditures subcommittee, organized to investigate propaganda and publicity in government circles. At the insistence of Rep. Forest A. Harness (R-Ind.), chairman of the House Select Committee, he remained as general counsel. On Jan. 1 he became legal advisor to Sen. Andrew P. Schoeppel (R-Kans.).

Issues commanding the attention of Mr. Bow during his tenure, which ended last January with the death of the old Harness committee, included investigations of FCC's controversial Blue Book, licensing practices, the Port Huron and Scott decisions and radio operations relating to Puerto Rico communications and FCC's grant to WIPR Rio Piedros, P. R. He favored revision of the Communications Act and urged Congress to spell out Commission control over program content.

In the statement announcing his candidacy, Mr. Bow urged adoption of Hoover Commission recommendations for economy, and a cut in Marshall Plan and deficit spending.



Drawn for BROADCASTING by Sid Hix

". . . Er, what? You'd rather try for the diamond ring instead of the 10-lb can of coffee?"

FCC Actions

THREE new AM stations granted by FCC and three existing stations given improved facilities. Five transfer approved, including sale by John A. Kennedy of WCHS Charleston, W. Va., for $650,000 to Lewis C. Tierney interests. One TV outlet and four AM authorizations deleted. For details of these and other FCC actions, see FCC Roundup beginning on page 76 and Actions of the FCC beginning on page 68.

TIME COSTS

Night Rate To Drop—Clyne

PREDICTION that station rate cards, possibly within the next two years, will no longer show nighttime costs at twice their daytime figures, was made by C. Terence Clyne, vice president of the Biow Co., at a joint luncheon meeting of the Boston Advertising and Radio Executives Clubs Tuesday (Nov. 29) at the Hotel Statler.



Mr. Clyne

"We may live to see the time when this ratio will drop to the extent where night costs will be half those of daytime," Mr. Clyne told the gathering of 250 advertising, agency, and radio executives.

Citing a 90% TV tune-in as against 10% for radio between 8 and 10 p.m. in television homes, he declared that radio and TV are definitely competitive. Although convinced of the penetration of television, he said that it would be at least three to five years before half the radio homes have TV and that this lesser circulation will be the basis of radio's strength. "Radio is still the only true mass medium" he said.

Mr. Clyne advised advertisers to take advantage of the impact of both radio and TV, but he suggested that they study how to use radio most effectively in view of the competition of video. He asked them to consider the question: "Should we switch our money to daytime advertising?"

NEW MALONE SHOW

To Start on ABC Dec. 12

TED MALONE, ABC's poet and story-teller, will start a new series of quarter-hour programs, scheduled for Monday-Friday, 11:15-11:30 p.m., effective Dec. 12. The programs will replace Joe Hasel's sports round up and will be offered to local sponsors in ABC cities on a cooperative basis.

The new program will be in addition to his current shows.

NABET CHANGE

Maher Succeeds Westover

CLARENCE WESTOVER, national executive secretary of the National Assn. of Broadcast Engineers and Technicians resigned effective Dec. 31, it was announced Wednesday by NABET President John R. McDonnell.

He will be succeeded by George Maher, NABET national representative in Chicago. Mr. Maher is expected to come to New York Dec. 9 and consult with Mr. Westover for a week on pending matters. Mr. Maher then is expected to prepare to administer the office from Chicago.

Mr. McDonnell's announcement said the Westover resignation was accepted reluctantly. "His vigor and enthusiasm in union matters has been a great asset to NABET," said Mr. McDonnell. Mr. Westover resigned, said Mr. McDonnell, because of the pressure of personal problems.

LABOR LEAGUE

Plans Program Expansion

EXPANSION of its program service and development of special programs for the 1950 Congressional elections are planned by Labor's League for Political Education, political arm of the American Federation of Labor.

The league's radio campaign this year includes 35 quarter-hour interviews with leaders in public life. They feature Al Hamilton, of the league's radio staff, as interviewer. Titled *Special Report From Washington*, the programs were carried by 50 stations when they started in April, reaching a peak of 189 stations in 43 states, District of Columbia, Alaska and Hawaii.

One of the league's special programs, a three-episode half-hour series titled *Mr. Congressman Reports From Abroad*, carried by MBS, was edited from some 200 hours of recordings.

The labor press, comprising some 300 publications, features news stories and display promotion about the programs. Radio staff includes Paul Green, Terry Honda and Betty Arundell.

Johnson FCBA Speaker

SEN. EDWIN C. JOHNSON (D-Col.), chairman of the Senate Interstate and Foreign Commerce Committee, will be feature speaker at the Federal Communications Bar Assn. annual dinner in honor of FCC members to be held Jan. 12 at Washington's Hotel Mayflower, President Guilford Jameson announced last week. FCBA's usual business meeting and election of officers will precede the banquet. Annual dinner committee members include the following Washington radio attorneys: Clair L. Stout, chairman; A. Dale Cobb, Harold G. Cowgill, Corwin R. Lockwood Jr., James A. McKenna Jr., Don Petty, William P. Smith, John P. Southmayd and Harry P. Warner.

FIRST 15 PROGRAM HOOPERATINGS—Nov. 30 Report

Program	No. of Stations	Sponsor & Agency	Hooper	YEAR AGO Hooper	+or—	Pos.
Radio Theatre (CBS)	172	Lever Bros. (JWT)	25.8	22.5	+3.3	3
Jack Benny (CBS) Original broadcast 21.0 Added by 2d broadcast 2.5*	180	American Tobacco (BBDO)	23.5	25.3	—1.8	2
Walter Winchell (ABC) Original broadcast 20.2 Added by 2d broadcast 0.7*	284	Kaiser-Frazer (Weintraub)	20.9	27.7	—6.8	1
My Friend Irma (CBS)	150	Pepsodent Div.-Lever Bros. (FC&B)	20.8	18.0	+2.8	8
Godfrey's Talent Scouts (CBS)	156	Thos. J. Lipton Co.-Div Lever Bros. (Y&R)	19.3	19.2	+0.1	7
McGee & Molly (NBC)	165	S. C. Johnson & Son (NL&B)	18.3	21.8	—3.5	4
Groucho Marx (CBS)	151	Elgin American Div.-Illinois Watch Case Co. (W&G)	16.6	9.8	+6.8	61
Bob Hope (NBC)	151	Lever Bros. (BBDO)	16.4	20.0	—3.6	5
Charlie McCarthy (CBS) Original broadcast 13.7 Added by 2d broadcast 2.7*	171	Coca-Cola Co. (D'Arcy)	16.4	17.0	—0.6	11
Bing Crosby (CBS)	175	Liggett & Myers (N-E)	16.3	11.5	+4.8	45
Mr. Keen (CBS)	149	Whitehall Pharmacal (Murray)	15.3	11.3	+4.0	49
Crime Photographer (CBS)	149	Philip Morris (Biow)	15.3	13.5	+1.8	25
Day in Life of Dennis Day (NBC)	144	Colgate-Palm.-Peet (Bates)	15.1	15.2	—0.1	15
People Are Funny (NBC)	164	B. & W. Tobacco (Seeds)	15.0	13.9	+1.1	19
Bob Hawk (CBS)	160	R. J. Reynolds (Esty)	15.0	13.6	+1.4	22

* Second broadcast on same day in some cities provides more than one opportunity to hear program.

KOY-KTUC SUIT

CBS Has Week To Answer

CBS HAS one more week in which to answer a suit filed Nov. 17 in Chicago's Federal District Court by KOY Phoenix and KTUC Tucson as represented by the Salt Valley River Broadcasting Co. [BROADCASTING, Nov. 21]. Chicago law firm of Damon, Hayes, White and Hoban, is seeking specific performance of an affiliation contract for its client. It is reported that CBS plans to switch its affiliation to KOOL Phoenix and KOPO Tucson Jan. 1.

It is alleged by the plaintiff that CBS officials gave assurances that the network affiliation would not be canceled or terminated. Answer will either admit or deny, and is required by law to be filed within 20 days after suit is admitted to court. If admitted, the judge will decide if the plaintiff is entitled to relief. If denied, Salt Valley Broadcasting will attempt to prove its charges.

Upcoming

Dec. 5-6: CBC Board of Governors, Ottawa.
Dec. 6: Pye Ltd. Demonstration, Park Sheraton, New York.
Dec. 9-10: Southwestern Institute of Radio Engineers second meeting, Baker Hotel, Dallas.
Dec. 12: Multiplex Facsimile hearing, FCC Hdqrs., Washington.
Dec. 15: American Television Society, Park Sheraton Hotel, New York.
Jan. 12: Federal Communications Bar Assn. dinner honoring FCC, Hotel Mayflower, Washington.
Jan. 17-18: Georgia Assn. of Broadcasters, Hotel Dempsey, Macon.
Jan. 27: Advertising Workshop, Pantlind Hotel, Grand Rapids, Mich.
Feb. 4: Radio Correspondents Assn. annual dinner, Statler Hotel, Washington.



BACHELOR luncheon for Stuart M. Kelly (standing), Taylor-Borroff & Co. salesman, who married Betty Barnett, New York timebuyer, is held at New York's Press Box restaurant by agency associates and friends. Attending the surprise party are (l to r): John Stewart, John E. Pearson Co.; Frank Daniel, timebuyer, Lennen & Mitchell; Thomas S. Abbott, advertising director, New York Newspaper Guild; Robert Canavan, sports director, KROD El Paso and the Southwest Network; Ed Devney, William G. Rambeau Co.; Mr. Kelly; John D. Allison, vice president, Taylor-Borroff; N. C. Rorabaugh, president, Rorabaugh Radio & TV Reports; Patrick J. Sullivan, Headley-Reed Co.; James Sutton, manager, Terminal Cab Co.; Justin McCarthy, general manager, Matthew M. McCarthy Inc.; Ed Whitely, timebuyer, Badger & Browing & Hersey; William M. Wilson, executive vice president, William G. Rambeau Co.

NAB ELECTIONS

Forms for Board Are Mailed

FORMS to be used by NAB member stations in nominating and electing board members were mailed Thursday by C. E. Arney Jr., NAB secretary-treasurer. Elections will be held early next year and will be completed by March 17 [BROADCASTING, Nov. 21].

The directors-at-large and the eight even-numbered district directors will be elected. The forms mailed last week allow each member station to designate its voting representative and also its representative eligible for nomination and election to the board. District elections may be held by mail ballot or at special district meetings, at the choosing of the district director.

NAB members have voted overwhelmingly to amend the NAB by-laws so the board may fix dues without regard to the calendar year [CLOSED CIRCUIT, Nov. 28]. The NAB's fiscal year, formerly on a calendar basis, has been changed to April 1-March 31. The new amendment includes a "hardship" clause, which was applied by the board to TV stations affiliated with aural stations already members of NAB. These TV stations pay only $10 a month dues compared to $125 a month for stations not so affiliated. Only 17 member votes were cast against the new by-law.

DALTON LEAVES ECA

Returns to WHAS Position

NEIL DALTON, director of information for ECA, is returning to Louisville, Ky., to resume his position as public relations director of WHAS and the associated newspaper properties, the *Courier-Journal* and the *Louisville Times*. He had served with ECA on leave of absence from his Louisville post since last January.

Robert R. Mullen, newspaper and advertising executive for the past 20 years, will succeed Mr. Dalton, Paul Hoffman, ECA Administrator, announced last Wednesday. Mr. Mullen is on leave from John Orr Young & Assoc., New York public relations consultants. He has served as consultant to Mr. Hoffman the past two months. He also has been associated with the *Christian Science Monitor* as an executive, and with *Life* magazine as editorial writer.

'Town Meeting' Cut

WEEKLY ABC series, *America's Town Meeting of the Air*, has been cut from one hour to 30 minutes, effective Jan. 3, date of the renewal of the contract between the network and the Town Hall Inc., New York. No provision has been made for telecasting the Tuesday, 9-9:30 p.m. program, it was learned. The show will use two speakers instead of four, retaining the question-and-answer period.

NEW

The new greater **KTSA** AM/FM

Now! owned and operated by
The San Antonio Express and
SAN ANTONIO EVENING NEWS

New TRANSMITTER

Latest and finest transmitting equipment including 4 new towers in directional array assure top broadcast transmission.

New CBS PROGRAMS

Night and day the greatest radio entertainers in the world in an endless parade of network programs.

New FULL TIME POWER

Gives clearer, more powerful signal; finer, more perfect reception of simultaneous AM and FM broadcasts.

New NEWS SERVICES

Complete radio news service now coordinated with special news bureaus, wire services and reporting staffs of two great newspapers.

New MODERN STUDIOS

And business offices in the Express Publishing Company Building include every facility and convenience.

New SPECIAL FEATURES

New public service features, new local programming, broader and improved special events coverage.



Listen! more and more people say, "It's on



KTSA AM/FM SAN ANTONIO

550 on your AM dial
101.5 on your FM dial

FREE & PETERS, INC. National Representatives



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BROADCASTING ASSOCIATION

STATION COVERAGE
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the answer to your spot radio needs

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FCC'S ROLE

Coy Defends Commission In College Address

FCC's ROLE as a champion of "freedom on the air" was detailed—and defended—by Chairman Wayne Coy last Thursday night in an address at Amherst (Mass.) College.

He called attention to the Commission's Blue Book on programming, its Chain Broadcasting Regulations, the newspaper ownership investigation and the present "newspaper policy" on applications, multiple-ownership rules, the WHKC Columbus decision on broadcasts of controversial issues. the "new" Mayflower decision giving licensees the right to editorialize, the Port Huron decision banning censorship of political broadcasts, and the currently suspended anti-giveaway rules.

"I would of course be the first to agree that some of the Commission's actions restrict the licensee's freedom," he said, explaining:

They restrict his freedom to be unfair . . . to use his publicly owned frequency for his own whims and caprices . . . to use a scarce frequency out of the public domain that belongs to all the people to dole out time to his pets or use it for himself and his own interests and to withhold it from those groups with whom he happens to differ.

They abridge his freedom to dodge his responsibility to operate his station as an open forum for all the conflicting interests of the community instead of as a private chattel to do with as he will. They abridge his freedom to evade his responsibilities as a trustee.

For my part, I conceive it my duty to make every effort to curtail the freedom of radio station licensees to be unfair or to use their licenses solely for their own private benefit rather than for the public interest.

Mr. Coy reiterated, without amplification, FCC's frequent assertion that another network investigation is needed—"not only to determine how the regulations are working with respect to standard broadcasting, but also to examine some of the problems concerning the relationship of the networks to talent bureaus and recording companies and also to examine carefully the effect of the regulations in the FM and television fields."

He conceded FCC's Port Huron decision creates a "real dilemma" for broadcasters in states having laws which hold stations responsible for libelous remarks in a political speech. But he reiterated FCC's view that the federal government has "preempted" this field and that therefore the state laws will not stand up.

He found support for this theory in the recent Pennsylvania TV censorship decision, in which U.S. District Judge William H. Kirkpatrick upheld telecasters' suit against the State Board of Censorship [BROADCASTING, Oct. 31]. Judge Kirkpatrick, he noted, held that the federal government has occupied the field of regulation in radio, including censorship.

Referring to the equal-time provisions of the law on political broadcasts, the FCC chief noted that "in the heated presidential campaign of 1948 the complaints reaching the FCC numbered less than six. And, so far as I know, all of them were adjusted during the progress of the campaign."

Chairman Coy said that "despite deviations and derelictions such as I have discussed, the total performance of American broadcasting has resulted in the presentation of a breadth and diversification of opposing viewpoints that has established it as a people's forum of high utility to the functioning of our democracy."

He conceded that government's licensing power in radio "carries with it the possibility of abuse," but said "neither the radio industry nor the Commission as presently constituted show any disposition whatsoever to permit such abuse to arise."

Vigilance Is Indispensable

He felt, however, that "it is not safe to assume that things will always so continue," and that "here, more than in any field, eternal vigilance is indispensable."

Nor did he think it "safe" for the public to rely upon broadcasters alone to "resist any tendency to undue control of access to radio facilities." The answer, he said, is "an organized and informed public" which will keep watch against government encroachments and also assist government in opposing restrictions advanced by industry or pressure groups.

WBRC-FM OFF AIR

Hanna Cites FM Disinterest

WBRC-FM Birmingham, described as the most powerful radio station in the world because of its 546 kw output, was to go off the air at midnight Saturday, Dec. 3.

The station had been focal point of a network of 24 AM stations in Alabama and Tennessee, operating since last Feb. 14 as Associated Broadcasting Service [BROADCASTING, Aug. 29]. The network was developed by Mrs. Eloise Smith Hanna, president of Birmingham Broadcasting Co.

Mrs. Hanna said, "The decision was brought about due to the fact that FM has not been accepted by the general public. Therefore, consistent with the policy of the Birmingham Broadcasting Co. of serving the people of Alabama it was decided that it was in the public's interest to concentrate all efforts on WBRC and WBRC-TV. Plans for the expansion of WBRC-TV facilities will be announced later."

Three FM stations still operate in Birmingham — WSGN-FM, WAFM (FM) and WJLN (FM).

The WBRC-FM network had operated in the red at the rate of $9,000 a month last winter but this had reduced to $3,000 by May. Last summer Mrs. Hanna was quoted as predicting it soon would be paying for itself. The station's signal is said to have been easily picked up over a 200-mile radius.



BUSINESS
~~GOING ON~~ *Booming!*
AS USUAL
DURING
CONVERSION

Look into Lang-Worth . . .

for the ONE Program Service that's always ONE step ahead of the rest!

While the presses roll on The NEW Lang-Worth Transcription, Lang-Worth still offers MORE for every member of your staff!

FOR THE PROGRAM DIRECTOR...In Program Scripts for this month of December alone: 35 Special Christmas Shows! 10 Special New Year's Shows! Including a *full-hour* Documentary "Production" Program—"50 YEARS IN REVIEW—A Cavalcade of America's Music Through Half-A-Century of History!"

And all year 'round: Individual Network Calibre Program Series covering every category of listener-interest.

In Talent: A constant flow of new Name talent, to sweeten up the old standbys. Added in the last 4 months of '49:...RED NICHOLS AND HIS FIVE PENNIES —HENRY BUSSE AND HIS FAMOUS SHUFFLE-RHYTHM BAND—RAY ANTHONY, HIS TRUMPET AND HIS ORCHESTRA! Coming up for the New Year: The famous Victor Recording Artist, RUSS CASE AND HIS ORCHESTRA.

FOR THE SALESMEN . . . Selling aids, publicity, pictures, mats, promotional material, etc., in addition to a breakdown list of sponsors currently using Lang-Worth programs in markets throughout the U. S. and Canada.

FOR THE PRODUCER-DIRECTOR . . . The widest and most versatile library of distinctive program themes, special production aids, spoken intros and signatures, mood music, bridges, backgrounds—in addition to the exclusive Lang-Worth "Synkrodisk".

FOR THE ENGINEERS . . . The most revolutionary development in sound reproduction—The NEW Lang-Worth 8-inch Transcription—offering 15 additional points of superiority. If you haven't heard it yet—send for your audition sample.

FOR THE DISC-JOCKEY . . . Information that puts the answers right at your finger-tips. Popularity dates on tunes, copyright, source (movie or musical play), vocal entrances, tempo, rhythm, timing—*all on label copy* as well as in "Talendex". All instrumental selections on separate discs from vocals.

FOR THE LIBRARIAN . . . The easiest, most comprehensive system of cataloguing and filing ever devised. Simple numbering, the compact "Talendex" and "4000". And a sturdy, unbreakable 8-inch transcription that weighs ONLY 2 OUNCES!

AND FOR YOU, THE MAN WHO PAYS THE BILLS . . . Lang-Worth more than pays for itself!

Tested Hoopers, endorsed sponsorship of programs and talent, prove that the monthly charge for your Lang-Worth Program Service is just a drop in the bucket compared to what it brings to your bank.

For the *one* really progressive, visionary Program Service . . .

LOOK INTO . . .

LANG-WORTH
FEATURE PROGRAMS, Inc.

113 WEST 57TH STREET, NEW YORK 19, N. Y.

"A Quality Service — Complete and Compact"

Farm Radio

(Continued from page 22)

search paper on the measurement of audience impact.

Roy Battles of WLW Cincinnati was elected NARFD president at a business meeting Sunday morning. He succeeds Wallace Kadderly of KGW Portland, Ore. Phil Alampi of WJZ New York, retiring secretary-treasurer, was elected vice president. His former post was taken over by Chris Mack of WNAX Yankton, S. D. Retiring vice president is Gordon Louden of the Agricultural Extension Service at Louisiana State U.

Mr. Battles moderated a panel on "Selling Farm Programs," pointing out "(1) if the farm department is in the black, you are on much firmer ground in the station, (2) sponsored programs are usually much better than sustainers, (3) TV's spectacular growth, and doubling of AM stations in four years, add up to possible financial problems in the station, (4) now is the time to attract desirable sponsors, before the heat is on financially, (5) the economic pulse of the nation is good, but what would a recession mean to your department? (6) is your show good enough to attract listeners and sponsors?"

Seeks Farm Audiences

"We buy stations that have a good farm audience and a good farm editor," said Leo Olsen, advertising manager of the DeKalb, Ill., Agricultural Assn. This is "difficult to do," he added, because there "is only one good farm listening survey." Because big stations often do not key shows to farmers and offer air serials instead of farm shows at noon, "we use small stations for better and beamed coverage," he said.

"There's still novelty in radio, although I've been in it 25 years," Joseph G. Bumgarner, account executive at E. H. Brown agency, Chicago, told the group. He finds sponsors are more critical of radio than black-and-white advertising, that distribution must fit the coverage pattern if radio is to be used, that mechanical items are hard to sell on AM but that "there's nothing better than radio to build up prestige and service a trade name."

Farm shows are sold easily in Iowa and at WMT Cedar Rapids because "we have a good farm director and good facilities," in the opinion of WMT's sales manager, Lew Van Nostrand. His rules for developing a serviceable, commercial farm program: Know the area served and the people in it, give specific service, work closely with the sales department.

Serve Audience First

Lowell Watts of KLZ Denver believes in serving the audience first and then the sponsor. "People must believe you and be with you, and entertainment is supplementary to factual information and guidance," he said.

Charles Worcester, farm director of WMT, was chairman of a discussion group on "Servicing the Farm Program and Keeping it Sold." Appearing with him were Charles N. Karr, sales promotion manager of Allis-Chalmers' Tractor Div., Milwaukee; Ross Wallace of Wallace Advertising Agency, Des Moines; Don Sullivan, commercial manager of WNAX Yankton, S. D., and John C. Drake, sales promotion and publicity director at WLS Chicago.

"The battle starts after the program is sold," according to Mr. Sullivan. His recommendations: Guard against misunderstandings with the agency and the client; salesmen should go into the field with the farm men; tie in work with the promotion and merchandising departments, and promote "sponsor conservation."

Ross Wallace said the most important agency factor is buying the correct time slot. Publicizing the show is secondary, he believes.

Living with the client is more important than getting the contract, in the opinion of Mr. Karr of Allis-Chalmers. "Make the honeymoon last by building and holding a solid farm audience, by promoting network and recorded shows as strongly as local originations, and by letting sponsors know just what you are doing by forwarding them lists of plugs you've given. Get acquainted with the sponsor's 'family', his local sales representatives," he added.

Promotion Ideas

Outlining the ideal relationship between a farm director and the promotion manager of any station, Mr. Drake of WLS said servicing varies little between big and small stations. "Farm people are just people." The best promotion is a cooperative enterprise, with promotion of all farm accounts with large, institutional campaigns, he said. Primary purposes are to keep the show sold to the listener and to the sponsor, and "both are of equal value." Mr. Drake suggested distribution of a farm service bulletin to agencies, advertisers and potential clients with explanations of exactly what the farm department does. Most important, promotion men should know farm people just as farm directors do, he concluded.

The program for the sixth annual meeting was planned by Paul Visser, director of agriculture at NBC Chicago. At the concluding session, Sam Schneider of KVOO Tulsa directed summation and general discussion.

SOUTH BEND IS A MARKET—

NOT JUST A CITY—AND

WSBT COVERS IT ALL

South Bend is one of the biggest, richest, and most responsive markets in America. Its heart is *two* adjoining cities — South Bend and Mishawaka — with a combined population of 157,000. The entire South Bend market contains more than half-a-million people. In 1948, retail sales were over half-a-*billion* dollars!

WSBT — and only WSBT — gives you thorough coverage of this great market. Plus this, the rest of WSBT's primary area gives you an additional million people whose retail purchases last year amounted to $911 million.

You need the South Bend market. You get it — all of it — only with WSBT.

WSBT

WSBT duplicates its entire schedule on WSBT-FM—at no extra cost to advertisers.

WSBT SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

Buchanan Named

TENNESSEE Valley Chemical Corp. has appointed Buchanan & Co., New York, Chicago, Los Angeles and San Francisco, to handle the advertising for two new products, Tev plastic starch and Tev wick deodorizer. Radio will be used.

TIGHTEN YOUR GRIP

ON THE NATION'S THIRD MARKET!

● To step up *your* sales in the rich, responsive Philadelphia market-area.. use sure-pulling, hard-working KYW!

KYW is the station that's *always* on the job! On the job with its new, more powerful antenna system to give you extra coverage. On the job with new, stimulating program formats to bring you extra listeners. On the job with audience checks that show an ever heavier response!

At any time of day or night, your sales message will get action on KYW! To tighten your grip on the nation's third market, call KYW or Free & Peters.



PHILADELPHIA

50,000 WATTS

NBC AFFILIATE

KYW

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Hooper

(Continued from page 21)

director, outlined the method used.

"In January-February 1949, 3,114 families, distributed geographically in proportion to population, reported on diaries the radio programs to which they listened during seven consecutive days.

"Among the programs broadcast was a daytime serial, broadcast five times weekly and transmitted over about four-fifths of the stations available on its network. This program was sponsored by a soap manufacturing company, and the same individual product of this company had been advertised on this program since June, 1943, a period of about five and one-half years prior to the time the listening reports were made.

"During the months of February-March 1949, 2,361 families who had reported their radio program listening also returned questionnaires giving the family usage of various product brands, of which household cleansers was one. The survey of product 'use' was so conducted as to be associated in no way with 'listening' survey in the respondents' minds.

2,361 Replies

"This study is an analysis of the 2,361 replies to determine the effect of listening to the surveyed program on the family usage of the soap product.

"If the total group of respondents could be divided into two groups (program listeners and non-listeners) both of which were represented in random samples of the same population in respect to all factors which influence product usage except the specific program listening, then the differences in usage between the listeners and non-listeners above a normal level of statistical probability would truly represent the association between listening and usage. In this association, listening is the independent variable and usage is the dependent variable.

"The first step, therefore, was to divide the 2,361 reports into two groups—listeners (348) and non-listeners (2,013)—in order to determine the degree of difference in these two samples in regard to their representativeness as identical cross-sections of the same population—an essential requirement of this analysis. The two groups were tabulated in respect to location of family by geographic divisions and the community size and by income levels, size of family, and number of radio sets. All of these data were known regarding the individual family respondents.

Overlap Indicated

"When the above tabulation was made, it was apparent that the two samples were not representative of the same population, but were in fact cross-sections of two distinct but overlapping populations, and the differences in product usage level between these two populations might be due in part or in whole to factors other than that of program listening which was to be measured.

"It was necessary, therefore, to modify the two sample groups by eliminating the excess families in certain classifications so that the two groups would have approximately equal proportions in each subdivision and hence would be equally representative of the same population in respect to all factors influencing the usage of the product. In this modification, product usage was, of course, ignored.

"Because the non-listener group was the larger, deductions were made in this group to bring the geographic area by community size and geographic area by income levels to an identical match with the listener group. By eliminating 1,097 families from the original non-listener group and 21 families from the original listener group, an identical match was obtained, comprising 327 listeners and 916 non-listeners.

"By matching the two samples with respect to community size within each geographic area, the requirement that both samples be representative of the same population (except as to the specific program listening) was met. Factors other than the radio program which influenced family usage such as product distribution, price resistance, space advertising, local promotions, etc., therefore were equally represented in the two matched samples, and the effectiveness of listening to the program was isolated.

Sample Comparison

"Having matched the samples, the proportion of product users among listeners and non-listeners was established in the total as well as the subdivisions of the samples."

Mr. Hooper admitted the technique of measuring program effectiveness in matched samples was in itself not new. Frank Stanton, now CBS president, described an application of it in 1940, when he was CBS director of research, in the Journal of Applied Psychology.

The new Hooper service represents a development of the technique investigated by Mr. Stanton and its adaptation to commercial use.

Results of the sales impact rating of the daytime serial used as a sample in Mr. Hooper's announcement showed that among listeners to the program there was considerably more use of the product advertised — the cleanser — than among a matched sample of non-listeners. The report showed 41.6% of the listeners used the cleanser, while only 30.2% of the non-listeners did.

Mr. Hooper refused to divulge the rates to be charged for the new service. He pointed out, however, it was an independent service not included with other Hooper services.

He believes its strongest appeal will be to advertisers. Present plans contemplate two sales impact ratings reports per year, although greater frequency may be attained in the future, Mr. Hooper said.



GENERAL MANAGER Ralph O'Connor of WISC Madison, Wis., has his beard shaved by Mrs. C. J. Klingele, winner of the station's *Money Man* question. Shaving of Mr. O'Connor's facial adornment climaxed a beard raising contest held among WISC staff members who resolved not to shave until the question was answered. The delicate operation was performed at one of the Rennebolm Better Drug stores where Gillette blades came in for a tie-in. Watching ceremony are (l to r) WISC staffers, Mort Wagner, Lee Wesner, Jerry Harper and Richard Nickeson.

SARNOFF CITATION

To Receive UN Presentation

BRIG. GEN. DAVID SARNOFF, RCA chairman of the board, will receive a United Nations citation for his "advocacy of concepts of freedom to listen and freedom to look" at a commemoration of the first anniversary of the adoption of the universal Declaration of Human Rights.

The ceremony will precede an NBC television discussion on freedom of information from Carnegie Hall, New York, Dec. 10, 5:15-5:45 p.m. The program will be rebroadcast on NBC's radio network Sunday, Dec. 11, 1:30-2 p.m. as the *U. of Chicago Round Table* program. Benjamin Cohen, UN Assistant Secretary-General in Charge of Public Information, will present the citation to Gen. Sarnoff.

Goodyear Renews

ABC SERIES *The Greatest Story Ever Told* (Sunday 5:30-6 p.m.), dramatizations of Biblical stories, has been renewed effective Jan. 1, for the fourth sucessive year by Goodyear Tire & Rubber Co., Akron. The program has received numerous awards for general excellence, most recent of which was first prize in the radio category awards by Freedom Foundations Inc., and honorable mention from the National Council of English Teachers. Kudner Agency, New York, is the agency for the contract, which covers 72 ABC stations.

DO YOU WANT TO MAKE YOUR ADVERTISING CAMPAIGN IN CINCINNATI A SUCCESS?

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

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CINCINNATI

50,000 WATTS OF SELLING POWER

WIOD
Miami, Florida
USES
Magnecorder
Engineered by the World's Oldest and Largest Manufacturers of Professional Magnetic Recorders.
Write Magnecord, Inc., 360 N. Michigan, Chicago, Ill.



PT6-JA
A new easily portable, high fidelity magnetic tape recorder and amplifier priced unbelievably low- $499.50

Non-stop Limited

The other day, Norman Ross brought in the 4000th consecutive broadcast of the "400 Hour" with the usual relaxed skill which has always marked this Chicago institution on WMAQ.

Length of time on the air alone — now almost 13 years for the same sponsor, the Chicago and North Western Railway — would be enough to make the show an institution. But there's more to it than that.



"Uncle Normie's" 55 minutes starting at 7, six mornings each week, sends commuters down to the Loop whistling only the finest classical and semi-classical tunes. For that's the music Ross spins (although he refers to their composers as Dick Wagner, Jack Brahms, or Pete Tchaikovsky). Interspersed is pleasant chatter about time, weather, public service — and effective selling plus good will for the C&NW.

It's an unusual show — for an unusual sponsor: one to be congratulated on finding the ideal way to reach millions of potential passengers. And having found that way, to use it year after year with such telling effect.

That 4000th successive broadcast by the same sponsor was a notable event. Notable too in America's No. 2 market is the loyal, responsive audience of WMAQ, the station that's been a C&NW stop for almost 13 years.

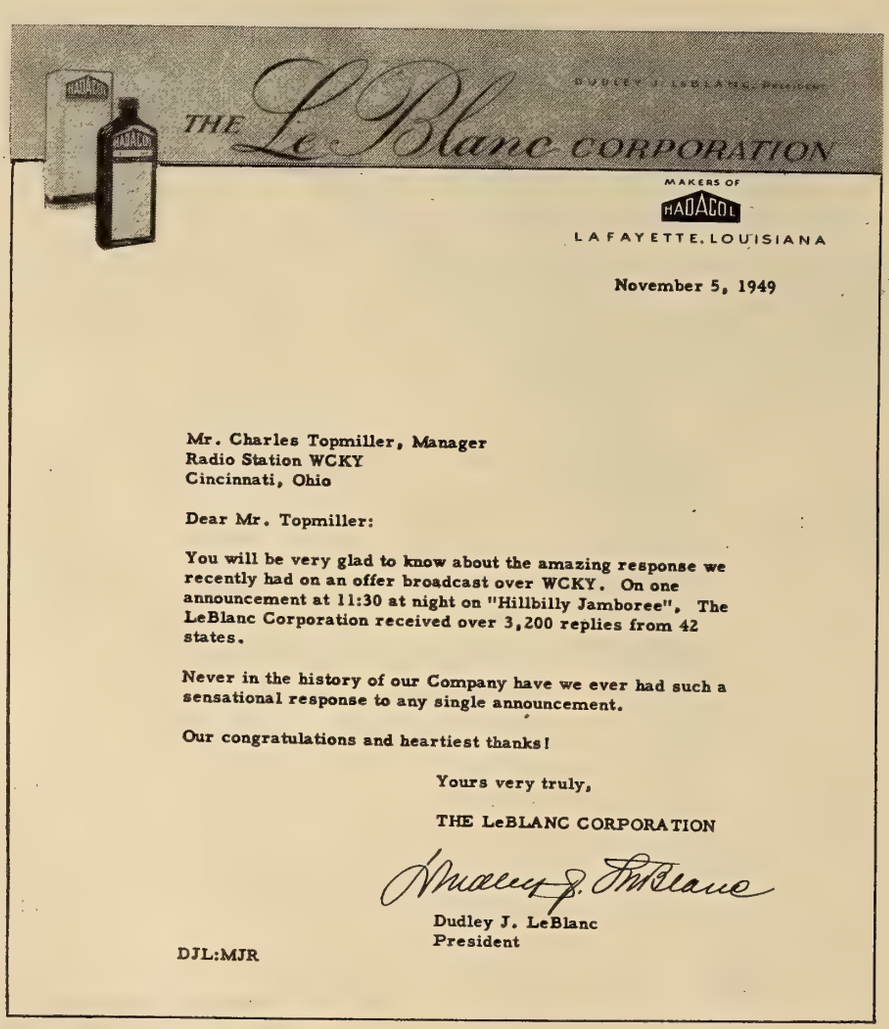
FIRST IN CHICAGO
WMAQ
50,000 WATTS 670 Kc.
Represented by NBC SPOT SALES

THE NATIONAL BROADCASTING COMPANY
A Service of Radio Corporation of America

THE LATEST WCKY STORY

THE WCKY JAMBOREE DOES IT AGAIN!

FOR HADACOL, A PRODUCT USING OVER 200 STATIONS, WCKY PRODUCED THE GREATEST RESPONSE IN THE HISTORY OF THE LE BLANC CORP.



THE Le Blanc CORPORATION

DUDLEY J. LeBLANC, President

MAKERS OF HADACOL

LAFAYETTE, LOUISIANA

November 5, 1949

Mr. Charles Topmiller, Manager
Radio Station WCKY
Cincinnati, Ohio

Dear Mr. Topmiller:

You will be very glad to know about the amazing response we recently had on an offer broadcast over WCKY. On one announcement at 11:30 at night on "Hillbilly Jamboree", The LeBlanc Corporation received over 3,200 replies from 42 states.

Never in the history of our Company have we ever had such a sensational response to any single announcement.

Our congratulations and heartiest thanks!

Yours very truly,

THE LeBLANC CORPORATION

Dudley J. LeBlanc
President

DJL:MJR

WCKY — ON THE AIR EVERYWHERE 24 HOURS A DAY SEVEN DAYS A WEEK

INVEST YOUR AD DOLLAR WCKY'S-LY

THE LATEST WCKY STORY

HADACOL IS ONE OF A SCORE OF SUCCESS STORIES. HERE ARE WHAT OTHER ADVERTISERS ARE DOING ON THE JAMBOREE:

THE BLADE MAN CO. . . . . . SOLD 48,961 PACKAGES OF 100 RAZOR BLADES

THE L & M CO. . . . . . SOLD 15,223 SETS OF PLASTIC TABLECLOTHS AND APRONS

THE TOY MAN, INC. . . . . . SOLD 20,652 CHRISTMAS TOY SETS WITHIN TWO MONTHS

ART INSTRUCTION, INC. . . . . . PULLED 5,989 INQUIRIES ON ITS ART COURSE

YOU CAN SELL YOUR PRODUCT TO A LARGE PROVEN BUYING AUDIENCE ON WCKY–AN AUDIENCE BUILT WITH INDEPENDENT *UNDUPLICATED* PROGRAMMING.

Call collect Tom Welstead
53 E 51st St.
New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
Cincinnati
Cherry 6565
TWX: Ci 281

L. B. Wilson

WCKY

CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

Editorial

The PI-ed Pikers

INDULGE US a little soul-searching shop talk after sign-off.

It's about the parasite P. I. We shall mention no names simply because we do not want to promote the particular outfit.

Several weeks ago there came over the transom from this company a display ad in the form of an open letter to stations and representatives—a P. I. deal for stations. The copy was artful. It sought the "advice" of stations and representatives. But it made the inevitable pitch—sell it for two bucks and keep half.

We turned the ad down, consistent with our policy. It was resubmitted twice, but in each instance the P. I. aspect was there.

The story could have ended there, just as have several others in the P. I. plague of recent months. But our P. I. zealot wasn't content. He has circularized stations, advising them that the ad had been prepared for BROADCASTING and that it "was turned down flat."

We began hearing from stations and representatives. They were of one accord:

"Congratulations on your policy. . . . If ever the broadcasting industry looks favorably on PI business, I'm afraid it is the end of radio as a legitimate advertising medium."

"When local advertisers become familiar with this system of buying radio time, I'm afraid they will refuse to pay rate card rates."

"I think your refusal of this advertising is appreciated by the entire industry."

"I wish to congratulate you on the stand taken in this matter. I have always been a strong supporter of the stand taken by your magazine in regard to P. I. deals. Your action . . . is definite proof that you practice what you preach. . . . You give us the best trade publication in the United States."

"Another reason for writing this letter (to the P. I. entrepreneur) is that I really want to go on record as complimenting Sol Taishoff and his advertising department."

And so it went.

Thanks for bearing with us.

Of Eyes, Type & Circulation

WITH COMMENDABLE enterprise, *Editor & Publisher* has made a precedent-shattering survey of television's effect on newspaper circulation. It has found that in 33 of 42 TV cities, newspaper circulation has increased some 2% this year over 1948.

The surprise is not so much that newspaper circulation increased, but that it increased so little, both in TV and non-TV cities. Newsprint has been plentiful, in contrast to wartime rationing and postwar grey markets. Circulation campaigns have been under way.

It may well be that TV will have little overall effect upon newspaper and magazine circulations. The experience may turn out to follow that in sound radio. More radio sets are being sold than ever before, and, after the first TV flush, radio tune-in actually has increased. Yet TV sets are selling beyond plant capacity and this Christmas will be an assured sell-out.

E. & P. shouts Eureka. But it may be whistling prematurely through its 7 pt. type. You can read when you listen. But can you read newspapers or books when you're telelooking?

We'll be interested in the results of *E. & P.'s* second survey a year from now, when the TV set population will exceed 7,500,000 in about 125 markets. TV may not be a cut-throat competitor, but we would not suggest, that the printed media turn their collective heads.

AM Alive or NARBA Dead

ANY day now there will be action in Montreal on NARBA. The issue is whether the most powerful nation on earth shall submit to the preposterous demands of Cuba, no bigger than a midget's hand.

Cuba, after feinting, bluffing and grimacing all over the Montreal landscape, asks for 108 assignments. It seeks protection from our regional stations, entailing a junior reallocation. It would break down three additional dozen 1-A clears and would acquire rights on virtually all our 1-B's. For an island population of 5 million it wants facilities adequate to serve practically everything in our hemisphere south of Florida.

If our delegation capitulates, the responsibility must be laid at the doorstep of our State Dept. (probably with the consent of the FCC) which sanctimoniously invokes the "hemispheric solidarity" wheeze. And that would be only the beginning. What about Mexico, which without explanation, so far has abstained from participation? And will Canada stand by?

It isn't so much how individual stations may be affected, though that's disastrous enough. Rather, it's the principle of the U.S. being caught in the continental pincers and being pushed around virtually at will.

If there is no treaty (and that would happen, we judge, only if the State Dept. is convinced that there would be no chance of Senate ratification), then the alternative presumably would be an "ether war." Such an eventuality, of course, is undesirable, but to American broadcasters and to the public, it is to be preferred over complete subjugation and the inevitable clamor from others for corresponding treatment.

Indeed, there's an ether war on now. Cuba is occupying about every facility it has demanded. The difference is we are not fighting back with our own watts. Our State Dept., of course, might well oppose such retaliatory measures, but we feel national pride and self-preservation would prevail through an outraged Congressional reaction. Those members of Congress already apprised of the Cuban cupidity have had the same reaction: Let's have "jungle warfare" if they want it.

Why should our State Dept. shrink when mention is made of economic reprisals? Are broadcasters second-rate citizens? Are not listeners in America, where radio was born, nurtured and developed, entitled to service as good as that accorded our Cuban cousins? There are 150 million of us; 5 million of them, and you could put all of Cuba in the vest pocket of Texas.

But there's more than one way of skinning the radio cat. Call the status quo a "cold radio war." Practically all of the good Cuban transmitters are U. S. made. Others are haywire. How much more power can they emit even with overloaded transmitters? Can they foot the additional bills? They can cover Cuba's pint-sized area with a few watts, but they can't get any more rate out of wasted watts.

Cuba has little or no reserve equipment. Tubes and condensers burn out. Our manufacturers certainly wouldn't be disposed to sell them replacements simply to blast away at their good U. S. customers. That isn't prudent business. So, if need be, let them fire away and burn out.

The U. S. delegation, headed by FCC Comr. Hyde, has had a thankless job from the start. Chairman Hyde has made it clear that he did not intend to stand by and see U. S. radio liquidated. He, however, is subject to State Dept. veto.

But, whatever the diplomatic stresses or the political strains, let's have U. S. radio alive, or NARBA dead.

Our Respects To—



Rev. FRANCIS EDMUND CORKERY, S.J.

AMONG the presidents of the nation's leading stations, there are few Doctors of Philosophy, still fewer university presidents—and members of the clergy are rare indeed. Yet the Very Reverend Francis E. Corkery, S.J., A.B., M.A., Ph.D., STL, who in September became president of KGA Spokane, is all of these, and a first-class administrator in addition.

Father Corkery, whose priestly robes do not hide a colorful, vigorous personality, disclaims knowledge of radio operations, and his life's experience in the service of religion and education would seem to indicate at most a limited contact with station management. Still, as he talked about plans for the station before he became head of KGA, his conversation showed real familiarity with the problems involved even to such details as the desirability of a low spot on the dial.

The president of KGA, ABC's affiliate in the Inland Empire of eastern Washington State, has entered the area of radio by virtue of his position as president of Gonzaga U., one of the largest Jesuit institutions of higher learning in the Pacific Northwest. Formerly owned by Louis Wasmer, long-time Northwest broadcaster and a member of the university's board of regents, KGA was sold to Gonzaga last spring for $425,000 [BROADCASTING, June 20]. Mr. Wasmer continues with the station in an advisory capacity, although serving without salary.

Father Corkery's philosophy of the role of radio indicates a rare combination of realistic practicality and loftier vision regarding the medium's value.

"A well and properly informed public," he believes, "is the only true safeguard of the dignity and freedom of man. Radio, being one of the major means of communication and education, has a tremendous responsibility of properly informing the mind in the basic underlying principles upon which the whole concept of human freedom and dignity rests. This responsibility in radio is the greater because it reaches every segment of society and reaches into every home in the land. Its message is heard by persons of every age and of every condition in life."

Because radio, to Father Corkery's way of thinking, is essentially a public service operation, it is particularly fitting that KGA should now be operated under the aegis of a university. The station president has no narrow conception of "public service," however, for he visualizes the inclusion of a constructive viewpoint in all programs, not merely the so-called "educational" broadcasts.

(Continued on page 41)

CONFLUENCE*

Two powerful currents meet at WOV...

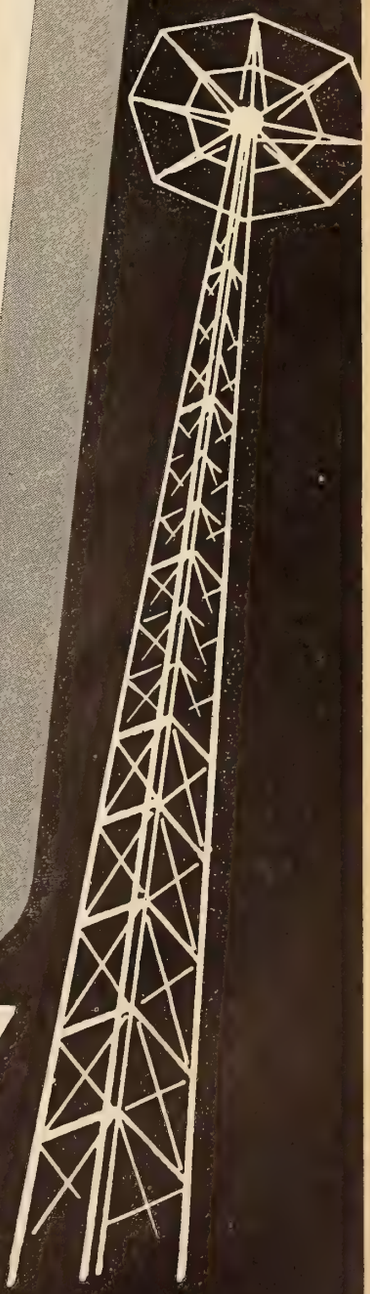
Confidence of Metropolitan New York's 2,100,000 Italian Americans in the one station . . . WOV . . . which daily enters their homes— hold their trust, respect and affection and

Influence of WOV over their thoughts, their habits and their buying decisions results in

Sales power of compelling strength as these two currents flow together at WOV. Long years of familiarity and friendly association have built up the unity of interest between audience and station which is the foundation of WOV's influence in New York's rich Italian market.

That is why more advertisers use WOV, the dominant sales medium in this, the largest Italian market in the world.

* *Act of flowing together . . . the meeting or junction of two or more streams . . .*
—Webster's New International Dictionary



Originators of *Audited Audiences*

WOV
NEW YORK

Management

HILLIS W. HOLT resigns as general manager of WHAY New Britain, Conn., to become chairman of board of directors and chief engineer of station which is owned by Central Connecticut Broadcasting Co.

HOMER GRIFFITH, formerly head of his own station representation organization, joins executive staff of KAFY Bakersfield, Calif.

T. O. M. McCULLOUGH, part owner and former general manager of WMBM Miami Beach, joins Gerity-Michigan Corp. (Dishmaster dishwashing machines, manufacturers and distributors of die cast and plated products), as sales manager. He will headquarter in Chicago and retain his radio interests.

DON MACKAY, station manager of CJCJ Calgary, Alta., elected mayor of Calgary on Nov. 24.

HUBBELL ROBINSON Jr., CBS vice president and director of programs, is in Hollywood for two weeks conferences.

JOHN CARL JEFFREY, general manager of WIOU Kokomo, Ind., is the father of a girl, Janelle Anne, born Nov. 16.

CANADIAN radio listeners have paid more than $13,000,000 in radio license fees over past three years, according to report tabled in Parliament at Ottawa by Transport Minister L. Chevrier. Annual license fee is $2.50.

GRANGE BACKS CLEARS

Urges FCC Action

DEMAND that all existing clear channels be retained was made Nov. 26 by the National Grange at its annual meeting in Sacramento, Calif. The California State Grange a week earlier had taken a similar stand [BROADCASTING, Nov. 28].

The national body demanded that the FCC give clear-channel stations permission to operate at sufficient power to provide adequate service to all rural areas and insisted the State Dept. resist any attempt by other North American nations to set up stations on frequencies now assigned U. S. clears.

Football Guests

WSBT South Bend, Ind., and the Paul H. Raymer Co. last month joined in entertaining advertising agency people in New York and Chicago on two football parties. In New York, the agency representatives were entertained at a luncheon at the Hotel Roosevelt and then were guests at the Notre Dame-North Carolina football game at Yankee Stadium, Nov. 12. On Nov. 26, Chicago agency personnel were brought from the Windy City to South Bend where they were entertained at a luncheon at the Indiana Club and then witnessed the Notre Dame-Southern California game.

KELO

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

Merry Christmas

NBC 5000 WATTS NATIONAL REPRESENTATIVE JOHN E. PEARSON CO.

NEW ENGLAND GROUP

K-C Forms Unit

FORMATION of the New England Broadcasting System, made up of 21 stations in the six New England states, was announced last Tuesday by Kettell-Carter, Boston, station representative.

Announcement was made during a day-long sales meeting held at Boston's Hotel Statler. Morning session was devoted to an agency panel. Participants included: Jan Gilbert, Harold Cabot & Co. Inc.; Lois H. Scott, John C. Dowd Inc.; Edmund J. Shea, James Thomas Chirurg Co.; Helen C. Horrigan, Chambers & Wiswell Inc.; Beatrice Ludwig, Bresnick & Solomont Inc., and Eugene F. Stafford, Daniel F. Sullivan Co.

NEBS will function on a single rate card, order, and billing basis; the 21 stations sold as a single unit, or a portion of the group sold to any advertiser. Potential listening audience of the group, according to K-C, is 5 million of New England's total population.

Kettell-Carter said NEBS' slogan is "Buy the Boston station of your choice—NEBS delivers the rest of New England." Stations comprising the newly formed broadcasting group are:

Maine—WABI Bangor, WLAM Lewiston-Auburn, WPOR Portland, WTVL Waterville; New Hampshire—WFEA Manchester, WKNE Keene, WLNH Laconia, WMOU Berlin; Vermont—WJOY Burlington, WSKI Montpelier-Barre; Massachusetts—WACE Chicopee-Springfield, WALE Fall River, WBEC Pittsfield, WBKA Brockton, WBSM New Bedford, WEIM Fitchburg, WHAV Haverhill, WKOX Framingham, WNEB Worcester; Rhode Island—WHIM Providence; Connecticut—WTHT Hartford.

Taking part in the morning session of the day-long sales meeting was a panel of Boston agency personnel, including Jan Gilbert, Harold Cabot & Co.; Lois H. Scott, John C. Dowd Inc.; Edmund J. Shea, James Thomas Chirurg Co.; Helen C. Horrigan, Chambers & Wiswell Inc.; Beatrice Ludwig, Bresnick & Solomont; and Eugene F. Stafford, Daniel F. Sullivan Co.

The afternoon session was devoted to local selling problems, with Gerald Higgins, sales manager of WLAM Lewiston, Me., and Robert Peebles, sales manager of WKNE Keene, N. H., leading the discussion.

Following the sales meeting, station men and Kettell-Carter were hosts to a group of New England agency executives and advertisers at a cocktail reception held at the Hotel Somerset.

RADIO MAIL

Favors the Program

WHILE unsolicited letters written to radio programs probably overemphasize the unfavorable side of audience reaction, still almost every letter received is, in a way, a mark of approval. These are two of several conclusions drawn from a survey of fan mail conducted by Leo Bogart, member of the public relations department of the Standard Oil Co. of New Jersey.

Mr. Bogart's findings were based on an analysis of mail received on behalf of the New York Philharmonic Symphony Orchestra concert broadcasts, sponsored by the Standard Oil on CBS, Sunday (3-4:30 p.m.). His report appears in the fall, 1949 edition of the *Public Opinion Quarterly*, published by Princeton U. Press.

Mr. Bogart explains in his summary that while the critic seizes his pen more hastily than the partisan, it is easy for the listener who dislikes what he hears to switch to another station. Therefore, Mr. Bogart believes that one who takes the trouble to write expressing criticism evidently is attracted strongly to the program. Solicited mail also produced a typical response, he explains, because persons influenced by appeals for mail already feel some favorable involvement with the program.

H. M. GOLDBERG

Dies In Plane Crash

HARRY M. GOLDBERG, 47, production manager at Ruthrauff & Ryan, New York, was killed last Tuesday in the Dallas crash of an American Airlines DC-6, en route from New York to Mexico City.

Mr. Goldberg joined R&R in 1917, at the age of 15, as a mail-room boy, and worked his way up through the production department. He was considered to be one of the top production men in the city.

His wife, Sophie, 42, also was killed in the crash. They are survived by two children, Doris, 20, and Howard, 18, a U. of Pennsylvania freshman.

One of the crash survivors was Dr. Luis de la Rosa, of Mexico City. Senor de la Rosa is director of the Chamber of Broadcasters of Mexico and one of the organizers of the Inter-American Assn. of Broadcasters. He was en route from New York to Mexico City.

Thomas H. Murray

THOMAS HENRY MURRAY, 48, administrative assistant to William J. Norfleet, chief accountant in charge of FCC's Bureau of Accounting, died Nov. 27. He had successfully undergone a major operation when he suffered a blood clot, it was reported. He is survived by his wife and two children.

Advertising on this Station MUST MAKE GOOD— or WE WILL!

WGRD
Grand Rapids, Michigan

ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

December 1, 1949

To the PRESS and RADIO:

Subject: COMPETITION -- THE AMERICAN WAY

Our railroads live in a world of competition, and have done so for more than a century. They are in competition not only with one another but also with other forms of commercial transportation -- by highway, by air and by water. They know what it is to meet competition, and they must keep on meeting it.

First of all, there is competition in service. Each form of transportation can do certain things and each offers advantages. However, only the railroads are true common carriers, because they are the only form of transportation which can and does handle anything movable, in any quantity, for anyone, anywhere, and in any season of the year.

There is also competition in rates charged for transportation service. These rates must be low enough to move the traffic and at the same time high enough to meet and to cover the cost of doing business.

The public wants and is entitled to the most adequate, the most dependable, and the most economical transportation service, all costs considered. The only way that sort of service can be provided is to have competition among carriers on an even basis, with each form of transportation standing on its own feet and paying its own way without government aid or subsidy.

Sincerely yours,

William T. Faricy

KPRC
BEST BUY in Houston
First IN BMB
IN HOOPER
IN THE SOUTH'S FIRST MARKET

To sell Houston and the great Gulf Coast area
Buy KPRC
FIRST in Everything that Counts!
KPRC
HOUSTON
950 KILOCYCLES · 5000 WATTS
NBC and TQN on the Gulf Coast
Jack Harris, General Manager
Represented Nationally by Edward Petry & Co.

Commercial

CHET YOUNG resigns from sales staff of WOR New York to join WCBS New York as an account executive. Before joining WOR he was in radio department of Associated Press.

WARREN STOUT named commercial manager of KSEK Pittsburg, Kan. He has been with station as salesman for more than a year, and before that was salesman with WMBH Joplin, Mo.

JACK BRUMBECK, formerly with CBS in San Francisco, joins ABC, in San Francisco, as West Coast sales representative. He replaces **FRANK SCHMIDT,** resigned.


Mr. Brumbeck

CARLO F. ZEZZA, formerly project engineer with Gibbs and Hill, New York, and **JOHN W. DOSCHER,** formerly space salesman with Hearst Newspapers, join WOR New York as account executives.

CLARK-WANDLESS-MANN Inc., New York, appointed exclusive U. S. representative for WAPA San Juan, P. R.

LOUIS LEPROHON, formerly manager of CKCO Ottawa, and CKSB St. Boniface, joins Joseph Hershey McGillvra, New York, as special French-Canadian station representative.

INDEPENDENT METROPOLITAN SALES appointed national representative for KOWH Omaha, effective immediately.

ERIC ROSS, formerly of KSWI Council Bluffs, Iowa, joins sales department of KBON Omaha.

WESTERN RADIO SALES of Hollywood appointed West Coast representative for KLAS Las Vegas, Nev. **Donald Cooke Inc.** remains East Coast representative for station.

HARVEY CARY, program director at WKRC Cincinnati since 1947, appointed to local sales force, handling both regional and national accounts for WKRC. He was previously announcer with WBBM Chicago, and network production manager for Midwest Division of CBS. He is succeeded as program director by **PAUL SHUMATE** (see Production).

KETTELL-CARTER, Boston, appointed regional representative of WBSM (FM) New Bedford, Mass. Station is represented nationally by **Joseph Hershey McGillvra Inc.**

JAMES E. FOX, account executive of KWG Stockton, Calif., is the father of a boy, Dennis Leslie, born Nov. 3.

CHARLES E. BURGE, salesman at KXOK St. Louis, is the father of a boy, John Charles.

NEW 10 kw station, CBE, will be opened early next year by Canadian Broadcasting Corp. at Windsor, Ont. CBE will serve Canadian programs to Windsor-Detroit area, and will not air U. S. originating commercial network shows due to proximity of Detroit stations.

TRANSIT RADIO

Faces New Battle in D. C.

ATTORNEYS for Washington, D. C.'s Transit Radio and Capital Transit Co. were preparing a brief last week refuting renewed charges that music-equipped buses and streetcars violate the First and Fifth Amendments of the Constitution, and endanger the "public safety, comfort and convenience."

The brief, to be filed today (Monday) with the Public Utilities Commission, District of Columbia, will answer a new appeal submitted to PUC by two Washington attorneys, Franklin Pollak and Guy Martin. Mr. Pollak, a Justice Dept. attorney, testified before PUC during its October hearings [BROADCASTING, Oct. 31].

The new appeal seeks a ban on present radio receivers in transit vehicles and prohibition of further installations as contemplated by Capital Transit Co. and WWDC-FM, capital TR franchise-operator. Possibility of a rehearing, should PUC place emphasis on the revenue issue before making its decision, also was suggested by Messrs. Pollak and Martin. CTC officials contend that the radio advertising helps defray transit costs.

TR and CTC officials are expected to contend that neither the First nor Fifth Amendments are involved, since each entails legislation by government, and to point out that PUC already has heard evidence tending to disprove that comfort and safety are endangered [BROADCASTING, Nov. 7].

The Pollak-Martin brief charges that the two amendments—dealing with free speech ("freedom to listen") and deprivation of property and liberty without due process of law—are violated by the broadcasts.

RADIO STRENGTH

Campeau Cites AM Power

ABILITY of AM radio to withstand TV competition was voiced strongly last week by J. E. (Ted) Campeau, president of CKLW, Detroit-Windsor, Mutual's 50 kw outlet in that area. He said from the standpoint of his own station's sales figures, AM radio is far from being "on the way out," as CKLW's business is operating 28% ahead of a year ago with local and national commitments pointing to a banner year in 1950.

"Of course," Mr. Campeau said, "TV will continue to grow in acceptance by both viewer and sponsor, however, as TV grows, so will the high-powered AM stations in major markets continue to record extremely satisfactory sales records." He cited an upturn in the sale of AM sets in the Detroit area and the increase in his station's business, concluding both advertisers and listeners are accepting AM broadcasting "as the mass-appeal medium for a long time to come."


LATIN BROADCASTER, Clements Serna Martinez (l), founder of Radio Programas de Mexico, largest radio network south of the Rio Grande, is host to Percy Hodgson, president of Rotary International. Mexico City Rotarians honored Mr. Hodgson and his wife during a brief visit in Mexico recently. Senor Martinez is president of the Mexico City Rotary Club.

LEVY AGENCY

Gets Three New Accounts

LEVY ADVERTISING Agency, Newark, has recently acquired three new radio-television accounts, Hyman R. Levy, president, announced last week.

The upholstery division of Gimbel's Department Store, New York, has appointed the agency to handle a test radio campaign already launched on WVNJ Newark.

American Limoges China Co., New York (dinnerware), has appointed the firm to handle its national radio and television activities. Radio spots have been scheduled on WPEN Philadelphia, WVNJ Newark, WLIB New York, and WFDR (FM) New York, the latter on a test basis as it is the company's first use of FM. After the first of the year, Mr. Levy expects to use TV film demonstrator shows as well as video spots in various cities.

Kitchen Sales Corp., Newark, maker of Cooleroller, aluminum rolling pin with built-in refrigeration, has named the agency for national radio and television advertising. The firm, formerly handled by Huber Hoge & Sons, New York, currently is using WAAT Newark, and after successful testing of WATV (TV) Newark, has scheduled five 15-minute film demonstration programs (Mon.-Fri.) on that station. The direct-sales type of films subsequently will be scheduled in other cities.

Frank Silver is account executive on the Gimbel account, with Mr. Levy handling both American Limoges and Kitchen Sales accounts. David Howard is the agency's radio and TV director.

WBAL
means business
in Baltimore

Respects

(Continued from page 36)

At the same time, since KGA continues to be operated as a commercial, there have been no major changes in the program schedule or emphasis. Harvey Wixson continues as station manager, and the officials of Gonzaga have retained the services of the entire staff.

"We feel fortunate in having the wealth of experience of those who have been with KGA over the years," Father Corkery said. "Their knowledge will be an invaluable asset. Basic station policy will be determined by Mr. Wixson, in consultation with the University."

As the station's operation under university auspices develops, Father Corkery expects that increasing use will be made of the expert knowledge available from members of the faculty, in such varied fields as international relations, political science, political economy and education. In addition, visiting artists and lecturers who may come to Spokane under university sponsorship will be afforded an opportunity to broadcast over KGA when possible.

KGA's Primary Purpose

Gonzaga has for some time offered courses in radio writing, journalism and broadcasting techniques, and these may be expanded, Father Corkery indicated, with KGA serving as an observation laboratory for the students. Primary objective of the station will continue as in the past, however, major emphasis being on the development of a varied program schedule which will attract both listeners and advertisers. For KGA is not to be an "educational station" in the sense that many college-operated facilities are; rather, the university regards the station as primarily a financial investment.

While Father Corkery has had no previous experience directly in radio management, he does have an extensive background in administration and business affairs. Prior to his presidency of Gonzaga U., a post he assumed on April 12, 1945, he was for nine years president of Seattle College (now Seattle U.) where, during his term of office, the student enrollment leaned from 200 to 1,500. Gonzaga has experienced similar growth in recent years, and a peak registration of 2,000 was reached last fall.

Father Corkery also has distinguished himself as a prominent civic figure in the Northwest by taking the lead in activities outside the realm of education. During the war years, he served as a member of the Regional War Labor Board from its inception. The 50th General Military Hospital, sponsored by Seattle College, counts Father Corkery as its original godfather. The hospital, staffed with 60 physicians and surgeons, dentists and technical experts, and 115 nurses, saw active duty in the European Theatre during the Second World War.

The son of the late Mr. and Mrs. T. J. Corkery, Francis Edmund Corkery was born Jan. 17, 1903, in Springfield, Ill., and was brought to Spokane at the age of eight months. He attended Webster Grade School, Gonzaga High School and Gonzaga U., all in Spokane, and later taught for four years at the university of which he is now president.

He entered the Society of Jesus in 1920, immediately following his graduation from high school. In addition to further education at St. Louis U. and at Alma College in Santa Clara, Calif., he received his Ph.D. from Gregorian U. in Rome. His novitiate (first phase of training after entering the order of the Society of Jesus) was served at Los Gatos, Calif., and he was ordained at St. Mary's in Kansas.

When Father Corkery took the presidency of Seattle College in 1936, he was the youngest college president in the United States. He is now also a member of the board of directors of the National Foundation for Infantile Paralysis, the American Arbitration Assn. and the Assn. of American Colleges. He is a member of the college association's Commission on Academic Freedom and Tenure, and is chairman of the Labor and Industries Committee for the Spokane Chamber of Commerce.

Major Expansions Made

Under Father Corkery's presidency, Gonzaga U. had taken several major steps in its expansion program prior to the acquisition of KGA. First big step was construction of the $500,000 engineering building, recently completed. Next came the announcement, in the fall of 1948, that after more than 60 years of an all-male student body, the university would open its doors to coeds. More recently, plans were announced for construction of the Crosby Memorial Library, financed by a gift from Bing Crosby, Gonzaga alumnus and a classmate of Father Corkery.

In the opinion of university officials, however, the purchase of KGA is perhaps the greatest step thus far taken in Gonzaga's expansion program. The station, which went on the air Jan. 8, 1926, with 10 kw, was part of the early "Northwest Triangle" network, developed by Mr. Wasmer to link Spokane with Seattle and with Portland, Ore. Today, KGA operates fulltime with 50 kw on 1510 kc, although an application is pending before FCC to change the frequency to 1030 kc.

An alert, forceful man with graying temples and expressive eyebrows, Father Corkery is aware of the potentialities of radio. He has established his presidential office at the KGA studios, so that he may be constantly in touch with station developments. And he recognizes that the advent of television will pose new problems for radio management, although he does not join the prophets of gloom who say radio will be dead in a few years.

"I fully believe," Father Corkery said, "that despite the advent of television, radio will continue to play a very important role in the field of communication. When radio first entered prominently into the field of communication, there were those who sang the death knell of newspapers, magazines and particularly phonograph records. These were all supposed to have been outmoded by the advent of this new, great medium of communication. But today, the circulation of newspapers, magazines and particularly phonograph records has increased apace and reached a maximum never dreamed of in the early days of radio."

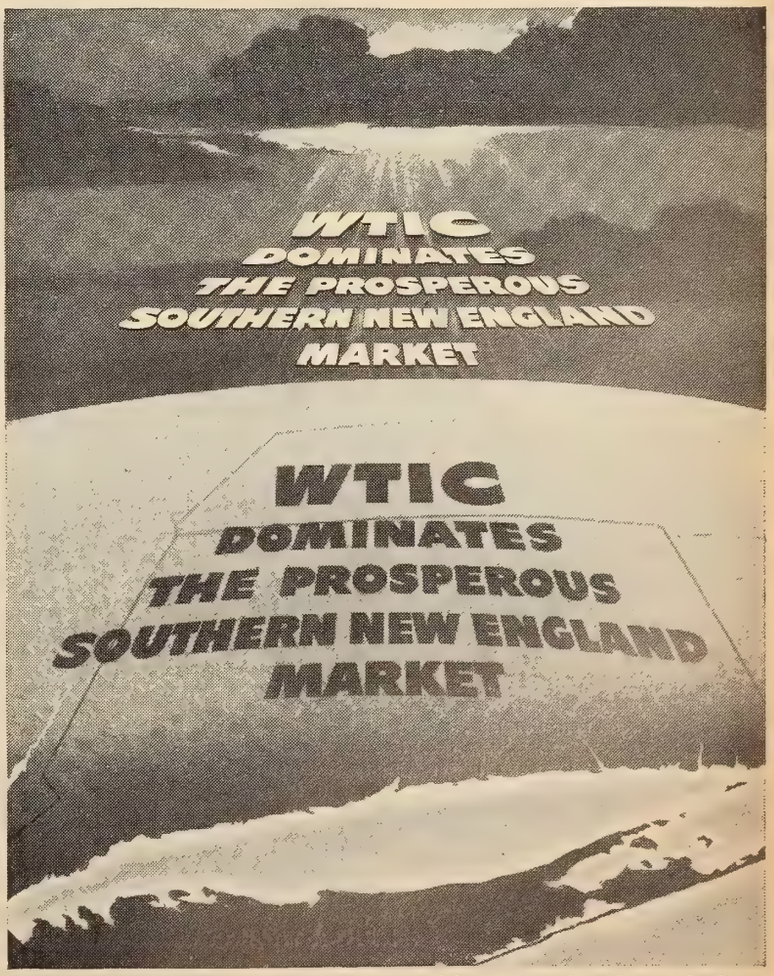
Father Corkery has little time for personal hobbies. His chief concern has always been with education—and now, with the added duties of heading KGA, he sees added opportunities in education.



UPSIDE DOWN or right side up it is still Earle Pudney, WGY-WRGB (TV) Schenectady, N. Y., radio and television star, accepting $25 check from the Y's Men's Club. When Mr. Pudney said he'd stand on his head on some busy street corner if some of his listeners would swell the purse strings of a lagging chest drive, members of the Y took him at his word. While he was at it, Mr. Pudney collected an additional $45.31 from spectators for the Community Chest.

Arch Kepner

ARCH KEPNER, 34, continuity editor of WQXR New York, died on Nov. 27 at New York's Mt. Sinai Hospital. He had been ill for two months with cancer. Mr. Kepner joined WQXR in 1937.



Paul W. Morency, Vice-Pres.—Gen. Mgr. • Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.

WTIC's 50,000 WATTS REPRESENTED NATIONALLY BY WEED & CO.

FOR INCREASED SPOT BILLINGS contact JOSEPH HERSHEY McGILLVRA, INC. 366 Madison Avenue, New York Murray Hill 2-8755

Allied Arts

CHARLES ADAMS, Detroit theatrical and TV producer, onetime account executive for Ruthrauff & Ryan, appointed executive producer of West Hooker Telefeatures Inc., New York. He will headquarter at his own Detroit office, which merges with Hooker organization, and will head all video productions for firm.

ALEX MUMFORD, of Roberts & Carr Productions, New York package producer, granted two-month leave of absence from firm to be radio director of March of Dimes for Greater Manhattan.

BERT F. RUDOLPH, formerly with Telamir Production, Monterey, Calif., recording and TV film firm, named president and business manager of Calmont Radio and Television Co., newly formed corporation with offices at 226 Pajaro St., Salinas.

STANDARD RADIO Transcription Services Inc., Hollywood, is distributing as Christmas gift to all subscriber stations a half-hour dramatic fantasy, *Pokey, The Christmas Elf.* Program can be used as sustainer or sold locally by individual stations.

CHARLES MICHELSON Inc., New York, announces sale of *A Date With Music* series to KTTS Springfield, Mo., and WWPB Miami, Fla., on five-per-week basis under sponsorship of Blackstone Washing Machines. Another series, *The Sealed Book,* half-hour mystery, sold to WCPO Cincinnati.

CHESHIRE & Assoc., radio program packaging and transcription sales organization, formed in Hollywood by **BOB REICHENBACH,** formerly sales manager, Mayfair Transcription Co., Hollywood, and **HARRY CHESHIRE,** entertainer. Offices are at 6533 Hollywood Blvd. Telephone: Hollywood 9-4580. Firm now producing and distributing transcribed series titled *Lonesome Gal.*

A. C. NIELSEN Co., Chicago, announces Ellington & Co., New York, has subscribed to New York television index service. Young & Rubicam Inc., New York, has subscribed to Nielsen's Class A service.

Equipment

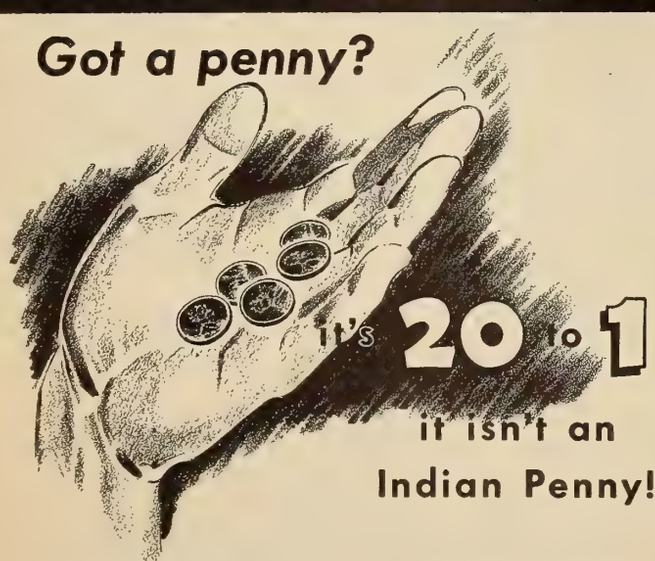
WILLARD H. SAHLOFF, formerly merchandise manager and vice president of Montgomery Ward Co., and more recently president of National Enameling and Stamping Co., appointed manager of General Electric Co. Receiver Div., Syracuse, N. Y.

AEROVOX Corp., New Bedford, Mass., purchases entire outstanding stock of Electrical Reactance Co., Franklinville, N. Y. Plants will be operated as wholly-owned subsidiary under continuing management of **CHARLES E. KRAMPF,** president. Mr. Krampf also becomes a director of Aerovox.

ADMIRAL Corp., Chicago, appoints four new vice presidents. Executives and their new positions are: **RICHARD F. DOOLEY,** vice president in charge of real estate; **FRANK J. KAZDA,** vice president in charge of purchasing; **CY S. ROSSATE,** vice president in charge of production, and **KENNETH D. TURNER,** vice president in charge of engineering.

DAVID RANDOLPH, music consultant for Lafayette Radio, New York distributor of radio equipment, has created *High-Fidelity Music Guide,* explanation in layman's language of what high-fidelity sound reproduction is, its advantages, and how it can be obtained. Copies of 12-page guide may be had by writing to company at 100 Sixth Ave., New York 13, N. Y.

FIGURE THE ODDS... by KXOK



BUT THE ODDS ARE IN YOUR FAVOR when you pick Charley Stookey's "Town and Country" program on KXOK to sell farm products. Persuasive salesman, Charley Stookey, is widely known in KXOK-land, with legions of listeners from 6:00 to 7:30 a. m., Monday through Saturday. To build sales in the vital-to-advertisers 112-county, 5-state coverage of KXOK . . . phone, wire, write for availabilities today . . . or call your John Blair man.

630 KC 5,000 WATTS FULL TIME BASIC ABC

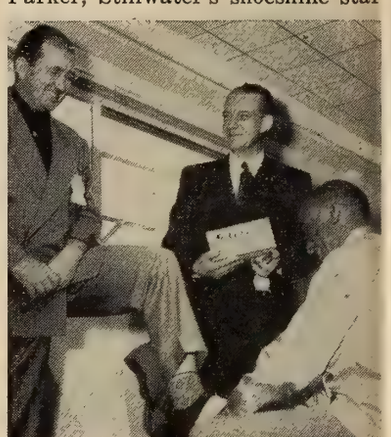
IN BIG ST. LOUIS

KXOK

KVOO SHINES
In Promoting Shoe Polish

CHANCE United Press sports item jelled into a natural promotion for KVOO Tulsa and Griffin shoe polish at the annual gridiron classic between Oklahoma A&M and the U. of Tulsa Nov. 5.

The news article quipped that to even the U. of Oklahoma-Oklahoma A&M "press box score" (the Oklahoma press box has an elevator but the Aggies' box doesn't), A&M would offer free shoeshines to newsmen on the day of the A&M-Tulsa big game. "Quanah Parker, Stillwater's shoeshine star



Mr. Henry gets his shoes shined by Mr. Parker as Mr. O'Brien stands by with more polish.

* * *

and sports expert who was sent to the World Series by townspeople, will carry the brush and polish for the Aggies," UP reported.

John Henry, KVOO sports director, who is sponsored three nights a week on *Sports Call* by Griffin, read the dispatch and wired Otis Wile, Aggie publicist, that he would furnish all the Griffin ABC shoe polish that Mr. Parker would need for the game. He also plugged the promotion on the air preceding Griffin spots. At the game, M. L. O'Brien, Griffin representative, contributed a case of the polish to Mr. Parker for his "athletic contribution" and distributed 85 cans to visiting newsmen.

HENRY TAYLOR
Cited in FTC Order

FEDERAL TRADE Commission has issued a "cease and desist" order to prohibit Henry J. Taylor, ABC commentator, and Package Advertising Co., from "coercing and inducing" other manufacturers into certain license agreements involving unpatented waxed paper bands.

Mr. Taylor's firm makes and sells printed waxed paper inserts used by bakers for advertising media. According to FTC, he purportedly licensed other manufacturers on a royalty basis, and collected about $1,300,000 from 1931 to 1945. The company used the trade mark Ad-Seal-It.

The ABC commentator said, however, that patents and licensing agreements had terminated this past March, and that his firm had issued the licenses without charge. The licensees paid a uniform royalty on all sales realized, he said.

The commission said it found that "none of the licensees have ever used the methods" covered by Mr. Taylor's two patents—one dealing with the method of applying the bands to the wrappers, the other covering the package resulting from use of the method patent.

FTC concluded that the result of the practices tended to "create a monopoly . . . in the interstate sale and distribution of unpatented printed waxed paper bands."

WHO Buys WE Units

WHO Des Moines has contracted with Westinghouse Electric Corp. for two new 50 kw FM and AM transmitters, according to Ralph Evans, WHO executive vice president. The AM transmitter is model 50-HG-2. The FM transmitter, model FM-50, uses the new "Symmetron" power amplifier. Both transmitters use selenium rectifiers in the high-voltage d-c power supplies.

CHNS

HALIFAX NOVA SCOTIA

THE SIGNBOARD OF SELLING POWER IN THE MARITIME PROVINCES

ASK JOS. WEED & CO.

350 Madison Ave., New York

He Has the Reasons Why!

5000 WATTS—NOW!

National Nielsen-Ratings Top Programs

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)
OCTOBER 16-22
NIELSEN-RATING†

Current Rank	Previous Rank	Program	— Current Rating — Homes (000)	Homes %	Points Change
EVENING, ONCE-A-WEEK (Average for All Programs)			(3,692)	(9.4)	(+0.2)
1	1	Lux Radio Theatre (CBS)	10,252	26.1	+4.2
2	2	Jack Benny (CBS)	9,035	23.0	+2.8
3	4	Godfrey's Talent Scouts (CBS)	7,738	19.7	+1.9
4	6	My Friend Irma (CBS)	7,621	19.4	+2.8
5	3	Charlie McCarthy (CBS)	7,188	18.3	—0.4
6	5	Amos 'n' Andy (CBS)	6,678	17.0	—0.2
7	11	Mystery Theater (CBS)	6,442	16.4	+1.2
8	9	Fibber McGee & Molly (NBC)	6,246	15.9	—0.4
9	8	Inner Sanctum (CBS)	6,167	15.7	—0.7
10	7	Bob Hope (NBC)	6,048	15.4	—1.1
11	13	Red Skelton (CBS)	5,931	15.1	+0.1
12	12	People Are Funny (NBC)	5,931	15.1	+0.1
13	14	Mr. & Mrs. North (CBS)	5.617	14.3	0.0
14	10	Mr. Keen (CBS)	5,578	14.2	—1.7
15	22	Walter Winchell (ABC)	5,460	13.9	+0.9
16	16	F.B.I. in Peace & War (CBS)	5,460	13.9	0.0
17	29	Mr. Chameleon (CBS)	5,460	13.9	+1.5
18	24	Day in Life of Dennis Day (NBC)	5,381	13.7	+1.0
19	30	Great Gildersleeve (NBC)	5,342	13.6	+1.3
20	26	Hallmark Playhouse (CBS)	5,303	13.5	+0.9
EVENING, MULTI-WEEKLY (Average for All Programs)			(2,593)	(6.6)	(0.0)
1	2	Beulah (CBS)	4,399	11.2	0.0
2	1	Counter-Spy (ABC)	4,242	10.8	—0.7
3	3	Lone Ranger (ABC)	4,085	10.4	—0.1
WEEKDAY (Average for All Programs)			(1,964)	(5.0)	(—0.1)
1	1	Arthur Godfrey (Liggett & Myers) (CBS)	3,889	9.9	—0.1
2	2	Arthur Godfrey (Nabisco) (CBS)	3,417	8.7	+0.4
3	3	Romance of Helen Trent (CBS)	3,182	8.1	+0.1
4	5	Aunt Jenny (CBS)	3,103	7.9	+0.1
5	13	Ma Perkins (CBS)	3,025	7.7	+0.7
6	4	Wendy Warren (CBS)	2,985	7.6	—0.2
7	20	Big Sister (CBS)	2,946	7.5	+0.9
8	10	Arthur Godfrey (Goldseal) (CBS)	2,907	7.4	0.0
9	8	Right to Happiness (NBC)	2,868	7.3	—0.2
10	12	Pepper Young's Family (NBC)	2,868	7.3	0.0
11	14	Rosemary (CBS)	2,868	7.3	+0.4
12	18	My True Story (Sterling) (ABC)	2,868	7.3	+0.6
13	19	Our Gal, Sunday (CBS)	2,828	7.2	+0.6
14	23	Guiding Light (CBS)	2,671	6.8	+0.6
15	6	Young Widder Brown (NBC)	2,671	6.8	—0.9
DAY, SATURDAY (Average for All Programs)			(2,043)	(5.2)	(+0.2)
1	2	Grand Central Station (CBS)	3,967	10.1	+1.4
2	5	Stars Over Hollywood (CBS)	3,692	9.4	+1.6
3	1	Armstrong Theater (CBS)	3,457	8.8	—1.9
DAY, SUNDAY (Average for All Programs)			(1,414)	(3.6)	(+0.3)
1	1	True Detective Mysteries (MBS)	4,321	11.0	—0.6
2	2	Shadow (MBS)	4,007	10.2	+0.5
3	3	Martin Kane, Private Eye (MBS)	3,614	9.2	+1.7

Copyright 1949, A. C. Nielsen Co.

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 39,281,000— the 1949 estimate of Total United States Radio Homes.
(†) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

Ronson Agency

AGENCY for Ronson Art Metal Works Inc., Newark (lighters), was incorrectly reported in BROADCASTING, Nov. 21. Grey Advertising Agency Inc., New York, placed contract for Ronson, sponsor of the NBC-TV Saturday night telecasts of *Twenty Questions,* which started Nov. 26 for five weeks, and is seen at the same time (8-8:30 p.m.) as program is broadcast on MBS.



KLZ NEWSMAN

Backed on Denver Barring

SHELDON PETERSON, the KLZ Denver news and special events director, who was refused the right to broadcast the highlights of a recent Denver city council hearing, has been defended by the Southern California Radio News Club.

In a letter to Mr. Peterson, Al Gordon, president of the California organization, stated: "The refusal to permit you and other radio newsmen to record portions of a city council hearing is, of course, unjust and discriminatory. On behalf of the Radio News Club of Southern California, I want to assure you of our support of your position in the matter."

Attracts National Attention

Mr. Peterson stirred nation-wide comment fortnight ago when the Denver city council turned down his petition to broadcast a hearing involving charges which had been brought against a Denver councilman accused of taking a $500 "gift" in connection with a liquor license. At the same time, the council denied broadcast rights both to KLZ and KMYR Denver. In his petition, Mr. Peterson had stated that every effort would be made to be impartial and to give both sides of the discussion.

"In view of the action taken by your city council this morning," he told his KLZ audience, "we can draw but one conclusion. The majority of the city council does not want you to hear the proceedings of the trial exactly as they occur and in the actual voice of the participants."

Mr. Peterson, who has been KLZ news and special events director since 1947, was elected last month to the board of directors of the National Assn. of Radio News Directors.

HOWARD NAMED

Heads Munitions Board

HUBERT E. HOWARD, chairman of the Personnel Policy Board, Dept. of Defense, has been appointed chairman of the Munitions Board, charged with the responsibility for procurement of electronics equipment for the military in the overall mobilization program. A native of Fairfield, Iowa, Mr. Howard was named to head the Policy Board by Defense Secretary Louis Johnson last September.

The Munitions Board has been working on standardization of equipment specifications and stockpiling of strategic and critical materials. Currently it is drawing up a procurement program for electronics equipment to be submitted to a manufacturers' industry advisory group comprising members of Radio Mfrs. Assn. [BROADCASTING, Nov. 21]. No meetings have been held recently.

News

ROBERT SCHAKNE, former International News Service and *PM* reporter in New York, named acting news director at WMOR (FM) Chicago.

ARTHUR LODGE appointed to handle film operations for NBC's video news and special events department, succeeding PAUL ALLEY, resigned.

STUART STRAND, news editor for WHIO Dayton, Ohio, appointed consultant to Sound Motion Pictures Division of Air Forces at Wright-Patterson Field, Dayton.

DICK CUTTING, formerly of CBS Western Division news and special events, joins staff of KITO San Bernardino, Calif., where he is in charge of special events and news departments.

Dr. HAROLD FISHER, commentator on KNBC San Francisco, has left for New Delhi to participate in Conference on Indian-American Relations. He will then continue around the world. San Francisco educators and journalists will substitute during his two-month absence from station.

JACK BRICKHOUSE, sports manager of WGN Inc. and sportscaster for WGN-AM-TV Chicago, is one of nine Bradley U. alumni to be elected to school's sports Hall of Fame.

LEONARD O'CONNOR, who conducts *News on the Spot* daily on WMAQ Chicago, is father of a boy, William, born Nov. 17.

Adv.

Week-End with International and 4-H a Busy One

When the week-end of November 26-27 hit WLS, it found the staff meeting itself coming back, as activity piled on activity for complete cooperation with the great International Live Stock Exposition, the 4-H Club National Congress, and other events.

The station originated over 5½ hours direct from the International Live Stock Show, Chicago's biggest annual event and live stock's "grand finale". Special programs came from the 4-H Club Congress, 4-Hers were guests on half a dozen WLS programs, and 900 4-H Club Members came to the WLS National Barn Dance on Saturday night. WLS talent was provided for the annual meeting of Agricultural Editors and for a banquet given by Wilson and Company and Wilson Brothers during the Live Stock Exposition. And so for a few days, the WLS staff ate and slept "in the saddle"—

All so that listeners who have come to depend on WLS for thorough coverage of all important events would again find the 890 spot the best on the dial for service and entertainment.

WLS
Chicago 7

Represented by John Blair & Company

'DRY' VICTORY

NTPC Lauds Sen. Johnson

"DRY" factions can claim a "moral victory" over radio-minded distillers, thanks largely to Sen. Edwin C. Johnson (D-Col.) and a few temperance leaders, according to the president of the National Temperance and Prohibition Council.

In recent statements, Bishop Wilbur E. Hammaker told council members that while distillers temporarily have been restrained from using the airwaves to advertise liquor, "nothing in the law prevents a renewed and successful attempt to get whisky, rum and brandy on the air." He said present restraint was due largely to "vigorous efforts" of Sen. Johnson, chairman of the Senate Interstate & Foreign Commerce Committee, and others, and is a "moral victory only."

Bishop Hammaker, who is chairman of the council's committee on liquor advertising bills, reminded that the Senate Interstate Commerce Committee will hold hearings Jan. 12-13 on legislation (S 1847) to outlaw all such advertising in interstate commerce. Sen. William Langer (R-N. D.) is the author. Bishop Hammaker testified at similar hearings held by the same group in 1948. He urged Congress to pass both the Langer measure and another (HR 2428) introduced in the House by Rep. Joseph Bryson (D-S. C.) to outlaw not only radio-TV liquor ads but also "Men of Distinction" ads.

Miss Mildred Fulton
The Biow Company
New York City

Dear Millie:

Ain't never seen nothin' like th' permotin' thet's bin done here at WCHS! Why these fellers is a dreamin' up sumpthin' all th' time! They's jest finished up th' Kroger contest, and a coupla weeks ago they announct th' winners in th' Lux Radio Theeater 15 year ole girl contest. Now they's aroundin' out th' big CBS Fall Permoshun Campaign, so yer'd think they'd be tired. But not these WCHS boys, nosiree! Now they's abeginnin' their big Christmas Basket Show for th' Salvation Army! Y'know, Millie, permotin' really makes a station, and good ole WCHS really goes all out whether it be fer a client er fer some community agency like th' Salvation Army! Thet's why folks 'round here thinks o' WCHS when they thinks o' radio!



Yrs.
Algy

WCHS
Charleston, W. Va.

Production



PAUL SHUMATE, formerly producer at KMOX St. Louis, joins WKRC Cincinnati as program director, succeeding **HARVEY CARY,** who has joined station's sales force. Mr. Shumate has been active in radio since early '30's.

DON THURSTON and **JERRY JOHNSON** join staff of WTWN St. Johnsbury, Vt., as combination-men. Mr. Johnson was formerly with WJOR Bangor, Me.

CLARENCE E. (Bud) DAY Jr. joins WWJ Detroit as associate producer. He formerly was with Brooke, Smith, French & Dorrance, Detroit.

STEPHEN WOOD promoted from continuity editor to program manager at WMOR (FM) Chicago.

JOHN HORSTMANN Jr., formerly assistant director at WCAU-TV Philadelphia, joins WOR-TV New York, as assistant sports camera director. He will assist Director **ROY MEREDITH.**

WILLIAM TUSHER today (Dec. 5) starts quarter-hour weekly commentary program, *William Tusher in Hollywood,* on ABC Pacific stations.

HENRY ALLIN appointed program director of WLAP Lexington, Ky. He served as chief announcer and production manager of station for past three years. He succeeds **J. B. FAULCONER,** resigned to enter insurance business. Mr. Faulconer continues in his position as sportscaster with WLAP.



Mr. Allin

Mrs. MAYME M. ALLISON joins KBON Omaha as director of women's activities. She will be featured on 15-minute *'Round the Town* show.

NORMAN WAIN, formerly of WLOW Norfolk, Va., and WNYE New York, joins WASA Havre de Grace, Md., as early morning man and staff announcer.

BOB CHAMLEE, recent graduate of Broadcasters Network Studios, Hollywood, joins staff of KROS Clinton, Iowa.

JACK GIBBONS, former program director for WAMS Wilmington, Del., joins WONE Dayton, Ohio, in same capacity.

ROBERT D. SMITH, announcer with WABI Bangor, Me., for 25 years, resigns from station. Future plans have not been announced.

TONY BELLO, former news and sports editor for WCNT Centralia, Ill., joins announcing staff of KWK St. Louis.

GENE KLAVAN, former disc jockey and announcer for WCBM Baltimore and after that with WITH and WAAM (TV) both Baltimore, joins WTOP Washington.

OZZIE JOHNSON appointed program director for KSEK Pittsburg, Kans. He has been announcing for station since it took the air two and one-half years ago.

JANE RYDSTROM, assistant producer for WAAM (TV) Baltimore, named producer-director for station.

PERRY W. WARD joins KRMG Tulsa, Okla., as program director. He started his radio career in 1931 as announcer for KVOO Tulsa, moving to WKY Oklahoma City in 1935. He was a producer-m.c. with NBC-Blue and has done production and programming with ABC, CBS and NBC in Hollywood. In 1947 he was appointed program manager at KOMA Oklahoma City. For past two years he has free-lanced.



Mr. Ward

BILL HELLMAN, formerly with KSAN San Francisco, joins announcing staff of KSFO, same city.

BILL VENELL, announcer at WHO-AM-FM Des Moines, Iowa, elected president of Des Moines Junior Chamber of Commerce.

GERTRUDE BERG, star of CBS and CBS-TV program *The Goldbergs,* will be honored Dec. 13, by New York's Cinema Lodge of B'nai B'rith, for her "ceaseless efforts in promoting interfaith understanding."

GEORGE C. BIGGAR, WLS Chicago program executive, elected to board of directors of Chicago (loop) Kiwanis Club. He served as agriculture chairman for past year.

GLORIA GRANT, movie editor of KMGM (FM) Los Angeles, signed to do syndicated column for five Los Angeles area newspapers.

MARTHA DEANE, woman's commentator at WOR New York, elected to board of governors of Fashion Group for a two-year term. She is only radio representative on board.

WONS SALE

Yankee-'Times' Pact Not Set

NEGOTIATIONS between Yankee Network and *The Hartford* (Conn.) *Times* for purchase of Yankee's WONS Hartford are still just in the talking stage, it was reported last week. In fact, Yankee has received several other offers for purchase of the station, it was said.

The *Times,* licensee of WTHT Hartford, 250 w local ABC outlet on 1230 kc, at one time sought to switch WTHT to 5 kw on 910 kc but lost out in the comparative proceeding to WHAY New Britain. WONS is assigned 5 kw on 1410 kc and is a Mutual-Yankee affiliate.

In October Yankee received permission from FCC to lease its WAAB Worcester, Mass., and WMTW Portland, Me., to Radio Enterprises Inc. for three years at $40,000 yearly, with re-lease options and certain other rights [BROADCASTING, Oct. 10]. Yankee also is licensee of WICC Bridgeport and WNAC Boston.

WBS Renewals

A GROUP of six Southern stations have renewed their contracts for the transcribed library service of the World Broadcasting System, the firm announces. Stations which have renewed the service are: WEED Rocky Mount, N. C.; WKBC North Wilkesboro, N. C.; WMGY Montgomery, Ala.; KALB Alexandria, La.; WKEY Covington, Va., and WFTC Kinston, N. C.

Three Take Ziv Show

THE Frederic W. Ziv Co. "Mr. and Mrs." show, *Meet the Menjous,* featuring Adolph Menjou and his wife, Veree Teasdale, has been sold to three more stations, according to an announcement by the firm. New stations taking the show are KCMO Kansas City, Mo.; WNDN Midland, Mich., and KDIX Dickinson, N. D.

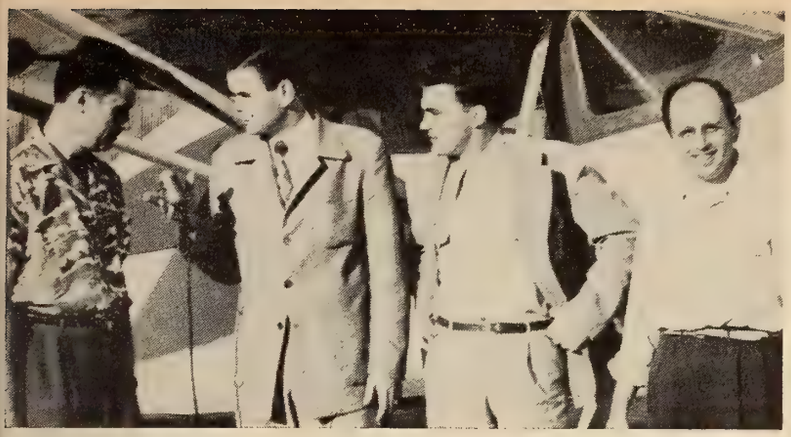


not one, but SEVEN

Seven major industries, we mean. Mining, cattle, lumbering, electric power, farming, sugar beets, meat packing. Diversification which means sales stability all year around.
Add 'em together. They tote up a Montana per capita income of $1641—$318 above the national average. KGVO-CBS for 85 thousand Montanians adds to sales, too. For you?



The Art Mosby Stations
CBS KGVO · KANA
5 KW DAY—1 KW NITE MISSOULA
ANACONDA BUTTE 250 KW
Know MONTANA ★
★ NOT ONE, BUT SEVEN MAJOR INDUSTRIES



RESIDENTS of Southern California's Ventura Valley who wanted to have a panoramic view of the recent 20,000 acre fire in the Santa Susana Valley, were able to do so when Manager Bob Reel of KSPA Santa Paula arranged for special night flights over the area. During the night (Nov. 2), 25 flights were made during which passengers could record their reactions to the sight on a tape recording placed in the plane. Winding up the inaugural trip over the area are (l to r) Airport Manager Wally Bassett, KSPA News Editor Roy Sadlier, Mr. Reel and Charles Martin of KSPA sales.

WATL CASE

Labor Board Approves Tact With Unions

GENERAL approval of WATL Atlanta's conduct in bargaining negotiations with AFRA and IBEW and specific indictments of certain union tactics highlighted findings of an intermediate report filed by NLRB last week.

The recommendations, filed by Hamilton Gardner, NLRB trial examiner, were based on findings that WATL, licensed to Atlanta Broadcasting Co., had consistently bargained "in good faith," contrary to union allegations, and that the station had engaged in unfair labor practices to the extent only of tending to "restrain" certain employes in the exercise of certain rights.

Chief findings of NLRB's preliminary report were that AFRA "struck" the station without notice last Jan. 1; that since the contract expired Dec. 30, 1948, WATL was not bound to bargain collectively with AFRA per se; and that AFRA, in effect, abrogated the entire agreement by striking without notice. Announcers were involved in the dispute.

With respect to IBEW, representing the station's technicians and engineers, NLRB found that refusal of technicians to cross AFRA picket lines led to a "work stoppage," and clearly abrogated the contract Dec. 30, 1948. WATL had "no further obligation" to bargain collectively with IBEW, the intermediate report held. The original contract was signed in 1944.

The WATL-AFRA-IBEW case last August prompted the artists' union to petition FCC for revocation of WATL's AM-FM licenses, contending the station had violated labor relations laws and FCC regulations.

The station, owned by J. W. Woodruff Sr., told FCC that AFRA had (1) indulged in secondary boycotts, (2) struck without notice, and (3) was pressuring the Commission to settle Mr. Woodruff's differences with both AFRA and IBEW. On the other hand, WATL contended, Mr. Woodruff had not "flagrantly disregarded" either labor laws or FCC rules, and had conformed to provisions of NLRB's early order. WATL said it had operated in the public interest since 1935 [BROADCASTING, Aug. 29].

Furthermore, WATL advised the Commission, the station had complied with citations on its technical setup as studied by an FCC investigator earlier this year. AFRA had charged that the station violated FCC technical regulations.

NLRB's intermediate report, released last Thursday, noted that the board had never authorized an election at WATL among announcers, technicians and engineers, but held that both union locals had written contracts designating them as representatives.

The examiner's report pointed out that AFRA, in striking, had "violated an important and vital part of the contract . . . it is elementary that non-observance or breaking of an essential part of a contract has the effect of abrogating the entire document." The contract terminated Dec. 30, 1948, and WATL "had no further duty to bargain collectively with AFRA," Mr. Gardner added.

The finding continued: "The very fact that (WATL) was willing to negotiate with AFRA after the strike evinces an attitude of fairness, consideration and good faith. Under the contract it was under no further obligation to do so. . . . (WATL) did not delay or prolong the negotiations . . ." Increases of $10 per week per announcer were fixed by negotiation but turned down by certain AFRA members.

Dismissal Recommended

Mr. Gardner recommended dismissal of the complaint alleging WATL's refusal to bargain collectively "and in good faith."

With respect to IBEW, the findings noted that while the technicians did not strike, "they refused to cross the AFRA picket lines" and there definitely had been a "stoppage of operations," thus violating the 1944 contract. Hence, the station was not obligated under the contract after Dec. 30, 1948, when it was abrogated entirely, to bargain collectively with IBEW, they noted. Thus, AFRA and IBEW were reprimanded for secondary boycotts.

Differences with IBEW evolved around a six-day week, rejected by the engineers union. Again, WATL showed a willingness to negotiate and bargain collectively, the finding showed. Dismissal of that portion of the complaint also was urged by Mr. Gardner.

Charges originally were filed by AFRA's Atlanta Local on March 24, and by IBEW Local 1193 on March 22. NLRB filed its complaint on March 25.

WATL's answer denied that AFRA and IBEW were authorized representatives of the announcers and technicians, and specific unfair labor practices alleged by both unions. Hearings were held in Atlanta May 3 to May 26.

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WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

Technical

FRANK GOLDSTEIN promoted to assistant chief engineer at WMOR (FM) Chicago.

JAMES M. BURKE, formerly chief engineer of WAAM (TV) Baltimore, joins WTVN (TV) Columbus, Ohio, in same capacity.

CLARKE INSTRUMENT Corp., Silver Spring, Md., announces Model 109 high-precision phase monitor for use with directional antenna systems.

ROY R. HAYWARD has been promoted to technical director of studio A operations at WENR-TV Chicago.

ROBERT V. NICHOLAS, assistant chief engineer for KXOK St. Louis, is the father of a boy, Robert V. 3d.

TRANSRADIO Ltd., London, Eng., announces two new capacitance cables, Type C34, low, and Type C344, very low; and two new transmission lines, Type A34, highly flexible, and Type A344, flexible.

PHILCO Corp., Philadelphia, announces three types of biconical TV aerials, for installations requiring outdoor antennas, six alignment jigs for simplifying servicing of Philco TV receivers, and Model M-20 three-speed record changer and 45 rpm record adapter discs and non-slip driver.

ED MORRELL, assistant station engineer at WNBQ (TV) Chicago, is the father of a boy, James Richard, born Nov. 19.



National Representative—John E. Pearson Co.

Promotion



RADIO and television editors have been sent cakes by Yolen, Ross & Salzman Inc., New York, publicity representative for Ronson Art Metal Works. Accompanying cakes were notes encouraging editors to eat them while watching simulcasts of Ronson's *Twenty Questions* on WOR-TV New York and NBC-TV network. Show debuted on television last Saturday.

Daily Radio Column

FEATURES written about show stars, sponsors, behind-the-scene happenings and listeners are in column, "MACK from K-PAC" which runs daily in Port Arthur, Tex., newspaper. "Mack" is Mack Newberry, promotion manager of KPAC Port Arthur. Articles strive for "human interest appeal that KPAC and MBS programs feature. Equal attention is given to network and local programs. . . ." Airspot program promotion is given column.

Northwest Newshawk

LATEST promotion piece from KSTP Minneapolis-St. Paul is bulletin, part of which is made up of reprint from trade magazine. Piece begins: "Bill Ingram's *Noon News* is KSTP's Hottest Availability—*Noon News* with Bill Ingram racked up an 8.1 Hooperating, July through September 1949. Since 1946 this quarter-hour period on KSTP has maintained a healthy 9.9 average. . . ." Complete information about show is given.

Spotsy, the Panther

SERIES of promotion pieces from WQQW Washington center around Spotsy, panther who attacked mink scarf in station's studios during program recently. Letter from station, bearing Spotsy's signature—red print of panther paw—tells of publicity in newspapers, radio, TV, newsreels and photographs resulting from ". . . just 30 seconds on WQQW, the smart Washington independent that produces RESULTS . . . Mine was a one-shot. Just think what regular use of WQQW could do for you or your client," says Spotsy. Additional promotion is given by Spotsy to station's change of address. Piece shows caricature of Spotsy reading script and changing records. New address of station is 1125 Vermont Ave., N.W. Phone: Executive 8676.

Promoting FM

EXCLUSIVE Chicago-area events carried on FM only are described in four-page black-and-white promotional brochure sent last week by FM Broadcasters of Chicagoland to its member stations. Recommended listening included special sports, dramatic, educational, musical and religious events broadcast by 24 FM stations in area. Points cited in favor of FM—"favorite regular network programs free from static and interference, even in the worst storms; many network shows which crowded AM stations don't bring in some areas, but FM stations do; local sports broadcasts and other events not carried by AM stations, and beautiful recordings and transcriptions with tone beauty and fidelity not possible on AM."

Miss Gloveteen Competition

BRAINCHILD of Alix Blake, morning man at WENT Gloversville, N. Y., and Manager Harry Weiner of Smalley's Johnstown Theatre has grown to astounding proportions in one year. Competition for Miss Gloveteen, conducted by Mr. Blake, selects most representative teen-aged girl in glove manufacturing cities of Gloversville and Johnstown, N. Y. Competition started on morning record show, *Wake With Blake*, and this year many local merchants participated by awarding prizes to winners.

Toys for Joy

ASSISTING the San Jose, Calif., Fire Dept. and local Exchange Club, in its collection of used toys for underprivileged children for Christmas, KEEN San Jose is conducting a "Toys for Joy" campaign. Station broadcasts daily remotes from the City Plaza giving reports of toy collections, and special nightly hour programs on which are played musical requests of those who pledge toys.

Cooperation Helps

LARGE card sent to trade by KCKN-AM-FM Kansas City shows weight-lifter, labeled "Network Station," struggling with dumbells marked "Billion Dollar Market." Caption underneath reads, "One Alone Can't Do the Job. . . ." Back of card shows two lifters, "Network Station" aided by "KCKN," holding dumbells high above their heads. Station's statistics and coverage area are analyzed and readers are urged, "For extra profits in Greater Kansas City, hire KCKN!"

Big Ideas

FOLDER made from reprints of two-page ad in BROADCASTING, Nov. 14, and distributed by Columbia Pacific Network shows part of man's face and is entitled, "What's the big idea." Inside of folder tells Columbia Pacific Network's big idea for "big listening." Bulletin announces sale of Jeff Regan, mystery show attractively placed in Wednesday evening line up. Back of red, black and white promotion piece shows graph with sales curve mounting up.

Popular Newsman

HAND-DELIVERED fan mail is one aspect evincing popularity of Jack Chase, day news editor of WCOP Boston. Promotional letter sent to trade by station tells how Watertown, Mass., seventh-grade English-Speech teacher walked into studio with letters for Mr. Chase and told him that he had been cited as an example of good speech in class. When students were being taught art of letter-writing, they petitioned teacher to allow them to write Mr. Chase. Newsman reciprocated student's interest by visiting school, passing out autographed pictures to pupils and delivering short talk on "Magic and Romance of Radio News." Follow-through with other schools in area is being planned by Mr. Chase and WCOP.

WPEN Scores Knock-Out

PICTURE of boxer delivering K.O. punch to his opponent on latest mail-piece of WPEN Philadelphia enables station to impart this message: "WPEN, Philadelphia's sports station, lands heavy Hooper haymaker. . . . By adding boxing to nation's already greatest sports schedule!!! Undisputed leader in the football and basketball fields—both collegiate and professional—WPEN is now in top position in boxing field through signing exclusive rights to the town's hottest boxing attractions. . . . WPEN continues to be the best buy for advertisers desiring to SELL the Philadelphia market!"

Personnel

BEVERLY BUSH, recent graduate of U. of Omaha, joins publicity and promotion staff of KBON Omaha.

CFCA-FM Kitchener, Ont., is installing FM radios in buses on trial basis in Kitchener-Waterloo area. To date there are no FM transit radio operations in Canada.

ANTI-TB ROLE
Earns Citation for Radio

RADIO contributions of time and talent to the nation-wide fight against tuberculosis have been cited by Dr. James E. Perkins, managing director of the National Tuberculosis Assn., in pointing up the part played by radio to the 43rd annual Christmas Seal Sale.

Dr. Perkins emphasized the work offered by networks, stations, sponsors of network and local programs, advertising agencies, stars, announcers and commentators. "Radio has been a vital factor in the health education programs of the voluntary tuberculosis associations, as well as in the success of the annual Christmas Seal Sale (Nov. 21 to Dec. 25)," Dr. Perkins said.

INDEPENDENTS
McGrath Outlines Advantages

THE contention that independent AM stations have kept their nighttime audiences intact, while AM network stations with TV duplication have suffered losses to the newer medium, is set forth in a letter sent to timebuyers by William B. McGrath, managing director of WHDH Boston.

Entitled, "What Happens to AM Listening When TV Arrives?", Mr. McGrath's letter states that in a Hooper survey of five Boston stations, four of them network affilates, the only one showing an increase in audience was WHDH, an independent. The others showed a total audience loss of 14.6% during the period, he says.

The McGrath letter points out that it is easier for an Arthur Godfrey AM fan to become an Arthur Godfrey TV fan—"so the affiliate loses one more evening listener when Godfrey's nighttime show becomes visual. Likewise if you enjoy *The Amateur Hour* on AM, you will probably like it more on TV. On the whole," Mr. McGrath says, "independent station programming, unlike affiliated schedules, is non-duplicated . . . therefore, its AM audience remains intact. In fact, it cannot pick its own pocket."

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Gentlemen:
Please send me.....CALL LETTER TIES with the following call letters ..... Enclosed is $..... in check/money order.
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Cuban Channel Raid

(Continued from page 20)

most of the signatory nations have represented themselves as abiding by its provisions pending negotiation of a new agreement. Signatory countries in addition to the U.S., Cuba, Mexico and Canada are Haiti, Dominican Republic, and the Bahamas.

Participants in the industry advisory delegation during consideration of the Cuban proposals included NBC Executive Vice President Charles R. Denny, former FCC chairman, and Gustav B. Margraf, NBC vice president and general attorney; CBS Vice President Lodge; Mr. Rankin and Engineering Director Neal McNaughten of NAB; Charles Crutchfield, vice president and general manager of WBT; Mr. Caldwell for CCBS; C. M. Jansky, Washington radio engineering consultant, for WFBC Greenville, S. C.; Andrew Haley, Washington attorney for ABC; T.A.M. Craven, Washington engineering consultant, for Fort Industry Co.; Ralph N. Harmon, engineering manager of Westinghouse Radio Stations; Frank W. Wozencraft and Frank H. McIntosh, Washington attorney and consulting engineer, respectively, for KPRC.

Cuba's Terms

(Continued from page 19)

ures in event radiation on these channels exceeds a specified strength.

780 kc (WBBM Chicago)—No assignment now. Cuba requests Class 2 at Oriente, 10 kw, DA, with protection as in the case of 660 kc, above.

830 kc (WCCO Minneapolis)—Interim Agreement gave Cuba a Class 2 assignment at Havana, 1 kw, DA. Cuba proposes to raise this to 5 kw, DA. Protection same as in 660 kc, above.

890 kc (WENR-WLS Chicago)—Interim Agreement gave Cuba Class 2 station at Camaguey, 1 kw, DA. Cuba proposes to change this to Havana, 5 kw, DA. See 760 kc, above, for conditions.

CUBAN PROPOSALS ON 1-B AND FOREIGN 1-A CHANNELS

680 kc (KNBC San Francisco is U.S. 1-B)—Cuba apparently would give up present assignments of 1 kw day and 500 w station at Santa Clara and 250 fulltime at Artemisa, to which U.S. has formal objection outstanding. No Cuban proposals for this channel shown.

690 kc (Canadian 1-A under NARBA)—Cuban Interim Agreement Assignment: Havana, 25 kw, DA. NARBA assignment as of 3-29-49: Havana, 10 kw. Cuba proposes Class 1 station at Havana, 50 kw, DA. Exact protection to be accorded Cuban Class 1 assignment is as yet undecided. The protection contemplated from U.S. stations is along the following lines: (a) Certain adjustment in the operation of new Jacksonville, Fla., assignment on 690 kc and of WNEL San Juan, P.R. on 860 kc; (b) No further assignments of new stations in the U.S. within the area south of latitude 31 degrees and east of longitude 93 degrees; (c) Boundary protection to Cuba on the channel, the exact degree of which is yet to be determined and may depend upon the general treaty rules for Class 1 protection. It was said that to afford the degree of protection desired by Cuba, the proposed Jacksonville grant (issued July 12 to Brennan Broadcasting Co.) probably would have to be deleted.

730 kc (Mexican 1-A)—Cuban Interim Agreement assignment: Oriente, 10 kw, DA; Assignment as of 3-29-49: Holguin, Oriente, 5 kw; Cuba proposes 10 kw, DA, at Havana, and 250 w at Oriente. See 740 kc, below.

740 kc (Canadian 1-A)—Existing Cuban assignment: Havana, 10 kw, DA. Cuba proposes 10 kw, DA, at Camaguey and 1 kw at Pinar del Rio. It was reported that Cuba desires additional protection from WIBS Santurce, P.R. (110 mv/m maximum radiation) and 85 uv/m 10% skywave at border from future U.S. assignments. Cuba would increase limit to WIBS to approximately 10 mv/m. Tentative solution, it was said, is to change WIBS frequency to 730 kc.

800 kc (Mexican 1-A)—Cuban Interim Agreement assignment: Oriente, 250 w; NARBA assignment 3-29-49: Santiago de Cuba, 250 w, and Pinar del Rio, 250 w.

810 kc (KGO San Francisco and WGY Schenectady are U.S. 1-B's)—Cuba uses 1 kw day and 250 w night at Santa Clara, L.V., proposes to change this to Oriente, 5 kw, DA. Cuban use of DA, plus the change of location to Oriente, reportedly would remove basis of outstanding objection to previous assignment at Santa Clara.

850 kc (KOA Denver is U.S. 1-B)—Cuban Interim Agreement assignment: Oriente, 2 kw; assignment as of 3-29-49 is Santiago de Cuba, 2 kw. Cuban proposal: Oriente, 2 kw. See comment on 860 kc, below.

860 kc (Canadian 1A)—Under Interim Agreement, Cuba uses 860 kc at Havana with 15 kw, DA-1. Cuban proposal is to boost this to Class 1, 50 kw, DA, at Havana. See 690 kc for contemplated protection of Cuban Class 1 assignments. It was said that to afford the degree of protection desired by Cuba, WNEL San Juan would decrease the interference at the eastern tip of Cuba to less than 125 uv/m. Cuba would increase limit to WNEL to 9 mv/m. Tentative solution is to change WNEL frequency to 850 kc. Station KOAM Pittsburg, Kan., it was reported, would not be subject to interference in excess of that which would be permitted from a Class 2 station under the regular Class 2 protection rules.

900 kc (Mexican 1-A)—Cuban assignment as of 3-29-49: Guantanamo, 250 w. Cuba proposes 250 w at Mantanzas and 5 kw at Oriente.

990 to 1500 kc

990 kc (Canadian 1-A)—Cuban assignment as of 3-29-49: Sancti Spiritus, 1 kw day and 250 w night. Cuba proposes 1 kw day and 250 w night at Las Villas, and 250 w at Pinar del Rio.

1000 kc (WCFL Chicago and KOMO Seattle are U.S. 1-B's)—Cuban assignments as of 3-29-49: Santiago de Cuba with 1 kw; Camaguey with 1 kw, which U.S. has formally protested. Cuba proposes to use instead at Mantanzas with 250 w, Camaguey with 250 w, and Oriente with 1 kw or with 10 kw DA. Result, it was felt, would be incomplete protection to WCFL.

1010 kc (Canadian 1-A and Cuban 1-B)—Cuban assignment as of 3-29-49: Havana, 10 kw, DA-1. Cuba proposes to make this Class 1 and use it with 50 kw, DA. It was reported that KLRA Little Rock will not be subject to interference in excess of that which would be permitted from another Class 2 station under regular Class 2 protection rules. See 690 kc for contemplated protection of Cuban Class 1 assignments.

1030 kc (WBZ Boston is U.S. 1-B)—Cuban assignment as of 3-29-49: San Cristobal, 250 w, day. Cuban proposal: Pinar del Rio with 250 w day; Las Villas with 250 w, Oriente with 250 w. Protection to WBZ, it was said, would be incomplete.

1050 kc (Mexican 1-A)—Cuban

(Continued on page 48)

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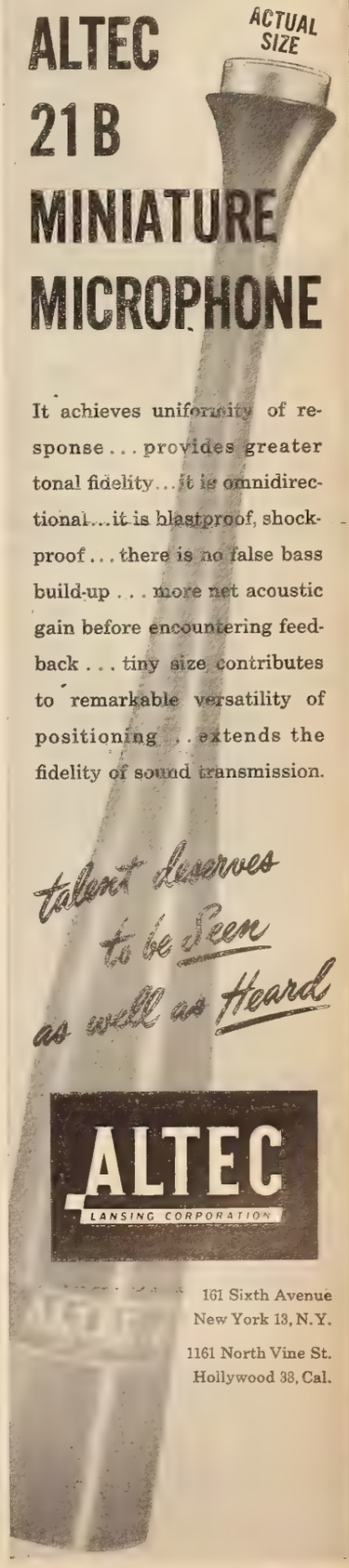
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Cuba's Terms

(Continued from page 47)

assignment as of 3-29-49: Holguin, Orte., with 250 w. Cuba proposes to move to Havana and increase to 10 kw, DA.

1060 kc (KYW Philadelphia is U.S. 1-B)—Cuban assignment s of 3-29-49: Camaguey with 250 w, DA, and Havana with 10 kw, DA (U.S. has formerly protested Havana assignment). Cuba proposes to use instead at Las Villas and Oriente with 250 w. Protection to KYW would not be complete, it was thought.

1070 kc (KNX Los Angeles is U.S. 1-B)—Cuba has no assignments under NARBA but proposes to use at Pinar del Rio with 5 kw, DA, and Camaguey with 250 w.

1080 kc (KRLD Dallas and WTIC Hartford are U.S. 1-B's)—Cuba has no assignments under NARBA but proposes to use at Havana with 250 w. This, it was felt, would result in incomplete protection to KRLD and WTIC.

1090 kc (KTHS Hot Springs and WBAL Baltimore are U.S. 1-B's)—Cuban assignments as of 3-29-49 (U.S. is protesting nighttime use in both cases): Havana and Encrucijada with 250 w day, 100 w night. Predicted result: Incomplete protection to WBAL and KTHS.

1110 kc (WBT Charlotte and KFAB Omaha are U.S. 1-B's)—Cuba has no assignments under NARBA but proposes to use at Havana and Camaguey with 250 w. Incomplete protection to WBT was forecast.

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WLW-C CHANNEL 3 COLUMBUS

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3,030,100 Population
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Crosley Broadcasting Corporation

CINCINNATI 2, OHIO

1130 kc (KWKH Shreveport and WNEW New York are U.S. 1-B's)—Cuban assignment as of 3-29-49: Guantanamo with 250 w. Cuba proposes to move to Las Villas and use with 1 kw. Expected result: Incomplete protection to WNEW and KWKH.

1140 kc (WRVA Richmond is U.S. 1-B)—Cuba has no assignments under NARBA, but proposes to use with 250 w at Oriente. Incomplete protection to WRVA anticipated.

1170 kc (KVOO Tulsa and WWVA Wheeling are U.S. 1-B's)—Cuban assignment as of 3-29-49: Artemisa with 250 w, DA at night. Cuba proposes to move to Las Villas with 250 w and Oriente with 1 kw. Protection to KVOO and WWVA, it was predicted, would be incomplete.

1190 kc (WOWO Ft. Wayne and KEX Portland are U.S. 1-B's)—Cuban assignment as of 3-29-49: Havana with 250 w, or with 5 kw using DA. Cuba proposes to use at Havana and Camaguey with 250 w. Predicted result: Incomplete protection to WOWO.

1500 to 1580 kc

1500 kc (KSTP St. Paul and WTOP Washington are U.S. 1-B's)—Cuba has no NARBA assignments but proposes to use at Camaguey with 250 w. Incomplete protection to WTOP forecast.

1520 kc (KOMA Oklahoma City and WKBW Buffalo are U.S. 1-B's)—Cuba has no NARBA assignments but proposes to use at Havana and Oriente with 250 w. Forecast: Incomplete protection to KOMA and WKBW.

1550 kc (U.S. 1-B but with no 1-B assignments)—Cuba has no NARBA assignments but proposes to use at Camaguey with 500 w.

1560 kc (Cuban 1-B)—Cuban assignments as of 3-29-49: Havana with 5 kw, which temporarily is not operating, and Caibarien with 5 kw. Cuba proposes to use at Havana with 5 kw and Oriente with 250 w. U.S. would be permitted Class 1-B assignments in eastern and western U.S., which would require modification of Cuban proposal for the station in Havana.

1580 kc (Canadian 1-A)—Cuban assignment as of 3-29-49: Nuevitas and Havana with 250 w. Cuba proposes to move to Camaguey with 500 w.

REGIONAL STATIONS AFFECTED BY CUBAN PROPOSALS

580 kc (WDBO Orlando, Fla.)—No Cuban assignment as of 3-29-49. Cuba proposes to use at Camaguey with 500 w. It was said this would result in RSS increase to U.S. station from 2.37 mv/m to 3.2 mv/m.

*590 kc (WMBS Uniontown, Pa.; KTBC Austin, Tex.; WKZO Kalamazoo, Mich.; WOW Omaha; WEEI Boston; WAGA Atlanta) — Now used by CMCY Havana with 25 kw, DA-1, as Class 2-S, to which U.S. has objection outstanding. Cuba proposes to make this a Cuban Class 1 station and boost power to 50 kw, DA-1. U.S. stations would receive same protection provided for in Interim Agreement, except: (a) WEEI limitation not to exceed 1.5 mv/m; (b) WAGA limitation not to exceed 4 mv/m.

620 kc (WSUN St. Petersburg, Fla.; WKAQ San Juan, P.R.)—Cuba has no assignments but proposes 1 kw at Camaguey. This would increase WSUN RSS from 2.13 mv/m to 3.8 mv/m. WSUN probably would have to add another town. Steps required of WKAQ have not been determined.

*950 kc (KPRC Houston)—CMBF Havana is assigned as Class 2-S with 5 kw day and 1 kw night. Cuba proposes to make it Cuban Class 1 station and increase to 10 kw, DA. Cuba also proposes a substantial reduction of radiation towards it from KPRC, which would require modification of the KPRC antenna system by addition of at least one tower. Cuba would reduce its limitation to KPRC proportionately and not increase power. The net effect of these changes, it was said, would be a substantial reduction in radiation not only towards KPRC but also other U.S. stations on the channel, particularly WGOV Valdosta, Ga., and WLOF Orlando, Fla. In the absence of a reduction in the limitation from KPRC to Cuba, the Cuban station would increase power to 10 kw, resulting in an increased limitation to KPRC from 1.7 mv/m to approximately 5.5 mv/m.

WJBO and WFBC

1150 kc (WJBO Baton Rouge)—CMJK Camaguey assigned with 500 w. Cuba proposes to move to Havana and boost to 10 kw, DA. Cuba proposes reduction of limitation from U.S. by about one-half. This would be accomplished through some adjustment or alteration of the present WJBO antenna.

1330 kc (WFBC Greenville, S. C.)—CMCB Havana assigned with 1 kw. Cuba's proposal anticipates continued use of same facilities, but seeks additional protection by reduction of radiation from WFBC to 250 mv/m. It is now approximately 500 mv/m. The proposed change would apparently involve modification of the WFBC antenna by addition of another tower. Radiation towards WFBC from Havana would not exceed 175 mv/m. Cuba proposes that if reduction in WFBC radiation cannot be accomplished Cuba would increase the power of its station to 5 kw.

* The asterisk indicates regional channels on which Cuba proposes Cuban Class 1 assignments. Cuban proposals provide for a total of 11 Cuban Class 1 assignments for "national coverage" in Cuba. The exact protection to be accorded them is as yet undecided. The nature of protection contemplated for the proposed Cuban Class 1 assignment on 640 kc and on other clear channels has been indicated above. Protection contemplated for Cuban Class 1 assignments from any future U.S. assignments on the regional channels marked with an asterisk is along the following lines:

(a) No further assignments of new stations on these channels in the U.S. within the area south of latitude 31 degrees and east of longitude 93 degrees.

(b) Boundary protection to Cuba on the channel involved, the exact degree to be determined and may depend upon the general treaty protection requirements for Class 1 stations.

In addition to assignments on regional channels marked with an asterisk (590 kc and 950 kc) Cuban assignments on the following regional channels would also be regarded as Cuban Class 1 stations entitled to the protection from new U.S. assignments indicated in this note: 550, 570, 630, 920, 980, 1010 kc. This would not adversely affect existing U.S. assignments on these channels.

CHANNELS NOT AFFECTED BY CUBAN PROPOSALS

The Cuban proposals did not include change affecting the following channels.

U.S. 1-A Channels (dominant stations in parentheses) — 650 kc (WSM Nashville); 670 kc (WMAQ Chicago); 700 kc (WLW Cincinnati); 720 kc (WGN Chicago); 750 kc (WSB Atlanta); 770 kc (WJZ New York); 820 kc (WBAP-WFAA Ft. Worth-Dallas); 840 kc (WHAS Louisville); 870 kc (WWL New Orleans); 880 kc (WCBS New York); 1020 kc (KDKA Pittsburgh); 1040 kc (WHO Des Moines); 1100 kc (WTAM Cleve-

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B. Walter Huffington, General Manager — Ask Ra-Tel!



THESE four executives were among the radio figures who attended the dedication ceremonies for new studios of WCAM Camden, N. J., municipally owned, commercially operated station, on Nov. 22 [BROADCASTING, **Nov. 28**]. **L to r: Gerald Fadden, Philco Distributors, Philadelphia; Joseph L. Tinney, vice president and general manager, WCAU Philadelphia; Willard C. Schriver, managing director, WCAM, and Donald Thornburgh, president of WCAU.**

WAR BROADCASTS

Begin On WNEW New York

A 13-WEEK series, *A Radio History of the War*, composed of many of the most memorable war-time documentary, dramatic and eye-witness broadcasts, was to begin yesterday (Sunday) on WNEW New York.

The series, written and produced by Ted Cott, WNEW vice president and program director, will employ historic recordings obtained from such sources as BBC, the U. S. Office of Education, the U. S. Library of Congress, the Army, Navy, Marine Corps, Air Force, French Broadcasting System, and various U. S. stations. Capt. Harry Butcher, war-time naval aide to Gen. Dwight D. Eisenhower, and now owner of KIST Santa Barbara, acted as consultant. The program is to be heard Sunday, 5-5:30 p.m.

land); 1120 kc (KMOX St. Louis); 1160 kc (KSL Salt Lake City); 1180 kc (WHAM Rochester); 1200 kc (WOAI San Antonio); 1210 kc (WCAU Philadelphia).

1-B and Foreign 1-A Channels (with dominants shown in case of U.S. 1-B's)—680 kc (KNBC San Francisco); 710 kc (WOR New York); 940 kc (none listed); 1510 kc (WLAC Nashville, KGA Spokane); 1530 kc (KFBK Sacramento, WCKY Cincinnati); 1540 kc (Bahaman 1-A); 1570 kc (Mexican 1-A).

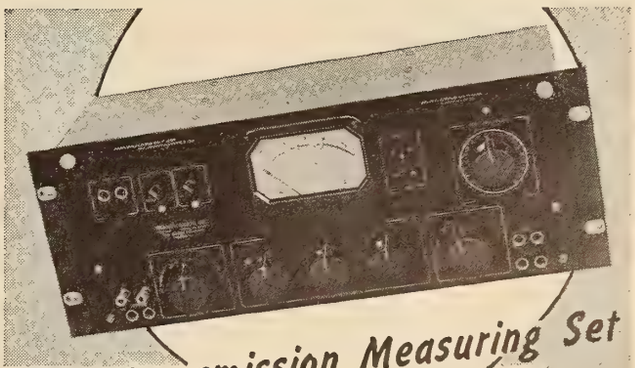
Regional Channels—Apparently 610 and 1380 kc are the only regional channels Cuba does not propose to put into use. However, under former NARBA the signatory nations had a right to use regionals within specified limitations.

MORE THAN quarter-million packages were sent overseas by Thanksgiving day as Christmas presents for war children as result of MBS appeals over *I Love A Mystery* and *Bob Poole Show*. Appeal will continue until Christmas.

PROPOSED CUBAN STATION ASSIGNMENTS

550 kc—Havana: Class I, DA.
560 kc—Oriente: 0.25 kw.
570 kc—Las Villas: Class I, DA.
580 kc—Camaguey: 0.50 kw.
590 kc—Havana: Class I, DA.
600 kc—Pinar del Rio: 1 kw; Oriente: 2.5 kw.
620 kc—Camaguey: 1 kw.
630 kc—Havana: Class I, DA.
640 kc—Las Villas: Class I, DA.
660 kc—Havana: DA.
690 kc—Havana: Class I, DA.
730 kc—Havana: 10 kw, DA; Oriente: 0.25 kw.
740 kc—Pinar del Rio: 1 kw; Camaguey: 10 kw, DA.
760 kc—Havana: 10 kw, DA.
780 kc—Oriente: 10 kw, DA.
790 kc—Havana: 10 kw, DA.
800 kc—Las Villas: 1 kw.
810 kc—Oriente: 5 kw, DA.
830 kc—Havana: 5 kw, DA.
850 kc—Oriente: 2 kw, DA.
860 kc—Havana: Class I, DA.
890 kc—Havana: 5 kw, DA.
900 kc—Matanzas: 0.25 kw; Oriente: 5 kw.
910 kc—Las Villas: 5 kw or 10 kw, DA.
920 kc—Havana: Class I, DA.
930 kc—Matanzas: 0.50 kw; Oriente: 1 kw.
950 kc—Havana: 10 kw, DA, Class I.
960 kc—Matanzas: 0.50 kw; Camaguey: 1 kw.
970 kc—Oriente: 2.5 kw.
980 kc—Havana: 10 kw, DA, Class I.
990 kc—Pinar del Rio: 0.25 kw; Las Villas: 1 kw-D, 0.25 kw-N.
1000 kc—Matanzas: 0.25 kw; Camaguey: 0.25 kw; Oriente: 1 kw, or 10 kw DA.
1010 kc—Havana: Class I, DA.
1030 kc—Pinar del Rio: 0.25 kw; Las Villas: 0.25 kw; Oriente: 0.25 kw.
1050 kc—Havana: 10 kw, DA.
1060 kc—Las Villas: 0.25 kw; Oriente: 0.25 kw.
1070 kc—Pinar del Rio: 5 kw, DA; Camaguey: 0.25 kw.
1080 kc—Havana: 0.25 kw.
1090 kc—Las Villas: 0.25 kw; Oriente: 0.25 kw.
1110 kc—Havana: 0.25 kw; Camaguey: 0.25 kw.
1130 kc—Las Villas: 1 kw.
1140 kc—Oriente: 0.25 kw.
1150 kc—Havana: 10 kw, DA.
1160 kc—Camaguey: 1 kw-L-KSL Salt Lake City.
1170 kc—Las Villas: 0.25 kw; Oriente: 1 kw.
1190 kc—Havana: 0.25 kw; Camaguey: 0.25 kw.
1220 kc—Oriente: 1 kw.
1230 kc—Havana: 0.25 kw; Camaguey: 0.25 kw.
1240 kc—Pinar del Rio: 0.25 kw; Las Villas: 0.25 kw.
1250 kc—Oriente: 1 kw.
1260 kc—Havana: 5 kw.
1270 kc—Pinar del Rio: 0.25 kw; Camaguey: 1 kw.
1280 kc—Las Villas: 1 kw.
1290 kc—Havana: 0.25 kw; Oriente: 1 kw.
1300 kc—Camaguey: 1 kw.
1310 kc—Las Villas: 1 kw.
1320 kc—Oriente: 1 kw.
1330 kc—Havana: 1 kw.
1340 kc—Matanzas: 0.25 kw; Camaguey: 0.25 kw.
1350 kc—Las Villas: 1 kw; Oriente: 0.25 kw.
1360 kc—Havana: 0.25 kw.
1370 kc—Camaguey: 0.25 kw.
1390 kc—Havana: 0.5 kw; Oriente: 0.5 kw.
1400 kc—Matanzas: 0.25 kw; Camaguey: 0.25 kw.
1410 kc—Las Villas: 1 kw.
1420 kc—Havana: 1 kw.
1430 kc—Oriente: 0.25 kw.
1440 kc—Camaguey: 0.5 kw.
1450 kc—Las Villas: 0.25 kw.
1460 kc—Havana: 0.5 kw; Oriente: 0.5 kw.
1470 kc—Camaguey: 0.25 kw.
1480 kc—Las Villas: 0.5 kw.
1490 kc—Havana: 0.25 kw; Oriente: 0.25 kw.
1500 kc—Camaguey: 0.25 kw.
1520 kc—Havana: 0.25 kw; Oriente: 0.25 kw.
1550 kc—Camaguey: 0.5 kw.
1560 kc—Havana: 5 kw; Oriente: 0.25 kw.
1580 kc—Camaguey: 0.5 kw.
1590 kc—Oriente: 0.25 kw.

WSLI
JACKSON
MISSISSIPPI
5000
WATTS
Day and Night
930 K.C.
American Broadcasting Co.
WEED & COMPANY
NATIONAL REPRESENTATIVES


New Transmission Measuring Set
Daven Type 11A Transmission Measuring Set is fast proving itself a "must" for FM and AM station engineers. This instrument offers an ideal solution for making measurements required by FCC "proof of performance" regulations.
For an accurate versatile gain set, at a moderate price — specify The Daven Type 11A.
THE DAVEN CO.
191 CENTRAL AVENUE
NEWARK 4, NEW JERSEY
Write today for additional information. Dept. BD-3

NAB Registration

(Continued from page 23)

Holloway, WTRC Elkhart.

Samuel E. Feldman, ASCAP, Baltimore; Burt Squire, BMI, Chicago; William F. Reilly, RCA, Chicago; Milt Blink, Standard Radio, Chicago; Robert L. Howell, Capitol Records, Chicago; William M. Mertz Jr., C. P. MacGregor, Chicago; J. W. Knodel, Avery-Knodel, Chicago; James H. Keachie, RCA, Cleveland; Clifford E. Ogden, Capitol Records, Hollywood; Robert Burton, BMI, New York; Kolin Hager, SESAC, New York; Bert Lown, Assoc. Program Service, New York; Pierre Weis and Bill Young, Lang-Worth, New York.

George W. Johnston, SESAC, New York; Hugh M. Grauel, World Broadcasting System, New York; H. Scott Killgore, Collins Radio, New York; Edward G. Hynes Jr., C. E. Hooper Inc., New York; William Harold Moon, BMI Canada Ltd., Toronto; Pat Freeman, Dr. of Sales, Toronto; Justin Miller, Arthur Stringer, Helen A. Fruth, R. P. Doherty and Don Petty, NAB, Washington; Win Levi, BROADCASTING, Washington; James W. Blackburn, Blackburn-Hamilton, Washington.

Fla. Greyhound Signs

FLORIDA Greyhound Lines, through Beaumont & Hohman, Atlanta, Ga., has signed a 13-week contract for the ABC cooperative broadcasts of Elmer Davis over five Florida affiliates of the network. Starting Dec. 5, the company will sponsor Mr. Davis' quarter-hour commentaries every Monday, Wednesday and Friday on WQAM Miami, WMFJ Daytona Beach, WSUN St. Petersburg, WPDQ Jacksonville and WHOO Orlando.

THE LONG ISLAND STORY

HEMPSTEAD'S
$119,129,000.00
FOOD STORE SALES

ranks 2nd only to New York City among the 38 cities in the New York City-Jersey City wholesale food area.

And in Hempstead, WHLI actually delivers more daytime listeners than 3 network stations, and all the other 18 N. Y. independents combined!

Data Sources: Sales Management's "Survey of Food and Automotive Markets"; Conlan Report.

AM WHLI FM

HEMPSTEAD, LONG ISLAND, N.Y.

ELIAS LGODOFSKY President

ADVERTISING REVENUE

Radio Fares Well, More for TV, S&P Predicts

MORE advertising revenue for television, less for magazines and radio, with advertising going into 1950 at about the present level, which will give 1949 a total all-media volume the same or better than last year's peak of $4.8 billion, is predicted by Standard & Poor in its current analysis of the printing and publishing industry.

Noting that the declining trend of magazine advertising is continuing, S&P reported that "radio time sales have made a good showing in recent months, considering the rapid growth of television. Gross billings of the four leading networks receded only 1% in the first half of 1949; after deducting discounts, the drop in net billings probably was somewhat greater. Despite this comparatively good showing, competition for accounts and the costs of developing television have caused a further decline in operating results.

"Earnings of companies engaged in both endeavors are likely to remain depressed over the near-term, despite efforts to economize. The longer-term outlook is more promising; any loss of revenues from radio broadcasting should be fully offset by gains in television receipts, while costs should come down gradually."

CBS is the only broadcasting company included in the 18 firms individually covered by the report, which noted that while the CBS gross for the first nine months of 1949 was up 4% from the previous year, the net was down 33%. Report on CBS continued:

Despite a seasonal lull during the summer months, new radio shows should permit favorable radio time sales comparisons over the near term. Revenues from television should improve this year, but net probably will be small at best until fall. Prospects for the record subsidiary are none too promising. Lower over-all revenues are in prospect, and earnings for 1949 are expected to fall to around $2 a combined class A and B share. Dividends of 35¢ quarterly may continue, but the rate cannot be considered secure. While the longer-term outlook for television is promising, near-term problems make the class A and B stock relatively unattractive.

WDMG FIRE

Other Stations Help Outlet

AIDED by neighboring stations, WDMG Douglas, Ga., went on the air as usual Nov. 26, even though the daytime outlet's studios, control room, music library and offices were completely destroyed by fire the night before.

When the extent of the damage was determined, station officials decided to establish temporary quarters at the transmitter site about two miles from the city. Several stations in Georgia and Florida answered an emergency call. WDMG's Chief Engineer Al Woodson and Assistant Clem Vaughan assembled equipment brought to Douglas in the early morning hours by Ralph Dennis of WGOV Valdosta, Ga., Jim Hayes of WNER Live Oak, Fla., and John Bartlett of WKMA Quitman, Ga.

As a result of this cooperation, WDMG's Program Director Terry Kielty was able to sign on at 7 a.m. with the regularly scheduled 15-minute sponsored newscast. In addition to these stations, Georgia's WVOP Vidalia, WBBQ Augusta and WFRP Savannah, as well as transcription and advertising agencies, offered their assistance.

Damage to the studios and building is estimated at approximately $200,000. Temporary offices were set up in the Chamber of Commerce Bldg. on Nov. 27. Downing Musgrove, president, and Brody Timm, general manager, announced that station-building plans would be set at an early date.

FM ASSN. MEET

Will Mull NAB Merger Bid

MEETING of the FM Assn. board will be held today (Dec. 5) in Washington to consider the invitation extended by NAB to merge with the industrywide association. NAB's board voted at its mid-November meeting to invite FMA to merge, accepting the recommendation of a joint NAB-FMA liaison committee [BROADCASTING, Nov. 21].

Should the FMA board approve the merger invitation it will refer the proposal to the membership for action. If accepted by a majority the merger will be effected. FMA's board will take care of liquidation details in case of acceptance.

WNAR Morristown, Pa., broadcast ceremonies accompanying Freedom Foundations awards from Valley Forge, Pa., as public service to southeastern Pa.

Telecasting Insert

Pull Out for Filing

PEARSON-PEGLER

Answers to Suit Filed

DREW PEARSON, ABC commentator and Bell Syndicate columnist, was cited as a "liar" in amended answers to his $250,000 suits against Westbrook Pegler, King Features Syndicate and Consolidated Hearst Publications Inc. columnist.

The answers, filed Nov. 22 in New York Supreme Court, denied that Mr. Pegler in a newspaper column damaged Mr. Pearson's reputation, alleging that Mr. Pearson "for many years, has been utterly and completely devoid of any reputation for principle or veracity whatever and has been publicly characterized by a vast number of responsible and eminent citizens and officers of the United States as an utter, incorrigible faker, liar and blackguard."

The answers also alleged that while Mr. Pearson's columns were largely edited by competent professionals, his broadcasts were "not edited by persons of professional qualifications and experience, but, if at all, by persons devoid of courage, professional capacity or common decency."

The cases grew out of two Pegler Columns last May in which Mr. Pegler attacked Mr. Pearson for the latter's criticism of the late James V. Forrestal.

Jergens Renews

SUNDAY EVENING Hollywood commentary of Louella Parsons, *The Jergens-Woodbury Journal*, has been renewed over 268 ABC stations by the Andrew Jergens Co., Cincinnati. Program, aired 9:15-9:30 p.m., has been renewed for 52 weeks effective Jan. 1, through Robert W. Orr Assoc., New York.

DO YOU WANT TO MAKE YOUR ADVERTISING CAMPAIGN IN CINCINNATI A SUCCESS?

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

DECEMBER 5, 1949

TELECASTING

A Service of BROADCASTING Newsweekly

IT'S AMAZING!

WHY, IT'S INCREDIBLE!

IMAGINE TV IN A TOWN THE SIZE OF BLOOMINGTON, INDIANA

● When station WTTV went on the air (it was the second in the state) Bloomington, Indiana (population 20,000) became the smallest city in the country with its own Television station. Not included in the population figure is the Indiana University enrollment, a bonus of 13,000.

It was the culmination of two years of diligent pioneering in a new field. With the exception of two projectors, all equipment—including transmitters—was built by the staff of WTTV engineers. And, at only a fraction of the cost of other TV operations!

And, what kind of programs do they put out? For the most part, they're LIVE talent. They frown on the canned stuff at WTTV. They draw from the talent—and there's lots of it—at Indiana University in Bloomington. They use hometown folks on the air frequently, for here in Bloomington, everybody knows everybody else. They like to see their friends, relatives and associates on the air. WTTV programs are intimate, "folksy" and somewhat like a small town newspaper, as compared to a metropolitan daily.

WTTV goes in heavily for sports, and this season is televising *all* of the home basketball games of Bloomington's two high schools. Many sports, musical and dramatic programs come directly from the I.U. campus. Newscasts and some commercials are done LIVE, while other presentations—using local talent—have included everything from Canasta lessons to Cartoon lessons.

And, it's going over BIG! All of Bloomington is proud of its TV station, for when WTTV went on the air, there were only 83 stations in the nation.

Station WTTV is a sister station of WTTS—which in less than a year on the air—has become the leading AM station in the area.

LET OUR NATIONAL REPS. GIVE YOU THE COMPLETE STORY.

WTTS
A Regional Station on the Air 20 Hours a Day.

RADIO AND TELEVISION CENTER • BLOOMINGTON, INDIANA

WTTV
Indiana's Second TV Station

Owned and Operated by Sarkes and Mary Tarzian

Represented Nationally by
WILLIAM G. RAMBEAU CO.
360 N. Michigan Avenue, Chicago

National Representatives
BARNARD & THOMPSON, INC.
299 Madison Avenue, New York

Gives "Clear Sweep" television coverage of the San Francisco Bay Area

KRON TV

SAN FRANCISCO CHRONICLE • NBC AFFILIATE

SELL MORE ON CHANNEL 4

SAN FRANCISCO

CHRONICLE

NBC

KRON-TV provides unparalleled "Clear Sweep" coverage of the San Francisco Bay Area market. The KRON-TV transmitter location—atop San Bruno Mountain, bordering the San Francisco-San Mateo County line—is generally considered the finest for telecasting in this area. And the specially-designed KRON-TV antenna is San Francisco's highest . . . mounted on a tower which is 1,485 feet above sea level.

KRON-TV presents top NBC network television programs, assuring strong audience tune-in. Local programming will include some day-time television. CHECK KRON-TV FIRST FOR TELEVISION ADVERTISING IN THE SAN FRANCISCO BAY AREA MARKET!

• **Represented nationally by FREE & PETERS, INC. . . . New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Building, 5th and Mission Streets, San Francisco**

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg.
Washington 4, D. C.

DECEMBER 5, 1949

BROADCASTING, Telecasting
$7 annually, 25c weekly

AT&T RELAY POLICY

FCC Hears Oral Argument

ORAL ARGUMENT was held before FCC last Monday on the Commission's proposed report to require American Telephone and Telegraph Co. to interconnect its Bell System intercity television facilities with those of private broadcasters [BROADCASTING, Sept. 12, Oct. 24]. AT&T's policy has been against such interconnection.

Attorneys for AT&T, Western Union, Philco, DuMont and Television Broadcasters Assn. took most of the day for their detailed argument of the case, pending for more than a year. The interconnection issue is but one phase of the Commission's overall investigation of AT&T and Western Union network television rates [BROADCASTING, Oct. 4, 11, Nov. 8, Dec. 6, 1948]. Action on rates was deferred by FCC pending settlement of the interconnection dispute.

Common Carrier Issue

In its proposed report, FCC reiterated its view that common carriers alone should handle all intercity TV relaying when they have established adequate facilities, but the Commission emphasized it did not foresee such adequate facilities for an appreciable interval of time. FCC therefore concluded that so long as it authorizes private broadcasters to operate intercity relays the Commission does not consider common carrier facilities adequate.

Hence the Commission proposed to require interconnection with these "temporary" private facilities, and would so require even after common carrier facilities were available, until such time as the private broadcaster could reasonably amortize his investment. FCC's report held that refusal by AT&T to interconnect with facilities authorized by the Commission would constitute an effective veto over FCC determination of what is in the public interest.

John T. Quisenberry, AT&T counsel, in his argument supported FCC's conclusion that all intercity relaying should be handled by common carrier, but opposed any interconnection during the transitional period. He cited that past experience has proven interconnection to be impractical and unsatisfactory, and that many courts have upheld the principle of no interconnection.

He explained that the cost of a national TV network will be tremendous and that AT&T is the only one that will provide such a service. As a result, Mr. Quisenberry said, to permit interconnection would reduce this facility to a standby service as far as private broadcasters are concerned. Private broadcasters, who would not have the restrictions or obligations of AT&T, thus could "skim the cream" and resort to Bell facilities only when it had too, he explained.

The AT&T counsel explained it proposed to allow interconnection only when Bell facilities are insufficient or lacking in certain situations, provided proper notice is given and AT&T, after specified periods of time, determines it will not provide the service. Under certain circumstances AT&T would have a full year to decide whether or not to furnish facilities. If it could not and the customer then built his own, he would be assured of such use in interconnection for three years, the AT&T counsel explained.

Mr. Quisenberry urged FCC to deal through common carrier regulations rather than licensing procedure for microwave radio relays since their use is common carrier. He pointed out that regulation through licensing procedure would become very burdensome and does not provide for common carrier participation which would be necessary if interconnection issues were involved in each case.

Wendt Contends

William Wendt, Western Union counsel, contended that the proposed report decided only half the issue by requiring customer interconnection. He indicated the restriction still would be imposed on the customer who wanted to interconnect Western Union facilities with those of AT&T. To require AT&T to interconnect with private broadcasters and not with other common carriers places the private broadcaster in a better position than Western Union, discriminates against Western Union and eliminates the only firm which could effectively compete with AT&T, Mr. Wendt said.

DuMont's counsel, William A. Roberts, charged that AT&T's interconnection policy is one of several methods employed to establish a preferred national service for itself. He held that the telephone company has assumed it would control all intercity relaying and desires such exclusive monopoly. The DuMont counsel held this would not be desirable for either television or the country.

Mr. Roberts challenged the quantitative and qualitative adequacy of AT&T's intercity TV facilities program, contending that 2.7 mc coaxial service isn't even sufficient when installed. He held that Philco's radio relays are superior and yet Philco is refused interconnection. In addition to hitting AT&T's cost estimates, Mr. Roberts also held that the phone company's suggested modifications of its proposed tariff regulations would still tend to make impractical any use of private facilities.

Henry B. Weaver, Philco counsel, explained that because of Philco's achievements AT&T is converting to 85% radio relay. He said AT&T doesn't realize that broadcasters are its customers and not competitors. In supporting Western Union's position, however, Mr. Weaver thought that more than one common carrier would be a healthy competitive situation. He also felt private links should be allowed permanently.

Thad H. Brown Jr., counsel for TBA, held that AT&T's claim for the reasonableness of its tariff policy is not supported in the record. He said that the policy would create a Bell System monopoly, artificially restrict the development of TV, result in absurd application and waste as proven in the past and place TV standards in the hands of the phone company rather than FCC. He also cited inadequate AT&T facilities and the system of tentative planning.

BOXING

National Group Plans Study Of Video's Effect

TELEVISION's impact on boxing will be the major consideration of the National Boxing Assn.'s executive board which will meet at a date to be fixed early in 1950.

At that time, according to Abe J. Greene, NBA's national commissioner of boxing, the board will take up rumblings heard last month at the organization's convention in Havana. Members voiced misgivings that video was killing boxing by destroying box office.

Mr. Greene's own opinion is that the two industries will have to work out a modus vivendi, but meanwhile that television is striking at the roots of boxing growth—preventing development of new talent.

He believes the lack of promising young performers is due to lack of opportunity for them to start in small clubs. Such clubs, he contends, have been killed off in large numbers by television—their patrons preferring to watch more important fights via television.

Mr. Greene said he hoped the NBA members, who are official members of state and other local governmental boxing commissions, would be able to originate a plan to make the television industry pay for boxing's maintenance as a going institution.

Television sponsors already are responsible for New York clubs reaching the break-even point, he said, but that is being done at the expense of smaller clubs in surrounding states. New Jersey, he said, now has only one fulltime boxing club whereas it used to have 10 or 12 operating.

WKTV (TV) UTICA

Affiliates With ABC-TV

WKTV (TV) Utica, now under construction with the only permit in its city, has affiliated with ABC-TV effective Dec. 1. The station is owned by the Copper City Broadcasting Corp., and will operate as a metropolitan class station on Channel 13. Michael C. Fusco is manager.

ABC-TV now totals 46 stations, five of which are owned and operated by the network, and 40 of which are on the air.

IN THIS TELECASTING . . .

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Telefile:

HISTORY OF WNBT'S OPERATION TYPIFIES STORY OF TV'S GROWTH

By BRUCE ROBERTSON

ON July 1, 1941, NBC's television station in New York dropped its 11-year-old experimental call of W2XBS to become WNBT, the country's first commercially licensed television station.

The same day, the WNBT program schedule opened with a visual Bulova time signal, first paid-for advertising ever to be telecast (previously some commercial video material had been aired, but on an experimental basis, without any time charges). Before the day was over, three other advertisers also made use of WNBT's facilities: Lever Brothers, Procter & Gamble Co. and Sun Oil Co., the last presenting the first sponsored simulcast in TV history by putting a camera into a news studio to pick up Lowell Thomas doing his regular evening news commentary broadcast.

By the end of 1941, Alfred H. Morton, then NBC vice president in charge of television, proudly reported in his year-end statement that WNBT had four regular commercial accounts—Bulova watches, Adam hats, Gold Mark hosiery and Botany neckties.

Other advertisers who had used the station during its first six months of commercial operation were Frank H. Lee Hat Co., Missouri Pacific Railroad, Bloomingdale's and Abraham & Strauss (New York department stores), L. Bamberger & Co. (Newark department store), RCA and the Hat Style Council. The outlook for more sponsored programs was "excellent," Mr. Morton stated.

* * *

SUBSEQUENT history has proved Mr. Morton an able prophet. WNBT's schedule for the last week of November included 6 sponsored local programs, 30 commercial network programs and 36 advertisers presenting a total of 93 announcements, station breaks or participation spots. An analysis of WNBT programs for the month of October (see adjoining table) shows that of a total of 215 hours and 54 minutes of broadcast time, the sponsored portion amounted to 123 hours and 21 minutes, or 57.1%.

This program breakdown shows that changes other than advertiser took place at WNBT between July 1941 and October 1949. The October table reveals children's programs getting 20.9% of the station's total air time, more than any other program category. Sports shows ranked second, with 17.4% of total time; dramatic programs were third with 17.1%; no other program class got as much as 10%.

WNBT's program schedule for the week of June 30-July 5, 1941, shows a total of 19 hours and 15 minutes of air time of which 15 hours was devoted to sports pickups—Monday night boxing bouts, Tuesday afternoon baseball and the Eastern clay court tennis championship matches each afternoon Wednesday through Saturday. The remaining 4¼ hours comprised Mr. Thomas's newscast, a half-hour video version of radio's *Truth or Consequences*, excerpts from "Bottlenecks of 1941," camp show of the Fort Monmouth Signal Corps Training Center, a lecture (subject unspecified), a spelling bee, a group of USO Drive speakers, a feature film and a movie short.

The changes in program structure, the increase in total program time (48½ hours during the last week of November 1949, about 2½ times as much as in the first week of July 1941), have been accompanied by an increase in the number of TV homes in the WNBT service area from about 4,500 in 1941 to some 875,000 this November, an increase of 19,344%.

Along with this tremendous growth in circulation have come some increases in WNBT's time and facility charges. Its first rate card—also the first in video history—listed a base evening hour time rate of $120, plus $150 for use of the main studio, $75 for either the small studio or a film studio. There also was a $75 minimum charge for remote pickups. WNBT's current rate card, No. 5, gives the base evening hour rate as $1,500, with minimum fees of $200 for a live studio, $125 for a film studio and remote "quotations on request."

In 1941 WNBT sponsors could buy evening "service spots (news, weather, time, etc.)" for $8 each. Today time for a one-minute announcement costs $200 on weekday evenings, $250 on Saturday or Sunday evening, and 20-second station breaks are $250 in the prime evening hours of any day.

* * *

JUST as WNBT's commercial development since 1941 epitomizes the complete field of American TV broadcasting, so does the station's

(Continued on Telecasting 8)







WELL-ROUNDED and interesting programs key WNBT's offerings. Typical are:

TOP PHOTO—Tex Antoine gives artistic impressions of the weather on the *Con Ed Weatherman*, daily five-minute show under sponsorship of Consolidated Edison.

SECOND PHOTO—Ed Herlihy and two young hopefuls on the Horn and Hardart *Children's Hours*, Sunday show.

PHOTO AT RIGHT—Colorful costumes are a part of *Tropic Holiday*, musical tour of Latin America, on Sunday.

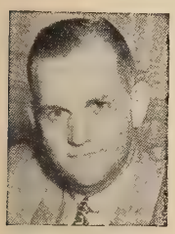
PHOTO BELOW — Mighty Gotham, always chock-full of human interest stories, was the "on location" spot of *City at Midnight*, long a viewer favorite.



KRLD-TV DEBUT

Notre Dame-SMU Opener

KRLD-TV, Dallas' second television station and third for the Fort Worth-Dallas area, began scheduled operations Saturday, Dec. 3, with a telecast of the Notre Dame-Southern Methodist U. football game in the Cotton Bowl.



Mr. Rembert

Humble Oil & Refining Co. sponsored the debut program, Clyde W. Rembert, KRLD managing director, announced.

Yesterday (Sunday), Fred Waring and his Pennsylvanians saluted KRLD-TV, which is the CBS outlet for Dallas and Fort Worth in the television field, as the station has been on AM and FM.

Telecasts originated from the new KRLD Radio-Television Bldg. in Herald Square in downtown Dallas.

Station, which test patterned two weeks prior to the debut, features a six-bay antenna said to be the first built by General Electric in the U.S., the station reports. It will give KRLD-TV, on Channel 4, a potential power of 28 kw. Programs, including film and live shows, will be aired seven days a week with 31 hours 21 minutes scheduled for its first week of operation.

In addition to Mr. Rembert, officials include Jim W. Crocker, assistant manager; W. A. Roberts, commercial manager; Roy George, program director, and Roy M. Flynn, technical supervisor.

WYNN FOR CAMELS

Speidel Drops Its Plans

R. J. REYNOLDS Tobacco Co., (Camels), Winston-Salem, will sponsor the *Ed Wynn Show*, half hour, once a week on CBS-TV beginning in January. The program is said to cost $12,000 weekly for talent.

The show, currently sponsored by Speidel Corp., New York (watch bands), will be cancelled by that company early in January. The cancellation was due to a disagreement over the program format between the network and the agency, Cecil & Presbrey, representing Speidel. Speidel had been slated to sponsor the program every other week [BROADCASTING, Nov. 28] starting in January, but the advertiser wanted the program extended to a full hour with Ed Wynn augmented by other Hollywood talent. CBS however, insisted that the format of the program remain the same and that it continue to be a half-hour show.

The program is telecast Thursday, 9-9:30 p.m. now, but the same time has not been definitely signed up by Camels. William Esty Co., New York, is the agency for Camels.

'VEEP' AND BRIDE

NBC-TV Records Famous Wedding Ceremony

WHEN Vice President Alben W. Barkley and the former Mrs. Carleton S. Hadley were married last month, an estimated 10½ million people literally accompanied them through the ceremony. NBC-TV telecast the church activities to a 27-station network [BROADCASTING, Nov. 21].

Cameras began grinding at 11:45 p.m. outside of St. John's Methodist Episcopal Church in St. Louis giving a pictorial review of the social set's highlight of the season. The network received the pickup, handled by NBC's affiliate, KSD-TV St. Louis, of the church activity and wedding luncheon until 1 p.m. George M. Burbach Jr., KSD-TV manager, supervised the telecast.

While the newlyweds were inside the church NBC showed a film roundup of highpoints in the Veep's career and then shifted its scene to the home of Mrs. Thomas Sayman, reception hostess, who was interviewed by a KSD-TV commentator.

AT 12:15, the cameras focused on the Barkleys and the wedding party leaving the church. The couple stopped before entering the car and received congratulations from Frank Eschen, chief NBC narrator of the activities. Later, the Barkleys' arrival at the Sayman house was recorded. Mr. Eschen, assisted by David Barkley, the Veep's son, introduced various relatives in the Barkley-Hadley families until 1 p.m., sign-off time.



Vice President and Mrs. Alben W. Barkley before NBC-TV cameras.

Behind this undertaking, first of its kind, a total of 35 staff members were on hand to record the event. They included announcers, technicians, cameramen and technical directors. NBC also recorded the activities for its TV newsreel and film was shown eight hours after the ceremony on the *Camel News Caravan* (7:45 p.m.) after it was flown to Chicago.

'CRUSADE' SPONSORS

First Two Contracts Made

FIRST local sales of the ABC-TV film series *Crusade in Europe*, were announced last week by the network.

Detroit Edison Co., starting early in January, has signed with WXYZ-TV Detroit, to present the entire 26-week series of telecasts. Account was placed through Campbell-Ewald Co.

Stromberg-Carlson, placing directly, will sponsor the film on WHAM-TV Rochester, starting the second week in January.

Each ABC-TV affiliated station will receive a special print of the General Eisenhower series, edited for cooperative sponsorship to provide for inclusion of copy from the local advertiser.

SANTA'S HELLO

WENR-TV, 'News' Promote

WENR-TV CHICAGO and the *Chicago Daily News* collaborated Nov. 19 to stage one of the most "tremendous" pre-Christmas celebrations on record.

"I have witnessed many a Christmas opening in New York, but never have I seen anything so tremendous as today's opening of the Chicago Christmas season," said ABC Vice President John Norton after viewing the arrival by boat of Santa Claus, followed by his triumphal parade down the city's famous State St.

Randall Cooper, executive secretary of the State Street Council, added:

"This was the closest to V-E Day that we've had. The crowd took over the street and nothing else moved. It was a capacity crowd. I don't know where we would have put any more people."

Many hours of preparation by the combined promotion staffs of WENR-TV and the *Daily News* preceded St. Nick's visit to Chicago aboard the "S S Santa Claus." Here's WENR-TV's log:

Oct. 31—Carried teaser announcements that an S-Day was scheduled for Chicago Nov. 19.

Nov. 2—S-Day was identified as "Santa Claus Day."

Nov. 3—Contest was started on WENR-TV's *Larry on Location* show (Monday through Friday, 5:15 to 5:45 p.m.) when children from 6 to 12 years of age were asked to submit their own drawings of Santa. It was stipulated that no child should enter the contest who could not ride down the Chicago River in the "S S Santa Claus."

Nov. 12—Contest closed with the selection by WENR-TV and *Daily News* promotion men of six boys and girls, who would join Santa's crew as his boat entered the Chicago River from Lake Michigan. They would ride with him to the *Daily News* plaza, nearly a half-mile down the stream.

Nov. 16—Contest winners were announced on the *Larry on Location* program. (More than 2,000 entries had been received.)

Nov. 19—Contest winners and the cast of WENR-TV's *Super Circus* joined Santa at 9 a.m. along with sports personalities and radio's Bob Hope. The boat docked at the *Daily News* plaza at 10 a.m. where thousands awaited it.

Chicago traffic experts estimated that more than a million persons lined the banks of the river, jammed the plaza, and later bordered State St. during the demonstration. WENR-TV carried more than 90 S-Day announcements in the period from Oct. 31 to Nov. 19. The proceedings were filmed and condensed into a 30-minute series which WENR-TV telecast the night of S-Day and on the following Sunday.

* * *

BOB HOPE (center) shivers from cold aboard S S Santa Claus as performers on WENR-TV's *Super Circus* register amusement. L to r: Claude Kirchner, ringmaster of *Super Circus;* Mary Hartline, director of the circus band; Mr. Hope; Cliff Soubier and Phil Patton, circus clowns "Cliffy" and "Scampy."



Telestatus



Roper Surveys Living Habits

(Report 88)

IF RESULTS of a recent Roper survey can be projected, future Americans will be a race of sedentary mutes, bug-eyed, flap-eared, and almost invariably hunched before their television sets at moments when their antecedents would have been gadding around or perhaps indulging in the archaic practice of reading.

Elmo Roper, head of his own research firm, reported results of the nation-wide survey in a script prepared for his regular CBS broadcast Sunday, Dec. 4. The Roper researchers investigated leisure-time habits of those who did and did not own television sets.

"What we have found is this," Mr. Roper said: "The introduction into our lives of television on a large scale is reshaping leisure-time America. The recreational habits of those bitten by the television bug bear little resemblance to those who have not yet been exposed. The non-owners of television are what America used to be like. The owners are in all probability very much like what we are all going to be."

As compared with people who do not yet own television sets, television owners listen less to the radio, read less, go out less, and engage in less conversation. Television owners stay at home more than do those without sets, but although this phenomenon may be conducive to an improvement in family life, it may be partly offset by the fact that although the television family is at home, it doesn't take its attention from the television screen long enough to do much talking.

Reading Decreases

Among non-television owners, the Roper survey learned, 33% usually sit down to read a newspaper, book or magazine after supper. Among television owners, only 18% can tear their eyes from the screens long enough to read anything.

Mr. Roper, a pollster who like others has been careful to qualify his conclusions since the recent presidential election, quickly added: "It isn't that reading disappears from the television home, it simply isn't done as much."

About 16% of non-owners of television usually entertain guests or go visiting in the evening. Only 10% of the television owners go visiting or have guests in for home-invented entertainment like playing cards or just talking.

Among non-television owners, 15% usually spend their evenings in a cozy family circle, just chatting. Only 6% of those owning television engage in family conversation after the dinner dishes are cleared away.

"Now this last point," said Mr. Roper, "is a fairly serious thing. It certainly alters the traditional relationship of a family. Father might be home more often, but apparently he spends less time talking to mother and the children when there is a television set around. Now whether this drop-off in family conversation will lead to a happier married life in the homes of America or will lead to more marital difficulties than we already have our survey didn't pretend to find out."

Among Mr. Roper's general conclusions: "Well, we found that television owners do fewer of almost everything the rest of America does. Fewer of the TV-owners work around their house or in the garden. Fewer go to the movies, or go dancing, play bingo, or drink beer at the corner bar. And fewer told us they just rest and go to bed in the evening—which frankly is a bit puzzling, since television shows do not usually run very late into the evening."

One thing that television set owners do that most of the rest of America doesn't do is look at their television sets. "Some 75% of television owners told us that almost any evening you're likely to drop in to see them, they will probably be looking at their video screen," Mr. Roper said.

"Among television owners, looking at television is far and away and easily the most important and time-consuming, spare-time occupation they have. More television owners look at their sets than do all the rest of the things everybody else does in the evening combined."

Two-thirds of the television owners say they see a television program every day, Mr. Roper reported. On the average they spend two hours per day watching the machine. More than one-third of the television owners view television an average of more than three hours per day.

Women Watch More

Women spend more time watching television than do men; young people more than old people, and lower income people more than those in higher brackets, Mr. Roper reported.

The fact that women look more at television than do men is slightly paradoxical in view of another Roper finding. "We found in our survey that in 74% of the cases, men were directly responsible for buying the television set," Mr. Roper said. "They were the ones who wanted it. The women in the family and the children were the chief exponents of buying television in only a minority of cases. Remember, once the set is in the house, it's the women who listen to it more than the men. It looks like television is home to stay."

* * *

Weekly Television Summary

Based on Dec. 5, 1949, BROADCASTING Survey

City	Outlets On Air	Number Sets	Source of Estimate
Albuquerque	KOB-TV	1,000	Station
Atlanta	WAGA-TV, WSB-TV	18,500	Distributors
Baltimore	WAAM, WBAL-TV, WMAR-TV	100,036	TV Circ. Comm.
Binghamton	.....	2,300	Dealers
Birmingham	WAFM-TV, WBRC-TV	6,500	Dealers
Bloomington	WTTV	300	Dealers
Boston	WBZ-TV, WNAC-TV	172,276	TV Comm.
Buffalo	WBEN-TV	44,132	Buff. Elec. Co.
Charlotte	WBTV	7,800	Distributors
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	266,460	TV Comm.
Cincinnati	WCPO-TV, WKRC-TV, WLWT	44,000	Distributors
Cleveland	WEWS, WNBK	101,358	West. Res. U.
Columbus	WBNS-TV, WLWC, WTVN	20,750	Distributors
Dallas, Ft. Worth	See Ft. Worth-Dallas listing.		
Davenport* Quad Cities	WOC-TV	3,315	Distributors
Dayton	WHIO-TV, WLWD	23,800	Stations
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	128,522	Distributors
Erie	WICU	14,700	Station
Ft. Worth-Dallas	WBAP-TV, KBTV, KRLD-TV	20,800	Dist. & Deal.
Grand Rapids	WLAV-TV	7,000	Distributors
Greensboro	WFMY-TV	7,325	Distributors
Houston	KLEE-TV	9,000	Distributors
Huntington	WSAZ-TV	2,038	Distributors
Indianapolis	WFBM-TV	11,200	Dist. & Deal.
Jacksonville	WMBR-TV	3,000	Wholesalers
Johnstown	WJAC-TV	7,850	Distributors
Kansas City	WDAF-TV	20,434	Station
Lancaster**	WGAL-TV	15,974	Dealers
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV KTTV, KECA-TV	251,042	Rad. & Appl. Assn.
Louisville	WAVE-TV	13,104	Station
Memphis	WMCT	9,910	Distributors
Miami	WTVJ	12,000	Station
Milwaukee	WTMJ-TV	50,115	Distributors
Minn.-St. Paul	KSTP-TV, WTCN-TV	41,300	Stations
New Haven	WNHC-TV	55,100	Station
New Orleans	WDSU-TV	9,000	N. O. Pub. Serv.
New York	WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX	875,000	Stations
Newark	WATV	Incl. in N. Y. estimate	
Oklahoma City	WKY-TV	11,587	Distributors
Omaha	WOW-TV, KMTV	9,840	Distributors
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	285,000	Distributors
Phoenix	KPHO-TV	3,000	Station
Pittsburgh	WDTV	45,000	Dist. & RMA
Portland, Ore.	.....	606	Eng. Est.
Providence	WJAR-TV	19,750	Dealers
Richmond	WTVR	16,845	Distributors
Rochester	WHAM-TV	11,287	Distributors
Salt Lake City	KDYL-TV, KSL-TV	7,000	Station
San Antonio	.....	150	Distributors
San Diego	KFMB-TV	12,750	Station
San Francisco	KGO-TV, KPIX, KRON-TV	18,000	N. Cal. Elec. Assn.
Schenectady	WRGB	38,000	Distributors
Seattle	KING-TV	12,600	Distributors
St. Louis	KSD-TV	57,600	Union Elec. Co.
Syracuse***	WHEN	15,104	Distributors
Toledo	WSPD-TV	25,000	Dealers Assn.
Tulsa	KOTV	2,028	Station
Utica-Rome	.....	2,250	Dealers
Washington	WMAL-TV, WNBW, WOIC, WTTG	69,550	TV Circ. Comm.
Wilmington	WDEL-TV	19,305	Dealers

Total Markets on Air 54; Stations on Air 94; Sets in Use 3,058,772

* Quad Cities include Davenport, Moline, Rock Island, East Moline.

** Lancaster and contiguous areas.

*** Also claims coverage in Utica-Rome area.

Editor's Note: Sources of set estimates are listed for each city as available and since most are compiled monthly some may remain unchanged in successive summaries. Total sets in all cities surveyed is necessarily approximate since two areas may overlap. To offset this there are many scattered sets in areas not included in the survey.

Milton Berle Leads In November Pulse

STILL holding the lead in the television rating competition, Milton Berle continued to head the field in November. Mr. Berle and his *Texaco Star Theatre* topped the list in five of the six cities covered by The Pulse Inc. for the month.

In Los Angeles, the show was nosed out by 0.1 point for top honors by the U. of Southern California-Stanford football game, one of the top interest games on the West Coast this season.

Of the multi-weekly shows *Howdy Doody* led in New York and Philadelphia and was second in Washington and Chicago. *Kukla Fran & Ollie*, which led in the latter two cities, also was in the Top 10 for the other four cities covered by The Pulse Inc.

For the test week of Nov. 1-7

(Continued on Telecasting 12)

We've Got

LIGHTNING IN THE BOTTLE

IN HOLLYWOOD

Everybody's Watching

KLAC-TV

LUCKY CHANNEL 13

DAYTIME PROGRAMMING

Here's the biggest news that's hit television!

Look at These Ratings at the Beginning of the Second Week

of

AL JARVIS MAKE BELIEVE BALLROOM

The first television program that dares to be different

HOOPER RATING SHOW	
Average tune-in	10.1%
Highest two-hour average tune-in	12.9%
KLAC-TV average share of audience	76.5%
KLAC-TV highest two-hour share of audience	80.8%

PULSE RATING SHOW	
Average tune-in	15.6%
Highest tune-in	20.5%
KLAC-TV average share of audience	77.6%
KLAC-TV highest share of audience	84.6%

Everybody's Climbing Aboard the KLAC-TV Bandwagon!

Everybody's listening to

KLAC

570 On Your Dial

DAYTIME PROGRAMMING

Take a look at these batting averages!

HOOPER RATING SHARE OF AFTERNOON AUDIENCE

KLAC 10.1

Network	Station	A	8.0	Independent	Station	A 5.6
"	"	B	11.8	"	"	B 6.6
"	"	C	23.4	"	"	C 3.2
"	"	D	13.0	"	"	D 2.2

(Latest available HOOPER figures as of August and September)

YOUR BEST BUY IN TELEVISION AND RADIO

KLAC and KLAC-TV

Telefile

(Continued from Telecasting 4)

entire history typify the full story of the growth of electronic television.

For the first years after its inception (July 30, 1930), W2XBS served primarily as a field testing laboratory for RCA's video developments. From its transmitter site atop the world's loftiest skyscraper, New York's Empire State Bldg., W2XBS sent out picture signals that increased in definition from 120 lines in 1932 to 343 in 1936, 441 in 1937 and 525 in 1941. In 1937 RCA-NBC began making the first TV remote pickups with its new mobile unit vans.

By the end of 1937 video transmission techniques were sufficiently perfected to insure reasonably regular delivery of reasonably good pictures to sets in the homes of NBC-RCA engineers throughout the New York metropolitan area. Now, for the first time, NBC program people began to concern themselves seriously with what sort of material their television station was going to transmit. Outstanding among their 1938 experiments was the telecast from the RCA Bldg. studios of scenes from that year's Broadway hit, "Susan and God," starring Gertrude Lawrence.

* * *

ON April 30, 1939 W2XBS telecast the opening ceremonies of the New York World's Fair, during which President Roosevelt became the first Chief Executive to be seen by television. This date also marks the inauguration of regular NBC-TV program service for the New York public.

Other NBC video firsts in 1939 included the first baseball telecast —Columbia-Princeton, May 17; first major league telecast—Brooklyn-Cincinnati, Aug. 26; first college football game telecast—Fordham-Waynesburg, Sept. 30.

In June 1940, NBC scored a double video first by covering the Republican National Convention in Philadelphia for its New York viewers—first political convention video coverage and first use of coaxial cable to transmit TV programs. 1940 also was the first year in which election returns were telecast.

Within six months of the beginning of WNBT's commercial operation the country was at war and for the next two years the station's most notable programs were its training courses for air raid wardens and fire guards.

As the war progressed, WNBT's programming was cut to a token four hours a week, almost entirely film. Then in October 1943, John F. Royal, who succeeded Mr. Morton as NBC's TV vice president, arranged for WNBT to pick up a number of the sports and special events from Madison Square Garden. These telecasts were primarily for the benefit of wounded servicemen who watched them on sets donated by the manufacturers and installed in the service hospitals by NBC.



PROGRAM PLANNERS at the studio of NBC's New York television outlet—WNBT (TV)—discuss future schedules in this huddle. L to r: John C. Warren, sales manager; Thomas B. McFadden, manager; John H. Reber, program manager, and Reid R. Davis, network television operations supervisor.

* * *

In 1944, boxing and wrestling were added to WNBT's sports schedule, which proved to be almost as popular with New York's civilian viewers as with the servicemen. On Sept. 24, 1944, Gillette Safety Razor Co. began sponsoring boxing matches one or two evenings weekly, first on WNBT alone and later, since Nov. 8, 1946, on the NBC-TV Network. Gillette thus stands as television's oldest continuous program sponsor.

Both major political parties held their 1944 conventions in Chicago, beyond the reach of TV network connections at that time. WNBT covered them by films which were flown to New York and aired as soon as possible. WNBT also resumed studio programming during 1944, increasing its total program time to more than 500 hours for the year, more than double 1943's total.

In 1945, the end of the war, celebrated by WNBT with 14-hour continuous telecasts on both V-E and V-J Days, permitted further expansion of the station's program activities which again more than doubled the previous year's record. In addition to twice-weekly boxing telecasts, the station's sports schedule included baseball, tennis, football—both college and professional—basketball and hockey, all on a fairly regular schedule.

* * *

YEAR's outstanding single sports telecast was WNBT's coverage of the Army-Navy game, another in its list of TV firsts. Outstanding among studio programs was a series of full-length plays, including such top hits as "Winterset," "You Can't Take It With You" and "The Front Page."

By the end of 1946 WNBT was serving as key station for an embryo East Coast TV network which also included WPTZ (TV) Philadelphia, WRGB (TV) Schenectady and—occasionally—WTTG (TV) Washington. Its 14 sponsors included such leading national advertisers as Standard Brands, Bristol-Myers, RCA, U. S. Rubber, Standard Oil of New Jersey, Firestone Tire & Rubber Co., Bulova Watch Co., Elgin National Watch Co., Botany Worsted Mills and, of course, Gillette.

In addition to its regular fight telecasts Gillette in 1946 sponsored the first telecast of a world's championship heavyweight match, the Louis-Conn fight on June 16, as well as NBC's Army-Navy game video pickup on Nov. 30.

* * *

THE last three years have seen the growth of the NBC-TV Network to include 49 stations and have proportionately added to WNBT's responsibilities as the network's key station in New York, where the majority of video programs originate.

Baseball serves as a good example of the effects of WNBT's network duties on its local operations. In 1947 WNBT covered all home games of the New York Giants, both day and night, on a sustaining basis. In 1948 it again planned for such coverage and sold sponsorship of the Giants telecasts to Liggett & Myers Tobacco Co. for Chesterfields. But the pressure of network advertisers was such that WNBT soon found it necessary to farm out the night games to another station, WPIX (TV) New York. This past year, WNBT eschewed baseball altogether, except for the pooled World Series, and WPIX telecast the complete Giant home schedule for Chesterfields.

A year ago WNBT's operations were integrated with those of NBC's New York radio stations, WNBC and WNBC-FM, under the direction of Thomas B. McFadden, general manager. This semi-autonomous set-up gives WNBT for its own use the hours before 10 a.m., 1-3 p.m., 6-7 p.m. and after 10:30 p.m. Last February the station launched a 2½-hour afternoon schedule of women's programs, but this was discontinued in June and there is presently no thought of re-entering the daytime field "unless we get a particularly sensational idea and until a lot more studio space is available," a station spokesman said last week.

* * *

IN addition to General Manager McFadden, WNBT's top executives are Donald A. Norman, assistant manager; John C. Warren, sales manager, and John H. Reber, program manager. The services of program personnel are rented from NBC, along wtih the network's video studios and equipment. This currently comprises 10 studios in the RCA Bldg. and the building at 106th St. and Park Ave., two theatres for audience shows, 25 studio cameras and 12 field cameras, three 16mm and four 35mm motion picture projectors, and six slide projectors. Studio and transmitting equipment is, of course, RCA.

Studio 3H, NBC's original TV studio at Radio City, is 30 by 50 by 18 feet. It is equipped with the Eddy-type lighting fixture, using both incandescent and fluorescent light units which can be electrically controlled and mechanically oriented from the light bridge. A catwalk for lighting extending around all four walls is equipped with three RCA field type cameras. The floor is level and small audiences such as *Howdy Doody's* Peanut Gallery are sometimes used. Lap dissolves can be integrated with film sequences.

Studio 8G, 50 by 90 by 18 feet, contains four permanent "nonstandard" cameras, each equipped with a three-lens turret. These were the first Image Orthicon studio cameras and were custom built to NBC specifications. This studio, which was put into use in March 1948, is the only Radio City studio with control room equipment specifically designed for video operations. Lap dissolves and split screen can be accomplished by the cameras or integrated with the film studio (5F).

Studio 3A, 48 by 78 by 18 feet, is equipped with three RCA field type cameras. Its control rooms are on the studio floor level.

Studio 6B, converted for video use last September, is audience type with 290 fixed seats and a stage 38 by 45 feet. Including the stage it measures 48 by 115 by 18 feet. It has three RCA field type cameras. Backstage permanent dimmer boards and switches, audience and front stage lighting and various types of stage lighting give this studio, where the *Texaco Star Theatre* originates, what NBC believes to be the best studio lighting in the country. This is the only Radio City TV studio which also is used for radio programs.

The Uptown Studios for live programs are A, 74 by 94 by 32 feet; B and C, each 30 by 60 by 21 feet. Lighting for A and B is mounted on pipe grids; C has the Eddy-type system. Each of the three is equipped with three RCA studio cameras.

NBC has 11 Fearless dollies and 11 microphone booms for its New York studio operations. Their distribution varies from week to week. There are two film studios.

F Uptown is equipped with three film cameras, two associated with the RCA Multiplexer permitting the use of 16mm or 35mm film or Liker slides, the third associated with the new Projectall. Studio F Uptown also has one live camera. Studio 5F at Radio City has two cameras, two 35mm projectors, one 16mm projector, two slide projectors and a special Baloptican projector for transmitting illuminated clock faces.

* * *

PROBABLY the best-known program developed by WNBT is the puppet show *Howdy Doody*, which long since has extended its scope to network proportions. While it was still a local show, Mason, Au & Magenheimer sponsored it for 15 minutes a day to help establish a new candy bar, the Mason Cocoanut Bar. At the end of the 13-week contract, 95% coverage of the thousands of New York retail markets was reported. Retailers asked to stock the bar because *Howdy Doody* fans kept badgering them for it. An offer of a lariat in return for two wrappers resulted in the mailing of 46,000 lariats.

The magazine *Television Guide* recently used three one-minute announcements on WNBT as a test, offering a TV screen filter as a premium with a $3 subscription. No other advertising was used for four days before and four days after the WNBT spots. The sponsor received orders for 2,190 subscriptions, amounting to $6,591, for an overall cost of $270.

Most unusual of WNBT's current local programs is *City at Midnight*, broadcast Tuesday from 11 p.m. to midnight under the sponsorship of Bedford Radio & TV Stores. Each hour drama of this series is done as a remote pickup from the story's actual location somewhere in the city, the actors performing on real streets and in real buildings instead of before studio backdrops.

Another WNBT novelty is the Monday-through-Friday five-minute WNBT *Weatherman*, with weather forecast and commercials delivered by a cartoonist who accompanies his talk with amusing and pertinent drawings. Consolidated Edison Co. of New York, public utilities company, is the sponsor.

WNBT's program philosophy was outlined for BROADCASTING by Mr. McFadden, as follows:

We here at WNBT have presented —and will continue to present—a well-rounded program service with both live and film presentations. At the moment we are trying to utilize every opportunity to cooperate with local and national groups in our community in developing new techniques to present both public service and commercial programs that will be of satisfaction to our audience.

We are trying to make the station an important part of the community, and this means an awareness on our part of the basic problems confronting us here in New York—racial and religious differences, housing needs, rent problems, divergent political views, shortage of schools, transportation difficulties, and the rest. In addition, the problems outside our own immediate boundaries — the struggle toward a world of brotherhood and lasting peace—must be brought into the living rooms of our audience by all known (and some untried) devices of showmanship and by a truly humanitarian approach.

On top of this, of course, lies the ever-pressing need for maintenance and increase of revenue. Our first year of autonomous operation has proved that we can build a strong staff capable of putting our activities on a paying basis. We look forward to great progress during the next few years. Our position as a key station for NBC gives us tremendous advantage, and this, coupled with our own philosophy of "good programming is good business," should help us to success.

We face the future, then, convinced that our station will continue to be a leader both in business and in community service, and will continue to be part of the most powerful media yet found to combat hate, prejudice, intolerance and other evils besetting the community, the nation and the world.

WNBT Local & NBC Television Network Program Time
October 1949

WNBT Telecasts

	Local Only		Local & Fed to Net.		Rec'd from Net.		Total WNBT			
	Comm. Hr-Min	Sus. Hr-Min	Comm. Hr-Min	Sus. Hr-Min	Comm. Hr-Min	Sus. Hr-Min	Comm. Hr-Min	Sus. Hr-Min	Total Hr-Min.	%
Drama	6:54	—	21:00	7:30	—	1:30	27:54	9:00	36:54	17.1
Situation Comedy	—	1:19	4:30	4:30	—	—	4:30	5:49	10:19	4.8
Variety	2:00	—	10:00	1:00	—	2:30	12:00	3:30	15:30	7.2
Musical	7:40	1:35	6:45	:15	—	:45	14:25	2:35	17:00	7.9
Opera	—	—	—	—	—	—	—	—	—	—
Concert	—	—	4:00	—	—	—	4:00	—	4:00	1.8
The Dance	—	—	—	—	—	—	—	—	—	—
Talks & Discussions	1:15	—	—	2:30	—	6:00	1:15	8:30	9:45	4.5
Instructional	:30	1:23	—	2:00	—	1:15	:30	4:38	5:08	2.4
News	:50	3:48	4:03	1:45	1:12	—	6:05	5:33	11:38	5.4
Special Events	—	—	—	1:07	—	:30	—	1:37	1:37	0.7
Religion	—	—	—	—	—	—	—	—	—	—
Agriculture	—	—	—	—	—	—	—	—	—	—
Women's Interest	—	—	—	—	—	—	—	—	—	—
Children's Interest	6:45	10:00	5:15	13:00	10:00	—	22:00	23:00	45:00	20.9
Sports	:45	4:56	2:15	16:50	11:51	:54	14:51	22:40	37:31	17.4
Quiz & Aud. Part.	2:30	—	8:00	:30	2:30	—	13:00	:30	13:30	6.2
Novelty	—	—	—	1:30	—	—	—	1:30	1:30	0.7
Spot Announcements	2:51	3:41	—	—	—	—	2:51	3:41	6:32	3.0
Total	32:00	26:42	65:48	52:27	25:33	13:24	123:21	92:33	215:54	100%

Note: Program Classifications were devised for NBC's own use and are not in all cases similar to those required by the FCC in its various application and report forms.

* * *



DEAN of radio commentators, H. V. Kaltenborn (seated), turns music impressario as Oscar Levant studies the commentator's one finger technique. Mr. Kaltenborn, member of a *Who Said That?* panel on NBC TV, carried out a standing promise to Mr. Levant that he would play the piano. By impersonating President Truman playing "The Missouri Waltz," Mr. Kaltenborn repaid the compliment of the Chief Executive's now famous imitation of the news analyst's broadcasting technique.

WRGB (TV) TIE-IN

Feeds Cable to Outlet

WRGB (TV) Schenectady, which since 1947 has received network telecasts from New York over a special General Electric radio relay system, last week tied into the telephone company's coaxial cable system at Albany.

Affiliated with all four major television networks, the station will henceforth take all its network programs from the cable. Signals will be relayed by radio from Albany to Schenectady. The coaxial cable will also serve WHEN (TV) Syracuse and WKTV (TV) Utica.

WHEN (TV) Anniversary

WHEN (TV) Syracuse observed its first anniversary last Thursday by becoming linked to national television by AT&T microwave relay. The first interconnected telecast was seen at 5 p.m. when the *Ted Steele Show* was picked up from CBS in New York. AT&T and WHEN officials took part in ceremonies marking the double event.

KFI-TV Starts AM Shows

KFI-TV Los Angeles today (Dec. 5) started morning programming with addition of 15 hours weekly to its schedule. Station is now telecasting 9 a.m.-12 noon Monday through Friday in addition to regular 12 noon-6 p.m. schedule seven days a week. Audience participation programs make up the morning schedule.

CENSORSHIP

Pennsylvania Case Re-Opened

THE FIGHT over the Pennsylvania TV censorship issue is being re-opened. The Pennsylvania State Board of Censors appealed to the Third Circuit Court on Nov. 25 against a U. S. District Court decision that it could not censor films to be used by TV stations [BROADCASTING, Oct. 31].

Attorney General T. McKean Chidsey and H. F. Stambaugh, his special assistant in the case, filed the notice of appeal in behalf of the members of the Pennsylvania State Board of Censors, Edna R. Carroll, chairman; Beatrice Z. Miller and John C. Miller.

The five plaintiff stations in the case scored a clear-cut victory in the first judicial test when on Oct. 26 in Philadelphia Chief Judge William H. Kirkpatrick handed down a declaratory judgment invalidating the board's regulation issued last Jan. 24 providing for a censor's viewing of films designed for TV.

The request for this judgment had been filed by the following Pennsylvania corporations: Allen B. DuMont Labs, operating WDTV (TV) Pittsburgh; Philco Broadcasting Corp., operating WPTZ (TV) Philadelphia; Triangle Publications Inc., operating WFIL-TV Philadelphia; WCAU Inc., operating WCAU-TV Philadelphia, and WGAL Inc., operating WGAL-TV Lancaster.

INS NEWSREELS

Signs Six Sponsors

INTERNATIONAL News Service, New York, has signed six new sponsors for its Telenews-INS Newsreels.

Stroh Brewing Co., Cleveland, sponsoring daily reel on WEWS (TV) Cleveland; West Virginia beer on WSAZ-TV Huntington; Duquesne Brewery, Pittsburgh, will sponsor effective Dec. 12 on WDTV (TV) Pittsburgh through Walker & Downing Agency, and Fort Schuyler beer starts daily sponsorship on WKTV (TV) Utica, N. Y. In Dallas, General Electric Supply Corp., local GE distributor, will sponsor 10-minute daily newsreel on KRLD-TV Dallas. *This Week in Sports* purchased by KFMB-TV San Diego, with Kettner Motors, local used car dealer, to assume sponsorship Dec. 4. Station has also signed El Cortez Pontiac, local dealer, for weekly newsreel review.

Gosch Resigns

RESIGNATION, due to the pressure of business, of Martin Gosch as president of Independent Television Producers Assn. (ITPA), was announced following a board meeting held in New York a fortnight ago. Mr. Gosch's resignation was reluctantly accepted by the board, which then unanimously elected Irvin Paul Sulds as president to fill out the unexpired term ending April 15, 1950. Mr. Gosch was subsequently prevailed upon to accept the office of ITPA treasurer.



AFTER their round-table discussion appearance on WTVJ (TV) Miami, Secretary of Commerce Charles Sawyer (r) and Sen. Spessard Holland (D-Fla.) (l), have an informal chat with Mitchell Wolfson, WTVJ (TV) co-owner. Secretary Sawyer told the group he believes: "Television is definitely here to stay."

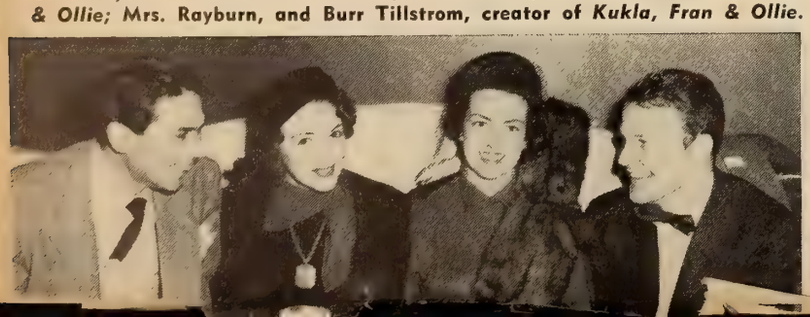
KEY figures in reorganization of NBC's TV network, making it a self-contained unit, are (l to r) Frederic W. Wile Jr., production dir.; Carleton D. Smith, dir. operations; S. L. (Pat) Weaver Jr., v. p. in charge of TV; Norman Blackburn, Hollywood TV operations dir.; George H. Frey, dir. TV sales.





THESE beauties, winners of the weekly *Miss Tavern Pale of 1949* contest on WGN-TV Chicago, competed in the grand finals Thursday night (Thanksgiving). Those lucky men are (l to r) Leo Lederer, v. p., Atlantic Brewing Co., Myron Wallace, m.c., and Marvin H. Frank, executive v. p., W. B. Doner Agency, Chicago.

IT'S a reunion in Chicago for this quartet. Comparing notes are (l to r) Gene Rayburn of WNEW New York; Fran Allison, of NBC-TV's *Kukla, Fran & Ollie;* Mrs. Rayburn, and Burr Tillstrom, creator of *Kukla, Fran & Ollie.*



RCA ANTENAPLEX

New TV System Installed In 3 N. Y. Apartment Projects

INSTALLATION of RCA's new television Antenaplex systems in three New York apartment projects as an integral part of the buildings' engineering features was arranged last week at a meeting of the realtors and their architects with RCA executives and officials of the Commercial Radio Sound Corp.

Under contracts placed by the realtors, Commercial Radio Sound Corp., RCA sound products representative in New York, is supplying the multiple-antenna systems on the same basis as heating, plumbing and ventilating systems are installed. Tenants will have only to plug TV sets into an antenna outlet.

The three projects installing the system and the principals who signed for them are Schwab House, owned by the 11 Riverside Drive Corp., Julius Perlbinder, president; 40-44 Park Ave., owned by Pierpont Estates Inc., Samuel Rudin, president; 715 Park Ave., owned by 715 Park Ave. Corp., Francis J. Kleban, president. Schwab House, with approximately 700 apartment units, will have the largest TV mass viewing system ever installed, RCA stated.

Frank M. Folsom, RCA president, said at the meeting that the concerted action of the three apartment owners is believed to be the first in which realtors have joined to solve the TV reception problem for their tenants.

Mr. Folsom said in part:

RCA is gratified by this step toward solution of the TV reception problems of thousands of families and individuals in metropolitan areas who make their homes in apartments and hotels. The Antenaplex system is designed to remove this last barrier to enjoyment [of television] in all of the nation's rapidly expanding TV service areas.

W. W. Watts, vice president in charge of RCA Engineering Products Dept., explained that the RCA Antenaplex system consists of a rooftop group of antennas, one for each channel serving the area; a master signal amplifier to boost each channel's signal; and a network of coaxial cable carrying signals on all channels to outlets in the building.

"Each Antenaplex system," Mr. Watts explained, "is specially engineered to meet field conditions and other requirements peculiar to the site of the installation, and each separate antenna is individually tuned to a particular channel. Furthermore, each receiver is completely electrically isolated from all others in the system."

TELECRUISER

KBTV (TV) Buys $92,000 Unit

CUSTOM BUILT $92,000 remote truck, newly arrived at KBTV (TV) Dallas, will be put into immediate service, according to Tom Potter, station's owner. Called the "Golden Telecruiser" by KBTV, the truck, constructed especially for KBTV by Allen B. DuMont Labs Inc., New York, is a complete video studio on wheels and represents the most advanced vehicle for TV field operations, he said.

The Telecruiser will be used for telecasting sports, parades, special events, and other remote programs. The station's officials said it virtually duplicates actual studio operating conditions, including a camera control desk designed to allow operators to concentrate upon picture monitoring screens. Roof deck provides for camera tripods and a parabolic reflector for the microwave relay which will connect the mobile unit with KBTV's studio. All telecasting equipment within the truck is shock-mounted. Completely air-conditioned, the Telecruiser is 30 ft. long and 8 ft. wide.

FARM VIDEO

Workshop Held in Ohio

TELEVISION Workshop was held by the Ohio Extension Service fortnight ago, with officials of U. S. Dept. of Agriculture, radio farm directors and county demonstration agents attending a three-day meeting.

Program started with a visit to WBNS-TV Columbus studios and included a live 30-minute program, *Your Thanksgiving Holiday,* on WLWC (TV) Columbus. Seven sessions were held, dealing with such topics as visual aids, movie and still films, program production techniques and "package programs."

Heading the USDA contingent were Ken Gapen, assistant radio-TV information director, and Maynard Speece and Tom Noone, radio specialists. RFDs attending were: Louella Engle and Bob Miller, WRFD Worthington; Betty Brady and John Butler, WLW Cincinnati; Sam Steiger, WHIO Dayton; Bill Zipf, WBNS; Elton Tait, Pennsylvania State College, and members of the Ohio Extension Information Office and Ohio State U. teaching staff.

Ovaltine Sponsors

OVALTINE Inc., Chicago, will sponsor two quarter-hours, twice weekly, Tuesday and Thursday, of the *Howdy Doody* show on NBC-TV effective Jan. 3. Grant Adv., Chicago, is the agency. This contract makes seven quarter hours sponsored out of the ten quarter hours that the show is on the air, Monday through Friday, 5-5:30 p.m. Other advertisers are Mars Inc. and Unique Art Mfg. Co., both also serviced by Grant Adv.

ELLISON TO ARCHER

Named Sales Vice President

PAUL S. ELLISON, former chairman of the Assn. of National Advertisers, last week was named vice president in charge of sales of Archer Productions, New York, commercial film and television producer.



Mr. Ellison

He previously was executive vice president of Control Systems for Management, New York; director of advertising, public relations and sales promotion of Sylvania Electric Products Inc.; advertising manager of Brunswick-Balke-Collender Co., Chicago, and a former director of Advertising Council, Advertising Research Foundation and Audit Bureau of Circulations.

Interstate Enters TV

INTERSTATE BAKERIES, Los Angeles (Butternut Bread) enters TV for the first time Dec. 10 when it sponsors the hour-long *Hopalong Cassidy* feature film on five stations—WLAV-TV Grand Rapids; WDAF-TV Kansas City, Mo.; WENR-TV Chicago; WLWT (TV) Cincinnati and WOW-TV Omaha. Agency is R. J. Potts, Calkins & Holden, Kansas City, Mo.

Intercity Color Exhibit

INTERCITY microwave relay will be employed for color television demonstrations to American Medical Assn. meeting in Washington Dec. 6-9, with pickups from operating rooms of Johns Hopkins Hospital in Baltimore relayed via towers at Jessup and Cheverly, Md. One of a series of medical colorcasts sponsored by Smith, Klein & French, Philadelphia pharmaceutical house, it will be the first to go intercity, said SKF. CBS color TV system is to be used.

WORLD-WIDE VIDEO

Jolliffe Predicts Future

WORLD-WIDE television networks, self-powered, portable video sets, and remote observation via TV of dangerous industrial operations, were foreseen by Dr. C. B. Jolliffe, executive vice president in charge of RCA Labs., who last Tuesday addressed the commencement exercises of RCA Institutes.

Ceremony was held in NBC's studio in Radio City, and diplomas were awarded to 198 students, the Institutes' largest graduating class to date. Fields in which TV could operate as observer, Dr. Jolliffe pointed out, were those of explosive mixing, and mining, where TV "eyes" could substitute for dangerous exposure of men to the operations.

LEGISLATE BY TELEVISION

Wiley Urges Soloncast Plan in Defense Report

GOVERNMENT civil defense plans should make provision for members of Congress to legislate by television from key centers throughout the country, Sen. Alexander Wiley (R-Wis.) has advised President Truman.

In a 1,200 word statement urging all-out dispersal of government units, private industry and population groups, Sen. Wiley urged a three-point program: (1) Appointment of a Council of Decentralization to initiate dispersal of key military and other facilities; (2) authorization of funds to provide for decentralization; and (3) redoubling of efforts by agencies and officers on the city and state levels.

"Congress should consider legislation by television from 30 or 40 scattered points in the nation, where legislators grouped around TV sets could cast their votes," Sen. Wiley suggested. "It should consider the question of a mobile capital, if necessary, on railroad trains where legislators and key government officers could continue to direct the affairs of the nation."

Presumably 30 or 40 centers now enjoying or contemplating TV reception and equipped with transmitting equipment are envisaged under the Wiley plan. With respect to a "mobile capital," video already has been tested on the Baltimore & Ohio railroad and found potentially feasible, it was pointed out.

Sen. Wiley criticized defense officials who cite National Security Resources Board plans covering any emergency. Some of them have been disclosed by NSRB [BROADCASTING, Nov. 21]. He declared they were "useless because they weren't being applied in action" at the outset of World War II.

'CISCO' FILMS

Ziv Signs Krasne

JOHN SINN, president of Ziv Television Programs, New York, has signed Philip N. Krasne, Hollywood film producer, for production of 52 *Cisco Kid* video films yearly for the next ten years.

The films, to cost Ziv $15,000 each, will be shot in 16mm Kodachrome, in preparation for color video, and will be offered first to sponsors of *Cisco Kid* radio programs, rights to which are controlled by Frederic W. Ziv Co., Cincinnati.





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Telestatus

(Continued from Telecasting 6)

this is the way the Pulse ratings lined up:

CINCINNATI

ONCE A WEEK SHOWS

	Program Average Rating Nov.	Oct.
Texaco Star Theatre	51.0	43.5
Fireside Theatre	38.3	
Xavier-Kentucky Football	35.8	
Godfrey & His Friends	31.9	30.2
Cavalcade of Stars	29.0	31.4
Original Amateur Hour	26.0	
Stop The Music	25.0	27.0
TV Teen Club	24.5	28.2
Wrestling	24.0	25.5
Blind Date	22.4	
Wrestling	22.4	
Mr. Black	22.4	25.7

MULTI-WEEKLY SHOWS

Captain Video	21.5	19.6
6 Gun Theatre	18.6	18.0
Kukla, Fran & Ollie	15.7	18.8
Coco The Clown	15.7	17.6
Howdy Doody	13.0	12.9
Mohawk Showroom	12.7	16.0
Film Serials	12.3	
Camel News Caravan	11.9	13.6
News & Sports (5:45)	11.5	11.1
Lucky Pup	10.8	11.2

AVERAGE QUARTER HOUR SETS-IN-USE FOR WEEK STUDIED
Entire Week, 12 Noon - 12 Midnight
TELEVISION HOMES

	Combined Radio & TV	TV	Radio
November 1949	39.6	28.3	13.2
October 1949	41.7	30.1	13.9
September 1949	43.9	29.8	16.2

CHICAGO

ONCE A WEEK SHOWS

	Program Average Rating Nov.	Oct.
Texaco Star Theatre	45.3	47.9
Godfrey & His Friends	44.3	38.5
Lone Ranger*	44.0	40.3
Godfrey's Talent Scouts	31.0	28.4
Fireside Theatre	30.7	26.4
Toast of the Town	29.8	26.9
Stop the Music	28.4	33.8
Ford Theatre	27.4	
Super Circus	26.7	
Kraft TV Theatre	26.2	25.2

MULTI-WEEKLY SHOWS

Kukla, Fran & Ollie	18.0	20.5
Howdy Doody	16.3	18.6
Small Fry Club	16.0	15.9
Uncle Mistletoe	14.3	14.5
Lucky Pup	13.2	12.9
Film Serials	12.3	12.4
Mohawk Showroom	10.3	11.2
Wranglers Club	9.7	8.9
Curbstone Cut-Up	9.7	9.1
Trailblazers Theatre	9.3	

AVERAGE QUARTER HOUR SETS-IN-USE FOR WEEK STUDIED
Entire Week, 12 Noon - 12 Midnight
TELEVISION HOMES

	Combined Radio & TV	TV	Radio
November 1949	34.5	24.1	12.5
October 1949	33.9	23.0	12.7

* Covers two broadcasts of same show.

LOS ANGELES

ONCE A WEEK SHOWS

	Program Average Rating Nov.	Oct.
USC-Stanford Football*	32.5	31.7
Texaco Star Theatre	32.4	40.7
Ed Wynn Show	24.7	23.7
Toast of the Town	24.0	27.5
Fred Waring Show	22.2	
Godfrey & His Friends	20.7	
Studio One	20.4	
Wrestling-Hollywood Legion	19.7	
Hopalong Cassidy	19.6	
Wrestling	19.3	17.7

* USC-Washington in October.

MULTI-WEEKLY SHOWS

Cowboy Thrills	12.5	10.5
Time for Beany	12.0	10.5
Telescout Club	11.3	10.0
Handy Hints	9.7	8.8
Kukla, Fran & Ollie	9.6	11.2
Mohawk Showroom	8.5	7.6
Cowboy Slim	8.1	7.4
Playtime	7.9	6.7
Newsreel, Weather (7:30)	7.6	7.2
Newsreel (7:45)	7.1	

AVERAGE QUARTER HOUR SETS-IN-USE FOR WEEK STUDIED
Entire Week, 12 Noon - 12 Midnight
TELEVISION HOMES

	Combined Radio & TV	TV	Radio
November 1949	33.2	21.7	13.3
October 1949	31.2	19.9	13.0

NEW YORK

ONCE A WEEK SHOWS

	Program Average Rating Nov.	Oct.
Texaco Star Theatre	72.4	69.6
The Goldbergs	51.3	49.8
Godfrey's Talent Scouts	48.0	48.5
Studio One	42.9	35.1
Godfrey & His Friends	41.6	43.8
Toast of the Town	41.5	39.6
Suspense	36.8	
Fireside Theatre	32.8	
Stop the Music	31.5	
Silver Theatre	31.5	31.3

MULTI-WEEKLY SHOWS

Howdy Doody	16.9	16.3
Captain Video	15.7	14.8
Small Fry Club	13.3	13.4
Lucky Pup	12.5	13.8
Kukla, Fran & Ollie	10.5	11.3
Camel News Caravan	10.5	10.8
Magic Cottage	8.9	
Bob Howard	8.6	10.4
Western Feature (7 pm)	8.3	10.7
Mohawk Showroom	8.2	8.2

AVERAGE QUARTER HOUR SETS-IN-USE FOR WEEK STUDIED
Entire Week, 12 Noon - 12 Midnight
TELEVISION HOMES

	Combined Radio & TV	TV	Radio
November 1949	37.0	27.8	9.9
October 1949	40.3	31.2	10.4
November 1948	34.2	24.1	11.5

PHILADELPHIA

ONCE A WEEK SHOWS

	Program Average Rating Nov.	Oct.
Texaco Star Theatre	59.7	57.7
Toast of the Town	54.8	51.7
Godfrey's Talent Scouts	52.7	44.7
Stop The Music	49.7	47.2
Godfrey & His Friends	46.3	45.7
The Goldbergs	40.0	
Penn vs Virginia Football	37.1	
Fireside Theatre	36.0	
Studio One	35.2	
Ford Theatre	34.8	

MULTI-WEEKLY SHOWS

Howdy Doody	31.6	33.4
Frontier Playhouse	28.4	26.0
Camel News Caravan	12.9	10.9
Mohawk Showroom	12.3	10.5
Sonny Kendis Show	10.7	
Carol Calling	10.7	
Cinderella Weekend	10.4	12.3
On Chestnut Street	10.0	13.3
CBS-TV News	9.7	
Kukla, Fran & Ollie	9.3	

AVERAGE QUARTER HOUR SETS-IN-USE FOR WEEK STUDIED
Entire Week, 12 Noon - 12 Midnight
TELEVISION HOMES

	Combined Radio & TV	TV	Radio
November 1949	34.9	25.8	10.4
October 1949	35.5	26.5	10.0
November 1948	37.4	25.1	14.2

WASHINGTON

ONCE A WEEK SHOWS

	Program Average Rating Nov.	Oct.
Texaco Star Theatre	47.8	52.7
Toast of the Town	33.2	26.4
Godfrey & His Friends	32.2	34.8
Stop the Music	31.9	28.9
Fireside Theatre	29.7	30.0
Redskins-Steelers Football	27.5	
Philco TV Playhouse	27.3	24.3
Original Amateur Hour	26.4	
Ford Theatre	26.0	
Godfrey's Talent Scouts	26.0	27.0

MULTI-WEEKLY SHOWS

Kukla, Fran & Ollie	20.0	18.0
Howdy Doody	15.9	12.2
Frontier Theatre	14.5	14.8
Camel News Caravan	12.5	10.9
Mohawk Showroom	11.9	13.2
Lucky Pup	8.4	8.7
Sports Reel	7.2	5.2
The Serial	6.3	
Telenews Daily	5.7	6.7
Sports (6:45)	5.6	5.2

AVERAGE QUARTER HOUR SETS-IN-USE FOR WEEK STUDIED
Entire Week, 12 Noon - 12 Midnight
TELEVISION HOMES

	Combined Radio & TV	TV	Radio
November 1949	33.4	22.1	13.1
October 1949	31.2	19.9	12.8

INSULIVE Corp. of America has placed on market new TV antenna designed to withstand long exposure on rooftops without reduction of performance, firm reports. Antenna sells for $13.50.

KSD-TV PROFIT

Averages $1,500 Weekly

KSD-TV St. Louis, *Post-Dispatch* television station, has been averaging $1,500 weekly profit since late September, David Pasternak, promotion director, said Wednesday in Chicago.

Addressing the Chicago Television Council, he disclosed that for the past nine weeks KSD-TV has been taking in an average of $8,000 weekly and paying out $6,500, including $1,100 depreciation on equipment, $540 rent to the *Post-Dispatch*, and salaries to 30 exclusively KSD-TV employes. Nineteen of the latter are technicians.

Mr. Pasternak pointed out, however, that no administrative expenses are being charged against the station, but anticipated they will be expense items after the first of the year.

KSD-TV has spent $350,000 for equipment and sustained $400,000 in operating losses since it took the air in February 1947, he added.

All of the station's promotion budget is going toward helping dealers sell more TV sets, he said, with the result that the St. Louis viewing area now has more than 80,000 installations. He told how KSD-TV stimulates interest in public televiewing in dealers' showrooms by sending bulletins to dealers of special events.

DAY PROGRAMMING

James' Show First on DuMont

DENNIS JAMES' WABD (TV) New York daytime show *Okay Mother* is to be the first daytime video show to go network, starting Dec. 12, acording to Tom Gallery, DuMont Network director of sales.

Program's sponsor, Sterling Products Inc., New York, through Dancer-Fitzgerald-Sample, New York, has signed a 52-week contract placing the show on four DuMont TV Network stations—WABD, WFIL-TV Philadelphia, WAAM (TV) Baltimore, and WTTG (TV) Washington. Show will be aired 1-1:30 p.m. Mon.-Fri.

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Phone Lincoln 9-7260



KPHO-TV's antenna atop the Westward Ho Hotel.

* * *

KPHO-TV OPENS

Affiliated With 4 Networks

KPHO-TV Phoenix, Ariz., affiliated with the four TV networks—ABC, CBS, DuMont and NBC—was scheduled to go on the air yesterday (Dec. 4). The video outlet and its sister AM station, KPHO, moved last week into a new $200,000 building adjacent to the Westward Ho Hotel on First Ave.

Reports of good test signal reception have been received from Tucson and Wickenburg, both on a direct line of sight although 110 miles away and 1,600 feet higher than Phoenix. There are 3,000 sets in the Phoenix-Tucson area, according to KPHO-TV officials.

KPHO-AM-TV are owned by Phoenix Television Inc., of which Rex Schepp is president. Other officers are John Mills, owner of the Westward Ho Hotel, vice president, and J. N. Harber, Phoenix businessman, secretary-treasurer.

KPHO-TV operates on Channel 5, with 8.7 kw aural, 17.5 kw visual, and is DuMont equipped. Both stations are represented by Taylor-Borroff & Co.

DAYTIME SCHEDULE

WKY-TV Women's Shows

WKY-TV Oklahoma City has begun daytime programming of live shows, carrying telecasts every Thursday afternoon. Expanded program is directed primarily at women viewers.

Afternoon schedule, running an hour and 45 minutes, includes a sewing demonstration, a cooking instruction class and a magazine-type format show titled *The Girls* and featuring such topics as beauty aids, gardening, home decorations, table settings, fashions and party planning. A quarter-hour segment highlighting activities of Oklahoma's Parent-Teacher associations rounds out the Thursday women's features.

FILM ART FORUM

SDG Looks at Standards

SCREEN Directors Guild, which is trying to raise the standards of non-feature films, including those used for television, held its second public forum last Tuesday to a sell-out house in Museum of Modern Art, New York.

Five films were shown, and their directors, all members of the guild, were present to answer questions about shooting problems of their respective works. The films and directors: "One God," Nicholas Farkas; "A Bottle of Milk," Herbert Kerkow for U. S. Dept. of State; "A Time for Bach," by Paul Falkenberg for Bach Aria Group; "The Truth About Angela Jones," by Erwin Scharf for American Telephone and Telegraph Co., and "Toward Independence," by George L. George for U. S. Army.



CRADLING equipment, KDYL-TV Salt Lake City technical crew staffers, routed out of bed at 5 a.m., empty KDYL Television Playhouse as flames sweep through a paint shop next door. Firemen fought the blaze from the Playhouse roof. Only damage to KDYL from the estimated $140,000 blaze was confined to a small amount of smoke. Station was on the air that night as usual.

KF&O To Remain

NBC-TV's *Kukla, Fran & Ollie* will remain on the air throughout the winter months, despite recent plans of co-sponsors Sealtest Ice Cream and RCA Victor to take it off for an eight-week hiatus in January [CLOSED CIRCUIT, Nov. 21]. Change in plans came about after protest of Burr Tillstrom, creator of the half-hour, five-a-week puppet feature from Chicago. Sealtest asked for the precedent-setting move originally because of an expected seasonal drop-off in ice cream sales. It sponsors the Tuesday and Thursday segments, with RCA paying for Monday, Wednesday and Friday. The Wednesday slot, which is being released, is expected to be sold to a third sponsor soon. Sale negotiations are being handled in New York. Agencies are J. Walter Thompson for RCA and N. W. Ayers for Sealtest.

TELEVISION IN FLORIDA

WTVJ channel 4 MIAMI

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12,000 Television Sets in use in South Florida*

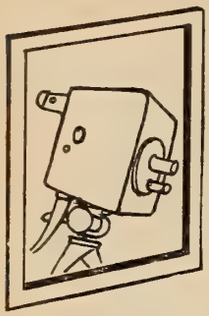
See The Free & Peters Man Today



WTVJ channel 4 MIAMI

17 N.W. 3rd St., Miami, Fla.

* Estimated from NBC research and survey of dealers



Reel Takes

HANS AUGUST SPANUTH

TWENTY-FOUR YEAR OLD Hans Spanuth rocked the entertainment world in 1911 when he produced "Oliver Twist," America's first feature film. For more than three decades he worked to improve the cinema art, but in 1945 veered toward television.

H. A. Spanuth, head of Film Studios of Chicago, was not only the first member of Picture Pioneers Inc. to be intrigued by the new entertainment medium, he was the first to plunge into it. His *Woman Speaks*, a film digest of the activities and achievements of women everywhere, has been telecast for more than four years, and enjoys a wide reputation of having played on many TV stations from coast-to-coast.

In the days when it was a "disgrace" for a stage star to be identified with the "lowly screen medium," Mr. Spanuth persuaded Nat Goodwin, star of the Broadway company of "Oliver Twist," to "preserve his performance for posterity." Corraling the cast of the Dillingham production in New York's old Crystal Studios, Mr. Spanuth was one of the first film producers to shoot more than a thousand feet on one job.

"We just kept on shooting until the play was finished," he relates. "When the picture ran to 5,000 feet, the exhibitors turned it down. Who, they asked, would sit for over an hour looking at a picture?"

Young Spanuth showed them who would, by licensing a theatre and filling it to capacity night after night. Then, through a double-page advertisement in the *Motion Picture News*, a leading trade paper of the day, he offered state rights for "Oliver Twist." It was the first time state rights for a motion picture had ever been offered, and Mr. Spanuth cleared $93,000 within two months.

With part of this capital, he now was able to bid for the best talent of the day. He made a $50,000 "good faith" deposit with Charles Frohman's New York agent for the services of Maude Adams, John Drew, Nazimova, Billie Burke, and others. But since Mr. Frohman preferred to personally sign any contracts, and he was away on a visit to London, the young film producer was obliged to wait until his return. Mr. Frohman shortly started back to this country by boat, but never arrived. The ship he was on was sunk in the Atlantic. His death caused the deal to fall through, and Mr. Spanuth left New York for Chicago.

* * *

FOR a brief time he was manager of General Film Co. in Chicago, but soon went on his own again to make "Spanuth's Original Vod-A-Vil Movies." Originally produced on 35mm so that small theatres unable to afford live acts could supply public demand for this form of entertainment, the library of some 500 of vaudeville's heydey performers now is being prepared for re-issue on 16mm for television. Burton Holmes Laboratory, Chicago, which made the original prints for Mr. Spanuth, is helping remake them now. A negative cutter named Hattie Gehrite, who worked on the films 30 years ago, is assisting with the work today.

Shortly after he had finished production on his "Vod-A-Vil Movies," Mr. Spanuth became associated with Bell & Howell and organized its Filmosound library, one of the first 16mm rental libraries. He remained with B&H nearly 10 years, leaving to join Bertram Willoughby's Ideal Pictures. After 8½ years with this firm, he organized, with G. L. Reason, Film Studios of Chicago, with headquarters in Chicago's Field Bldg.



Mr. SPANUTH

In addition to his accomplishments in film production, he has had wide experience in the theatre exhibition field and in film distribution. He has owned and operated Chicago's Ziegfeld, Peerless, Rosewood, Ravenswood, and Morse Street theatres, for a time had his own film exchange, organized the Celebrated Players Film Exchange, and was manager of the Jones, Linick and Schaefer Central Film Exchange.

* * *

BORN in Hamburg, Hans August Spanuth was named for his father, August Spanuth, German music critic and close friend of Kaiser Wilhelm. He recalled the story that when attending concerts, the Kaiser would watch for his father to applaud, then follow suit. Young Hans was brought to this country at the age of six months when his father became editor of the *New York Staatszietung*. As a young man, he attended Columbia U.

Mr. Spanuth doubts that "the vast motion picture industry, with all its invested capital, will permit a new entertainment like television to put it out of business."

"I predict that in the not too distant future the major picture producers will present special television features," he says. "You will see first run special TV features, other than those shown in regular theatres, but equally as good if not better because of the close-up feature of television production."

He notes that the major picture companies already are making big investments in television, and anticipates they will build live television shows "just as they own Broadway plays today."

Mr. Spanuth believes that the picture producers are waiting until their theatre business drops off to such an extent that when they do decide to go all-out for TV, it won't matter what the theatre owner thinks. Their losses, he says, will be overcome by receipts from individual "box-office coin boxes," installed in millions of TV homes through arrangement with the telephone company.

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PA. RESTAURANTS

Seek To Void TV Fee

BY MUTUAL agreement between the Philadelphia Retail Liquor Dealers Assn. and the Pennsylvania Liquor Control Board it was decided to by-pass the Superior Court and go directly to the Pennsylvania Supreme Court (Nov. 21) with the appeal by Philadelphia taproom and restaurant owners that a $120 amusement fee per year imposed between 1946 and 1948 on establishments showing TV programs should be declared void. The PRLDA is making the fight for the tavern operators.

The case history goes back to 1947 when the Liquor Control Board ordered tavern owners showing TV to pay an amusement fee (in Philadelphia, one-fifth of the license fee of $600) on the grounds that TV constituted motion pictures.

TV TEAMS

To Produce, Direct Shows

NEW association, called TV Teams, has been organized to produce and direct programs in local video stations. According to Jay Russell, vice president, the New York firm is unique in that it can supply an entire programming schedule for any station with a qualified, experienced team of production personnel.

The firm also will handle public station relations and time sales, Mr. Russell said. As "trouble-shooters" they are "able to put any station on the air, program and production-wise." Other officers of TV Teams, located at 316 West 79th St., are Norman H. Bonter, president, and Robert Gale, secretary.

NBC Changes

IN THE NBC reorganization, James Nelson, advertising and promotion director, is to become chief of that department in the TV unit, while Roy C. Porteous, NBC advertising and promotion department manager, is slated to join the newly-organized TV set-up under George H. Frey, director of TV sales [BROADCASTING, Nov. 28]. An error in the captioning of photographs which accompanied the publication of this story inadvertently switched the identification of Mr. Porteous and Mr. Nelson.



Mr. Nelson



Mr. Porteous

Film Report

EUGEN SHARIN, president of **Ambassador Films Inc.**, 118 W. 57th St., New York, producer of musical short-subjects, en route to Europe to film full-length children's feature for TV based on Humperdinck opera, "Hansel and Gretel" . . . **Rex Cox**, former animator and story editor, has joined creative staff of **Sarra Inc.**, television film production firm with studios in Chicago, New York and Hollywood. Mr. Cox had been with Walt Disney Productions for 15 years, and also headed his own educational and commercial film production service for two years.



Mr. Cox

Amurol Products Co., Chicago is using series of three one-minute spots to advertise its ammoniated dentifrice. Spots produced by **Sarra Inc.**, Chicago, through **Jones Frankel** agency, same city . . . through **Smith, Benson & McClure**, Chicago, **Sarra** is to produce 12 20-second stop motion film spots for **Frank Fehr Brewing Co.**, Louisville, Ky. Commercials to be telecast in sponsored shows and as station breaks on WHAS-TV Louisville and WFBM-TV Indianapolis.

Kasper-Gordon Inc., 140 Boylston St., Boston, now releasing "name" star TV series on film, on open-end syndicated basis. National or regional advertisers may obtain exclusive rights in selected markets. Titled *Theatre Time*, each story is written especially for star appearing on that program. First two in series now being screened for TV are Luise Rainer in original by Alfred Bester, "The Lost Child," and Chester Morris in original by Carl Bixby, "Garcy's Girl".

* * *

Princeton Film Center, Princeton, N. J., is on location at Philadelphia Naval shipyard doing film entitled "You, Too, Are the Navy" highlighting activities of civilian employes in Naval establishments.

United Productions of America, Burbank, Calif., has opened New York offices with temporary quarters at 208 E. 72nd St. **Ed Gershmann**, vice president and business manager heads office. . . . **Tressel Television Productions**, Chicago, has sold its **Projectall** (time-weather-news device) to KNBH (TV) Hollywood and WOAI-TV San Antonio. Columbia U. School of Journalism, New York, also has obtained loan of instrument for use and demonstration in television instruction classes. **TEEVEE Productions**, Hollywood, has acquired TV rights to L. Frank Baum OZ series, Crime Club books and Treasury Dept. material contained in T-Men series. Sample audition films of each series underway.

Filmack Trailer Corp., Chicago, has completed series of three commercials for **Sterling Brewers**, Evansville, Ind. Agency: **Ruthrauff & Ryan**, Chicago. Same firm doing one-minute spot for **Balabans Floor Coverings**, Chicago, and editing and titling three one-minute commercials for **Community Motors** of Chicago, advertising 1950 Pontiac. . . . **Transfilm Inc.**, New York film production firm, has created new film counselling and research department, headed by **Thomas Baird**, former regional director of British Information Services and previously chief of its film division.

American Releasing Corp., Los Angeles, signed to distribute series of 52 half-hour western video films to be produced by **Bachman-Striker**, Los Angeles. Series starring Hoot Gibson to start immediately with production at rate of one a week, distribution to start in February. . . . **J. Robert Rastatter** formerly assistant director of public relations for Hawaiian Pineapple Co., Honolulu joins staff of **Jerry Fairbanks Productions**, Hollywood, as scenario department head.

RESULTASCOPE

WTVJ (TV) Has Race Device

TELECASTING of race results via the new Resultascope last Thursday gave another "first" to WTVJ (TV) Miami, Florida's first television station, General Manager Lee Ruwitch announced.

A new invention created by Max J. Weisfeldt, vice president of the Charles Anthony Gross Advertising Agency of Miami, the Resultascope adapts racing results for television programming by picturization of the race being reported on special gauge motion picture film. The winning horses are flashed passing a picture of the grandstand of the park in which they are racing. The pictured horses are equipped with the numbers of the actual winners. Prices paid are shown on a close-up of a tote board. Including the commercial at the beginning and end, each result takes approximately one minute.

The Blatz Brewing Co. of Milwaukee has arranged to sponsor over WTVJ the entire results of the current racing season at Tropical, Hialeah and Gulfstream Parks, and is the first commercial sponsor to use the Resultascope. Mr. Weisfeldt and Charles Gross, president of the advertising agency, have formed the Resultascope Co. in Miami for distribution of the device to television stations.



You have waited a lifetime for television
Why not wait a few weeks more and get the best...



ZENITH

REG. U.S. PAT. OFF.

THE ROYALTY OF TELEVISION

WHILE many other makes are readily available, there just aren't enough Zenith television receivers to satisfy the demand for immediate delivery. It has come to our attention that because of this, some customers have tried to get immediate delivery of a Zenith by offering to pay over the market price.

In your own interest—do not do this. It creates a *BLACK MARKET* that is not only vicious but unnecessary. Zenith production of television receivers is at an all-time high—*and is increasing daily.* Your dealer may be able to deliver a Zenith now. If not, he will take your order for the exact model of your choice and give you a priority certificate.

Please remember that—for your protection—Zenith will never sacrifice quality for quantity.

Zenith "Lexington" TV Console with 165 sq. in Giant Circle Screen. **$399.95**

plus Federal excise tax



Zenith "Classic" TV-Radio-Phonograph . . . 165 sq. in. Giant Circle Screen. **$599.95**

plus Federal excise tax



Zenith "Saratoga" TV Console with 105 sq. in. Giant Circle Screen. **$289.95**

plus Federal excise tax



Zenith "Claridge" Table Television with 105 sq. in. Giant Circle Screen. **$249.95**

plus Federal excise tax



Zenith "Graemere" TV Console with full-length doors, 105 sq. in. Giant Circle Screen. **$329.95**

plus Federal excise tax

Remember

Only Zenith* Television Gives You All These

1 Built-in provision for the new ultra-high frequencies, about to be introduced by the Federal Communications Commission. With a Zenith, you will not need to buy a new set to receive the coming ultra-highs on present standards, nor will you have to use an external converter.

2 The "Black Magic" Glare-Ban Blaxide picture tube which lets you view television as doctors recommend. You enjoy pictures of startling life-like detail, free from annoying glare or blur, even in broad daylight or fully lighted rooms!

3 Built-in "Picturemagnet" aerial—in many locations—without outside antenna—just plug in and get pictures that come in beautifully clear, and *stay* that way!

4 One-knob simplified automatic tuning—with the Zenith Turret Tuner. All seven necessary adjustments are made automatically—does away with knob fiddling and fussing even when you switch from station to station!

5 Amazing lifetime chassis—built by the most modern precision methods, it sets a new standard of excellence in workmanship and dependable performance. The chassis that *anticipates* the significant developments in television to keep Zenith always ahead!

6 Giant Circle Screen with picture control—gives you the *LARGEST* possible picture in relation to tube size, with a *CHOICE* of circular or rectangular shape pictures!

7 "Gated" automatic gain control—shuts out interference, maintains uniform picture quality and audio volume automatically.

8 Genuine Zenith-Armstrong FM sound—coupled with Zenith-built Alnico speaker, provides greater sensitivity, far greater rejection of interference noises, superior tone quality.

*®



Zenith "Riviera" TV-Radio-Phonograph . . . 105 sq. in. Giant Circle Screen. **$449.95**

plus Federal excise tax



Zenith "Biltmore" TV Console with 105 sq. in. Giant Circle Screen. **$309.95**

plus Federal excise tax



Zenith "Regent" TV-Radio-Phonograph . . . 105 sq. in. Giant Circle Screen. **$489.95**

plus Federal excise tax



Zenith "Waldorf" TV Console with full-length doors, 165 sq. in. Giant Circle Screen. **$449.95**

plus Federal excise tax

Zenith "Sheraton" TV-Radio-Phonograph . . . 165 sq. in. Giant Circle Screen. **$625.00**

plus Federal excise tax





Zenith "Warwick" TV Console with full-length doors, 165 sq. in. Giant Circle Screen. **$429.95**

plus Federal excise tax

ZENITH "LONG DISTANCE" RADIO and TELEVISION — THE ROYALTY OF RADIO AND TELEVISION ®

ZENITH RADIO CORPORATION • 6001 WEST DICKENS, CHICAGO, ILLINOIS

Programs

BELIEVING that sign-off should receive same program attention given rest of broadcast schedule, KXOA Sacramento, Calif., recently changed from traditional "Star Spangled Banner" to use of different hymn each evening. Hymns used are choral, primarily those of Phil Spitalny All-Girls Choir. All are well-known songs. Station portion of sign-off precedes hymn, FCC-required portion follows. Change has been so favorably received that station reports fan mail concerning it.

Unique Quiz

"WORLD'S toughest quiz show" is caption applied to portion of *Brunch*, noontime show on KDKA Pittsburgh. Writer-M.C. Ed King has question sealed in an envelope and he is only one who knows what question is. Each day he asks his studio and listening audience if they can tell him the answer. Even station executives and employes are eligible to answer question —if they can. Telephone, letter and telegram responses to stunt have been received, station reports.

Santa Claus Parade

BUFFALO, N. Y., parade honoring Santa Claus was given full coverage by WKBW that city, recently. Tape recording booth was set up in store behind reviewing stand, and descriptions of parade as it passed were waxed. Seven-foot replica of WKBW microphone was placed in convertible which skirted parade and returned to recording booth several times with commentary on happenings along the line of march. Mike Mearian, station disc jockey, handled commentary from booth while Roger Baker, news commentator, reported from car.

Santa on Shortwave

FIVE-a-week pre-Christmas telecast over WLWD (TV) Dayton, Ohio, is titled *Calling Santa Claus*—and that's just what happens. Children visiting station for program chat with Santa via shortwave and at the same time, see him in his workroom via television. At-home viewers also see children calling Santa. Children must have tickets and be accompanied by adult in order to gain admission to show.

'King's Court'

IN SETTING of court room of king's palace, quizmaster-king, outfitted in royal garb and assisted by staff of pages and courtiers, conducts *King's Court* on WATV (TV) Newark, N. J. Quiz show also features novel idea in TV promotion whereby participating sponsors receive mention of their products in Kings Super Market newspaper ads, handbills and store displays. Show is designed to merchandise and sell food items stocked by 20 Kings Markets throughout North Jersey, and is directed and produced by George Green with settings by Tom Naegele and Zal Venet.

Bridge Opening Aired

DEDICATION of new million-dollar viaduct in Massillon, Ohio, was reported by Al Frances, news and special events director of WHBC Canton. An hour was spent describing festivities in which 95-year-old Jacob C. Coxey, who led famous "Coxey's Army" march on Washington, participated as Massillon's "elder citizen." Broadcast was sponsored by Reliance Div. of Eaton Mfg. Co., Massillon. Ten thousand persons witnessed opening, station reports.

Telecast of Shrine Events

ONE-HOUR telecast of non-secret rites of Fall Ceremonial Ancient and Accepted Nobles of Mystic Shrine was made by KDYL-TV Salt Lake City. Special permission was granted station to set up its cameras in El Kahlah Temple in Salt Lake City. Included in program was concert by Shrine Band, selections by choral group of Shrine and marching evolutions of Shrine patrol. Film showing activities of Intermountan Shriners Crippled Childrens' hospital concluded show which won high praise from Shriners, Masonic officials and public, station reports.

Full Football Schedule

NEAR end of season, KPQ Wenatchee, Wash., carried four football games in one day and picked up fifth contest which was fed across state to KVOS Bellingham, KPQ's sister station. Notre Dame-Michigan State contest led off list at 10:45 a.m., followed by two local high school tiffs, and junior college contests.

TV Cartoons

SERIES of television broadcasts featuring Francis Dahl, nationally-known cartoonist, and sponsored by Boston & Maine Railroad, has been started on WBZ-TV Boston. During weekly Wednesday night series, Mr. Dahl cartoons people and events on railroad, as he sees them. New TV show is known as *Cartoons by Dahl.*

Anniversary Celebrated

SIXTIETH anniversary of Washington Board of Trade was honored last week in two broadcasts carried by WMAL Washington. First was hour-long program in which Board of Trade members and their families were feted, and play depicting aid given business men by Board of Trade was aired. Second show was made up of series of vignettes depicting civic good accomplished by board. It was carried on ABC through *This Is Our Town* series, jointly sponsored by network and U. S. Chamber of Commerce.

School Talent

SCHOOLS of East Hampton (L. I.) Township were visited Thursday (Dec. 1) by Tony Allen, disc jockey on WERI Westerly, R. I. Climax of all-day visiting was special dinner for Mr. Allen and eight talented teenagers who with Mr. Allen, were flown to East Hampton to put on ad lib show in East Hampton High School auditorium. Show was recorded for rebroadcast from Rhode Island this week. Visit was sponsored by East Hampton Chamber of Commerce and East Hampton Lions Club.

Police Featured

IN EFFORT to bring people of Richmond, Va., up to date on work of large police department, WTVR (TV) that city currently is presenting weekly show, *Calling All Citizens.* Show takes up work of separate parts of the organization each week, introducing men in charge who briefly explain problems and how they are handled in individual cases. Films showing what prospective "rookie" goes through in training will be shown.

TV Students

DRAMA department of U. of Texas, Austin, has been supplied with recordings of weekly series, *Television and You,* for classroom use by WOAI-TV San Antonio. Program deals with history of TV, its impact on national industry and national background, ways of insuring good reception, TV standards, types of sets and programming to be expected on WOAI-TV. Series began over WOAI-TV Sept. 11, and continues each Sunday until regular programming begins Dec. 11.

Cole-Moran Trade

FORERUNNER of upcoming television show from New York on behalf of National Sclerosis Society was recent trade between Grady Cole, commentator of WBT Charlotte, N. C., and noted press agent Jim Moran. Mr. Moran received a 500-pound bale of North Carolina-grown cotton in exchange for one of Senator Clyde R. Hoey's neckties during Mr. Moran's recent visit to Charlotte on behalf of NSS campaign.





ACTIONS OF THE FCC

NOVEMBER 25 TO DECEMBER 2

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur.-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis.-visual** | **unl.-unlimited hours**
STA-special temporary authorization | **CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

November 25 Applications . . .

ACCEPTED FOR FILING

AM—1460 kc

Chanute Bcstg. Co., Chanute, Kan.—CP new AM station 1460 kc 250 w D AMENDED to change name of applicant to Harley E. Walker, Phil Crenshaw, George A. Rountree and James T. Jackson d/b as Chanute Bcstg. Co., change power to 1 kw.

License Renewal

License renewal applications were filed by following AM stations: WJOI Florence, Ala.; KIBH Seward, Alaska; KBRS Springdale, Ark.; WEXL Royal Oak, Mich.; KWOC Poplar Bluff, Mo.; WSTV Steubenville, Ohio; WBAC Cleveland, Tenn.

License for CP

WNBF-TV Binghamton, N. Y.—License to cover CP new TV station.
WGKV-FM Charleston, W. Va.—License to cover CP new FM station.
WIKB Iron River, Mich.—License to cover CP new AM station.

Modification of CP

WWJ-TV Detroit—Mod. CP new TV station for extension of completion date to 3-15-50.
WATV Newark, N. J.—Same to 7-9-50.
WXEL Parma, Ohio—Same to 8-4-50.
KRMG Tulsa, Okla.—Mod. CP new AM station for extension of completion date.
KGDM-FM Stockton, Calif.—Mod. CP new FM station for extension of completion date.
WMVA-FM Martinsville, Va.—Same.
KWKH-FM Shreveport, La.—Mod. CP new FM station to change ERP to 13.5 kw, ant. height to 393 ft. above average terrain.
WBEY (FM) Bay Shore, N. Y.—Mod. CP new FM station to change ERP to 750 w, ant. height to 103 ft. above average terrain.

November 28 Decisions . . .

BY COMMISSION EN BANC

Oral Argument Set

Oral argument scheduled on following cases on dates cited: KOOS Coos Bay, Ore., and KIDO Boise, Ida., initial decision, Dec. 20; Savannah Bcstg. Co., Savannah, Ga., and Brennan Bcstg. Co., Jacksonville, Fla., initial decision, Dec. 20; WHOM Jersey City, initial decision, Dec. 20; Metropolitan Bcstg. Co., Alamo Heights, Tex., and St. Mary's U. Bcstg. Corp., San Antonio, initial decision, Dec. 20; The Connecticut Electronics Corp., Bridgeport, Conn., et al, Jan. 6; WIBS Santurce, P. R., initial decision, Jan. 6; WRTV New Orleans, Jan. 6; Wyoming Valley Bcstg. Co., Wilkes-Barre, Pa., Jan. 6; WMEX Boston, initial decision, Jan 9; Huntington Bcstg. Co., Huntington Park, Calif., San Gabriel Valley Bcstg. Co., Monrovia, Calif., and Coast Radio Bcstg. Corp., Los Angeles, proposed decision, Jan. 9; UAW-CIO Bcstg. Corp., Detroit, and WCAR Detroit, proposed decision, Jan. 9.

Modification of CP

WWSW Pittsburgh—Granted mod. CP change DA. Also denied informal request for authority to continue operation of WWSW on 1490 kc 250 w unl. for 48 hours after WWSW has commenced program tests on its new frequency of 970 kc.

November 28 Applications . . .

ACCEPTED FOR FILING

SSA—730 kc

WPIK Alexandria, Va.—SSA to operate on 730 kc with 1 kw D and 250 w N for period ending Nov. 1 AMENDED to extend expiration date to Nov. 1, 1950.

License Renewal

WSOY Decatur, Ill.—License renewal.
WHHM Memphis, Tenn.—Same.
WTMJ-TV Milwaukee—Same.

Modification of CP

KFI-TV Los Angeles—Mod. CP new TV station for extension of completion date to 6-30-50.
KFSA-FM Fort Smith, Ark.—Mod. CP new FM station for extension of completion date.
WJEF-FM Grand Rapids, Mich.—Same.
WSLB-FM Ogdensburg, N. Y.—Same.
WBEN-FM Buffalo, N. Y.—Mod. CP new FM station change ERP to 104 kw, ant. height to 1,338 ft. above average terrain, change trans. site.

November 29 Decisions . . .

BY THE SECRETARY

KFDA - AM - FM Amarillo, Tex.—Granted request for voluntary relinquishment of negative control of licensee corporation; outstanding capital stock is owned 50% each by J. Lindsay Nunn (father) and Gilmore N. Nunn (son). J. Lindsay Nunn proposes to transfer 12% to his son as gift, and outstanding capital stock will then be owned 38% by transferor and 62% by transferee.
WCAU-AM-FM-TV Philadelphia—Granted voluntary transfer of control of WCAU Inc., licensee corporation, through transfer of all common voting stock from Courier-Post Co. to Bulletin Co. No monetary consideration.
WFHR-AM-FM Wisconsin Rapids, Wis.—Granted involuntary transfer of control of William F. Huffman Inc., licensee corporation, through transfer of 93.8% of common stock from William F. Huffman Sr., deceased, to Louise Huffman, executrix of estate.
Home News Pub. Co., New Brunswick, N. J.—Granted license to cover CP new exp. TV station KE2XEL.
WASA Havre de Grace, Md.—Granted license covering change in frequency and increase in power 1330 kc 1 kw D.
WLBH Mattoon, Ill.—Granted license covering mounting of FM ant. on side of AM tower.
KCNI Broken Bow, Neb.—Granted license new standard station 1490 kc 250 w unl.
WGNB Chicago—Granted license covering changes in existing FM station; Chan. 254 (98.7 mc), 35 kw, 530 ft.
WFMH Cullman, Ala.—Granted license new FM station Chan. 265 (100.9 mc), 360 w, 160 ft.
WLBC Muncie, Ind.—Granted CP install new trans.
KFUO Clayton, Mo.—Granted CP change trans. location.
KFRU Columbia, Mo.—Granted CP install new trans. and vertical ant. and change trans. and studio locations.
WRFS-FM Alexander City, Ala.—Granted mod. CP change studio location.
WCOJ Coatesville, Pa.—Granted mod. CP change type trans. and move trans. 173 ft.
KENE Belen, N. M.—Granted authority to move main studio and waiver of Sec. 3.30(a) for period of 30 days from date of grant, pending filing and action on application for mod. CP.
Following were granted mod. CPs for extension of completion dates as shown: WCON-TV Atlanta, Ga., to 2-15-50; WSAY Rochester, N. Y., to 6-15-50; KRMG Tulsa, Okla., to 6-1-50; WWSW Pittsburgh, to 3-15-50; WMRI Marion, Ind., to 1-1-50; KRON-FM San Francisco, to 3-3-50; WKNE-FM Keene, N. H., to 5-15-50; WTOC-FM Savannah, Ga., to 6-18-50; KTUL-FM Tulsa, Okla., to 5-28-50.
KFBK Sacramento, Calif.—Granted license install aux. trans.
KSTT Davenport, Iowa—Granted voluntary acquisition of control of Davenport Bcstg. Co. Inc., licensee corporation, by sale of 12½ sh or 2½% of outstanding common voting stock to Hugh R. Norman for $1,078. Norman presently owns 243¾ sh or 48¾% of common stock and acquisition of 12½ sh will increase his holding to 256¼ sh or 51¼%.
KTRM Beaumont, Tex.—Granted mod. CP change type trans.
WFBM-TV Indianapolis — Granted mod. CP for equipment changes.
WLWC Cincinnati—Granted mod. CP for extension of completion date to 6-16-50.
WPRA Mayaguez, P. R.—Granted mod. CP for extension of completion date to 1-19-50.
WIPR Santurce, P. R.—Granted voluntary assignment of license from Puerto Rico Communications Authority to Dept. of Education of Puerto Rico.
WNOR Norfolk, Va.—Granted CP install aux. trans. at present location of main trans. to be operated on 1230 kc 250 w.
Shamrock Bcstg. Co., Area Houston, Tex.—Granted CP new remote pickup KA-4922.
Bamberger Bcstg. Serv. Inc., North Bergen, N. J., and New York—Granted CPs licenses for new remote pickups KEA-782, KA-4924-5.
Donald Lewis Hathaway, Casper, Wyo.—Granted CPs new remote pickups KA-743 KA-4926 KA-4923.
KCLX Colfax, Wash.—Granted mod. CP for approval of ant., trans. and studio locations and change type trans.
WGAD Gadsden, Ala.—Granted mod. CP change type trans.
WATM Atmore, Ala.—Granted mod. CP for approval of ant. and trans. locations and specify studio location and change type trans.
Following were granted mod. CPs for extension of completion dates as shown: KIVY Crockett, Tex., to 2-19-50; WBGE Atlanta, Ga., to 4-1-50; WCAR-FM Pontiac, Mich., to 6-1-50; WLAG-FM LaGrange, Ga., to 5-30-50.
WOV New York—Granted extension of time from Nov. 21 to Dec. 21 to carry out transfer of control from N. J. Leigh to Richard E. O'Dea.

ACTION ON MOTIONS

(By Comr. Walker)

WEMB San Juan, P. R.—Granted petition requesting dismissal of application for mod. CP.
WGBF Evansville, Ind.—Dismissed as moot petition filed on Aug. 11 requesting severance and grant of application; petitioner filed new petition on 10-17-49, thereby rendering petition of 8-11-49 moot.
James D. Sinyard, Moundsville, W. Va.—Granted petition insofar as it requests leave to amend application to specify 1470 kc 1 kw D in lieu 990 kc 250 w D; dismissed petition insofar as it requests immediate reconsideration and grant of application; application as amended removed from hearing docket.
WTOD Toledo, Ohio—Granted petition to accept late its appearance in hearing on application of Sandusky Newspapers Inc., Sandusky, Ohio.
Moberly Bcstg. Co., Moberly, Mo.—Granted petition for leave to amend application to specify 1220 kc in lieu 1230 kc, and to change time of operation from unl. to D, and for removal of application, as amended, from hearing docket; amendment accepted and application, as amended, removed from hearing docket.
John J. Dempsey—On Commission's own motion, ordered hearing on petition of Dempsey re KOB, now scheduled 11-28-49, continued to 2-28-50, at Albuquerque, N. M.

(By Examiner Elizabeth C. Smith)

FCC General Counsel—Ordered that hearing on applications of KWKW Pasadena, Calif. et al, now scheduled 12-1-49, be continued to 1-16-50 at Washington.
KVLH Bcstg.Co., Pauls Valley, Okla.—Granted petition for continuance of hearing scheduled to be held at Washington Nov. 28; hearing continued to 2-3-50.
WTOB Winston-Salem, N. C.—Granted petition for continuance of consolidated hearing presently scheduled 12-5-49, at Washington on application of WTOB and that of WPAQ Mount Airy, N. C. Hearing continued to 2-6-50 at Washington.

(Continued on page 75)

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Managerial

Manager for 250 watt of successful small northmidwestern station. Give complete record and personal history. Box 246D, BROADCASTING.

Salesman

Experienced salesman, Texas ABC station. Good territory, requiring good salesman. Permanent. Equitable compensation. Send full sales resume. Box 280D, BROADCASTING.

Are you a salesman who knows you're ready for salesmanager? Maybe this is it. 1 kilowatt midwest station with terrific potential. Ready to hire now. Send details. Box 373D, BROADCASTING.

Central Michigan 24 hour station has opening for aggressive experienced salesman with proven record. Job open immediately. Box 390D, BROADCASTING.

Experienced radio salesman lovely sunny valley in heart of Rockies. 20 percent commission. KVRH, Salida, Colo.

Aggressive salesman to sell telephone promotions on leading stations in southwest. Top commissions—opportunities unlimited. Write George R. Turpin, Box 802, Fort Worth, Texas.

Announcers

Have immediate opening for announcer who plays piano and Hammond organ. Send audition disc of announcing and playing. Box 371D, BROADCASTING.

Good opportunity for versatile announcer who has special ability in newscasting. Audition disc, photograph requested immediately. Box 372D, BROADCASTING.

First phone announcer for immediate permanent employment. $60.00 weekly starting. Send history, disc. KCHA, Charles City, Iowa.

Combination men, Birmingham, Alabama network affiliate. Licensed first class operators for transmitter control and announce. Start $65.00 per week, automatic $5.00 per week raise each six months and three years. Wire or phone WTNB, Birmingham, Ala.

Technical

Looking for young engineer-announcer. Must have first class license. Need not have trained voice. Must have quality. New 250 watt Mutual in central Virginia. Send complete photograph, autobiography, tape recording or transcription of voice. Box 347D, BROADCASTING.

Experienced licensed combination man with emphasis on good board operation. Some announcing. State minimum starting salary needed. KISD, Sioux Falls, S. D.

Situations Wanted

Managerial

Well qualified. Will accept salary plus commission. Guarantee to make money. Box 5D, BROADCASTING.

Station manager-commercial manager. Presently managing a small market station. Young, 39, conscientious, stable, family man. No armchair executive, but a person who has come up through the ranks and knows by first-hand experience all phases of station operation. Available January 1st. Box 200D, BROADCASTING.

General manager, commercial manager or both. No hotshot, no miracle man. Just good solid business executive, strong on sales, thorough knowledge of programming and public relations. 15 years radio and newspaper management and sales. Can efficiently operate going station or build new one. Excellent background, best references. Write Box 289D, BROADCASTING.

Situations Wanted (Cont'd)

Manager, young, aggressive, strong on sales. Record of successful management. College graduate. Box 296D, BROADCASTING.

Manager-sales manager with top record in billing. 8 years experience in all departments both network and independent operations. Know good radio and how to sell it. College graduate with excellent references. Desires only permanent and sound proposition. Box 307D, BROADCASTING.

Trouble shooters work in pairs. This manager-program director pair has raised station income 200% in tough market with ideas, sales, programming. Economy and common sense have paid off in reduced operating expenses. Lets talk business. Box 353D, BROADCASTING.

Manager—Presently employed, age 38, family man, 16 years experience, successful management record, excellent references, good national contacts. Box 361D, BROADCASTING.

Manager or commercial manager, I have been a successful salesman, commercial manager and manager in both small and metropolitan markets for independent and network stations. Married, middle aged and reliable. Interested only in well established station. Available January 1, top references. Box 374D, BROADCASTING.

Commercial manager, time salesman, 13 years experience. Best references. Box 376D, BROADCASTING.

Can you use this combination of experience? All phases radio and television sales plus merchandising, publicity, advertising and sales administration. Young, aggressive, married. Would like association with live network affiliate with television plans. Box 380D, BROADCASTING.

Seven years as manager-salesmanager plus six years as announcer-programming, fits me admirably to make money for good station. Write, wire, Box 505, Lexington, N. C.

Sales manager, who in past 17 years has personally sold millions of dollars in local time at WAVE, Louisville, seeks job as commercial manager of substantial southern station or as manager of smaller outlet. 45 years old. Married, two children. Florida or Gulf Coast preferred. Complete references available either direct or from WAVE. Correspondence confidential if you wish it. Address James F. Cox, P.O. Box 212, Anchorage, Ky.

Salesman

Sales manager, topflight salesman with 8 years experience in all phases of radio. Have knowhow to increase your billings. Want sound proposition. College graduate. Best of references. Box 308D, BROADCASTING.

Experienced salesman, I have an outstanding record on both network and independent stations in small and metropolitan markets. I am at present managing a 250 watt station, but will be available January 1 for a sales job with a well established station in a good market. Married, 43 years old. Best of references. Box 375D, BROADCASTING.

Salesman - newscaster. Experienced, married, ambitious. Net-indie background. Charles Perron, KAAA, Red Wing, Minn.

What station can use a good sales manager who not only knows sales, but programming, production and continuity, as well as management. Write, wire Box 505, Lexington, N. C.

Announcers

Announcer, 23, single, 1½ years experience, know board, copy and accounts, will travel. Box 264D, BROADCASTING.

Situations Wanted (Cont'd)

Announcer-salesman. Ambitious, willing, able. Experienced, married, civic minded. Box 377D, BROADCASTING.

Experienced announcer, sportscaster, play-by-play. Just finished football season large market. Capably handle basketball, baseball, professional only, young, married. Box 303D, BROADCASTING.

Deep resonant voice, graduate radio school and six months on station as announcer and operator. $50 week minimum. Prefer midwest. Box 305D, BROADCASTING.

Announcer-console operator. Have studied with professionals and had on-air experience in interview, news and disc jockey shows. Will travel—willing to let audition recording and resume sell me for reasonable starting salary. Please write, Box 328D, BROADCASTING.

You need a salesman and I'd like to be it. Also experienced newscaster. Box 378D, BROADCASTING.

Look! I have a disc, a photo that are falling apart on the shelf. I'm terrific at 22, immediately available anywhere and am a college grad. References on request. Box 337D, BROADCASTING.

Experienced, authoritative news, disc jockey, remotes. Mature, will travel. Disc, photo, references available. Need permanent position with secure future. Box 348D, BROADCASTING.

Experienced sports announcer. Play-by-play in football, baseball and basketball. University graduate. Immediately available. Tape recording, photo on request. Box 349D, BROADCASTING.

Sportscaster — Ten years experience both play-by-play and reporting. Presently employed for four years by 5000 watt NBC affiliate doing sports, news, special events and interviews. 29, married, car, pilot's license. Details without obligation. Request personal audition be requested. Box 357D, BROADCASTING.

Wanted — Announcer - continuity job. Twenty-one, single, presently employed, 3½ years college training as speech major. Six months experience. Any location. Disc, photo available. Box 358D, BROADCASTING.

Experienced combination man available. Seven years in radio, two at CBS outlet. 1st class phone. Heavy announcing and control. Go anywhere. Box 350D, BROADCASTING.

Announcer. 20 months experience. Now employed in regional station. City of 100,000. Good staff man. Topnotch news. Box 363D, BROADCASTING.

Sportscaster - announcer, experienced play-by-play, currently employed. Desires change. Box 364D, BROADCASTING.

Salesman. Happy now but they're cutting staff. Unless you've a permanent opening I'm not your man. Box 379D, BROADCASTING.

Announcer, no formal experience, but one year's voice training. Fast learner. Will relocate anywhere, but east coast preferably. Very anxious to obtain job in radio—how about a break. All replies answered promptly. Box 384D, BROADCASTING.

Experienced staff announcer, morning man—music director, can handle all phases of broadcasting to your liking. Hard worker, ambitious, sober, reliable. Family man, now employed. Desire change to southwest, Colorado, but all offers considered, answered. Box 386D, BROADCASTING.

Announcer, two years well rounded commercial experience, including New York vicinity. Not reaching for the moon. Just want to prove my worth to an established organization. Married, available immediately. Box 387D, BROADCASTING.

5 years radio experience—disc, music, sales, kiddie, interview, news. Former continuity director, large Pennsylvania market. Disc, photo, upon request. Box 392D, BROADCASTING.

Announcer, experienced vet. single, dependable. Prefer south. Photo, disc available. Box 394D, BROADCASTING.

Position wanted as staff announcer. Experience all phases including play-by-play. Strong on news. Disc available. Box 396D, BROADCASTING.

Situations Wanted (Cont'd)

Personality deejay-announcer, 27, single, presently employed leading 5000 watt New England network affiliate, seeks better permanent position with more air time topnotch disc shows. No comedy, inane chatter or phone conversations, but intelligently presented programs based on thorough knowledge music, records, top Hoopers, huge mail response. Four years experience, college man. Excellent clean cut appearance. Absolute sobriety, reliability. Writes good, live copy. Box 395D, BROADCASTING.

Announcer-engineer, need steady job. 18 months training. Seven months experience. Married, sober. Will travel. Available immediately. James Dwyer, WLIP, Kenosha, Wisc.

Announcer, 3½ years experience college station, single. News, special events, disc shows, staff. Available January 1. Wallin Karlson, 8411 Jamaica Ave., Woodhaven, N. Y.

Sportscaster-engineer. 3 years major sports. Football, basketball, baseball, boxing, rodeos. Tape of live broadcasts available. Satisfaction guaranteed. 38 months chief engineer present location. Construction, maintenance, supervision. Available immediately. Mack McCreary, Box 202, Jacksonville, Texas.

Engineer-announcer, 1st class license. Photo, disc upon request. A. W. Parsons, 700 Quincy St., N. W., Wash. 11, D. C.

Graduate leading announcers' school Radio City, New York asks for initial start. Strong news, DJ, sports, ad lib and some writing. Good on commercial readings. Opportunity more important than salary. Married, will travel. Emiel E. Vercolen, 418 Humboldt St., Rochester 10, N. Y.

Announcer, small network outlet, anywhere. High recommendations last employer. Substantial salary, experience main objective. Disc available. R. W. Whittemore, 9524 Bruce Dr., Silver Spring, Md.

Technical

Experienced engineer, studios, transmitters, any offers please? Box 894c, BROADCASTING.

Engineer, first phone license. Experienced transmitter and control board operation. Single, car. Box 193D, BROADCASTING.

Engineer, B.S.E.E. Degree, 1st class radio-telephone license, class A amateur license, 38 months studio and transmitter experience (including 5 and 50 kw). Box 96D, BROADCASTING.

Engineer, first class telephone license. Amateur, inexperienced. Any offer considered. Box 323D, BROADCASTING.

Holder of first class phone. No experience, vet, married. Willing to travel. Box 327D, BROADCASTING.

Experienced engineer, first phone, console, transmitter, remotes. Car, married. Box 336D, BROADCASTING.

Engineer, experience in transmitter and control room operation. Prefer New England or New York state. Box 339D, BROADCASTING.

Engineer-announcer. Experienced. Wants work in south. No reasonable offer refused. Box 350D, BROADCASTING.

Engineer, first phone license desires transmitter operating job. Some AM-FM experience. Willing to travel. Box 351D, BROADCASTING.

Engineer, first phone, experience AM, FM, 50 kw NBC affiliate, 50 kw New York independent station, associate IRE, married, 29, veteran. Box 362D, BROADCASTING.

First class phone license. Three months transmitter experience. Box 369D, BROADCASTING.

Desire engineering position. Formerly at KMMJ, Grand Island, Nebr. Will travel. Box 370D, BROADCASTING.

Engineer, degree, 10 years experience, 7 as chief, licensed. Box 381D, BROADCASTING.

1st phone, broadcast experience studio and transmitter, married, have car, willing to travel. Seek permanent position. Box 385D, BROADCASTING.

Experienced engineer, veteran, 24, married, first phone active ham. Will travel and settle. Own car, available immediately. M. O. Scruggs, 4315 Canal, Dallas, Texas. H8-5283.

Situations Wanted (Cont'd)

Presently employed as chief. Seven years in radio. Have built two 1 kw one which was a directional. Also have increased power of 3 kw FM to 10 kw. Graduate CREI. 507 Pine St., Atlantic, Iowa.

Engineer, 1st class radiotelephone. Will travel. Desire permanent position. Technical school graduate. Joseph Kolb, 1812 Second Ave., N.Y.C.

Engineer—First phone, desires position with radio station. Will consider any location. Age 21. Married. Write or call Sam Seldon, 111 Center St., Sioux City, Iowa. Phone 55677.

Production-Programming, others

Program director-newscaster, 10 years experience in all phases of programming and announcing with major market network stations, my references will more than back me up. Box 398D, BROADCASTING.

Promotion manager. Five years solid experience in highly competitive markets. Family man, excellent record, outstanding references. Wide experience in all other phase of station operation including sales and programming. Box 201D, BROADCASTING.

Program director, experienced. Now employed desires same job elsewhere. All letters answered. Box 293D, BROADCASTING.

News editor-program director, 8 years experience all phases, competent, reliable, sober, interview or e.t. Box 278D, BROADCASTING.

Programming, production, administration plus plenty air ability makes top program director. 7 yrs. experience. Prefer midwest, east. Available immediately. Box 288D, BROADCASTING.

Wanted, job for one program director and one announcer. Both employed. Box 294D, BROADCASTING.

Three years, programming, announcing, selling, ideas, sober, reliable, everything answered. Box 304D, BROADCASTING.

Program director, experienced independent and network, excellent record, top references, wants good opportunity. Programs increase sales, listening audience. Network quality voice, can do all types shows, own specialty shows. Details references, disc on request. Please state salary. Box 320D, BROADCASTING.

Newsman—Three years commercial radio experience. Thoroughly experienced reporting, news writing, editing, announcing. Wants job eastern metropolitan area. 25, married, college graduate. Currently employed as news editor. Box 335D, BROADCASTING.

Young woman desires job as women's program director in New England. Qualified to produce women's participation and department store shows. Seven years broadcasting experience. Qualified for TV. Wellesley graduate. Box 345D, BROADCASTING.

News Editor experienced in writing local and wire copy. High ranking Missouri University journalism graduate. Reporter on daily newspaper. Was secretary five years. Studied radio speaking. Box 355D, BROADCASTING.

Situations Wanted (Cont'd)

Copywriter-announcer who can turn out volume copy that sells. Married, no children. Western states preferred. Let me send you sample of my work. Box 356D, BROADCASTING.

Combination continuity writer-director women's activities. Want some air time. Can build women's and children's shows that will sell. Box 359D, BROADCASTING.

Ambitious young journalist, experienced reporting, editing, good appearance, voice for newscasting, seeks radio or television news spot. College honor graduate. Fluent, concise writer. Prefer midwest. Box 365D, BROADCASTING.

Want an accurate, conscientious, fast copywriter? College graduate, young lady experienced in handling accounts and traffic. Box 388D, BROADCASTING.

Television

Technical

TV engineer, graduate American Television Institute of Technology. B.S.T.E. First class phone. Naval electronics experience. Excellent references. Desire position in TV broadcasting. Box 383D, BROADCASTING.

Technical director for progressive station or agency. Currently employed in metropolitan TV operation. Experienced with camera, shading, switching, film and remote TV. Experienced with major league baseball, football, hockey, arena contests, etc. Box 987c, BROADCASTING.

Production-Programming, others

Hollywood-New York experience all phase production of television, films. Valuable asset to agency television department or station. College graduate. References, age 25, single, will relocate. Box 393D, BROADCASTING.

TV production or TV studio engineering. 3 years Navy radar. 2 years TV studio equipment design. 2 years TV station. 18 years theater, all phases. 2 years engineering draftsman and designer. Rm. 207K, 1105 Larkin St., San Francisco 9, Calif.

For Sale

Stations

For sale, New York city area AM station, $125,000. Broker. Box 830c, BROADCASTING.

Successful 250 watt network station small north midwestern town. Net earnings in excess of $20,000 per year. No competition. Completely equipped. Assets in excess of $70,000. Price $110,000. Box 247D, BROADCASTING.

Radio station—Long established station in prosperous Pacific Coast metropolitan city with excellent prospects. Owner retiring because of health. $22,500 cash, full price. Principals only. Box 338D, BROADCASTING.

Western New York area AM station for sale. Good market. Moderate down payment, reasonable terms. Selling because of other commitments. Box 382D, BROADCASTING.

For Sale (Cont'd)

For sale, new 250 watt unlimited. City over 100,000 1940 census. Great Lakes area. Box 389D, BROADCASTING.

250 watt, single station market, 10,000. Mid-Atlantic state. Independent, profitable, two years on the air. $35,000. cash. No broker. Box 399D, BROADCASTING.

Equipment, etc.

Five (5) portable Twin-trax (Amplifier Corporation of America) tape recorders, used as demonstrators. Cost $335.00, will sell for $150.00, net each. One new Twin-trax in original factory package, $225.00, net. Box 340D, BROADCASTING.

One Collins 12Z-3 four-channel remote amplifier; used very little on tape recorder demonstration. Cost $425.00; will sell for $350.00. Box 341D, BROADCASTING.

Four E. F. Johnson lighting filters #172-9-2; immediate delivery, cost $125.00; will sell four for $100.00 each. Box 342D, BROADCASTING.

Two (2) VL-1D; two (2) UL-1D Radio Music reproducer heads, new at 30% off broadcasters net. Box 343D, BROADCASTING.

Bargain in UTC transformers; over 25 standard types high quality broadcast transformers at 60% off list. Box 344D, BROADCASTING.

For sale, RCA 1 kw transmitter. Fair condition. Very reasonable. A. James Ebel, Radio Station WMBD, Peoria, Ill.

(Continued on page 73)

Situations Wanted

Announcers

South and southwest managers, attention! Available on notice after Jan. 1. ONE OF NATION'S TOP FOLK-WESTERN DJ'S. 2000 pieces commercial mail per week. 12 years exp. 250-50,000 watts. Best refs. Live talent MC and pitch. Family man. Sober, sincere, reliable. Handle all chores. BOX 352D, BROADCASTING.

Production-Programming, others

What will $90.00 a Week Buy?

1. TWELVE YEARS of diversified Radio experience-Farm and Program
2. DOCUMENTED sales record on the air
3. PROVEN audience builder
4. SUCCESSFUL time salesman
5. OUTSTANDING background in promotion

Available as pd, farm director, announcer or any of above. Write Box 366D, BROADCASTING.

Situations Wanted (Cont'd)

A PROFIT PLUS COMBINATION

HERE ARE TWO MEN WITH 25 YEARS OF SOLID, STABLE RADIO EXPERIENCE READY TO PUT YOUR STATION IN THE NUMBER ONE SPOT IN YOUR TRADE AREA. *COMPLETE* BACKGROUNDS INCLUDE SALES, PROMOTION, PROGRAM, PRODUCTION AND FARM EXPERIENCE. WRITE FOR DETAILS TO SEE EXACTLY WHY THIS IS THE PROFIT PLUS COMBINATION DESIGNED TO PULL YOUR STATION UP BY THE BOOTSTRAPS. BOX 367D, BROADCASTING.

For Sale

Equipment

Expansion program calls for immediate sale present Federal 3 kw FM transmitter, model 192-A with modulator 109-A; also complete set spare parts and tubes. Now set up for 102.5 Mg, but will operate any FM frequency. Perfect condition. Contact Charles L. Jeffers, WOAI, San Antonio, Texas.

School

SRT • SRT • SRT • SRT • SRT

SRT-Radio

AMERICA'S OLDEST BROADCASTING SCHOOL

Intensive full or part time

COURSES

ANNOUNCING • ACTING

SCRIPT WRITING • ADVERTISING

Outstanding Faculty of Network Professionals

Co-Educational • Day or Evening Small Classes Approved for Veterans

Write for Prospectus

School of Radio Technique

RKO Bldg., Radio City, New York 20, N. Y.

228 South Wabash Ave., Chicago 4, Illinois

SRT • SRT • SRT • SRT • SRT

WANTED: SALES ENGINEERS

A progressive leading manufacturer of broadcast transmitting equipment is continually expanding its operations. Two additional openings will be available for men who are aggressive, sales-minded individuals. One area includes the Mid-Atlantic States and one the Central Mid-Western States. A thorough knowledge of technical broadcasting and broadcasting as a business, and an understanding of various broadcasting station equipment and broadcasting station layouts are necessary. A good personality and a desire to work hard and receive good income are important considerations. In your reply state age, education, complete employment record, marital status, earnings record and section of country in which you would prefer working. These are permanent positions for the men who qualify and produce. Reply to Box 368D, BROADCASTING.

$25,000.00 Opportunity

Well established broadcaster offers aggressive radio man capable of taking over management opportunity to purchase control of excellent fulltime station for $25,000. Balance financed over several years. This is an unusual situation for the right man or partners.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	333 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

give to anyone in radio-tv



BROADCASTING

Merry Christmas

52 WEEKS A YEAR

. . . with **BROADCASTING • TELECASTING.** What better gift than that of business knowledge, of thought-provoking feature articles and lens-sharp reporting of all radio—AM, FM, TV—Monday every week. Profitable to give, BROADCASTING's practical and sensibly priced, too.

Wind up your Holiday gift-giving quickly and inexpensively by listing your clients, staff members, prospective advertisers, radio friends on attached handy-order form at right. Each gift announced with a full color Christmas card, hand-signed with your name. Subscriptions will start with December 26 issue.

Remember, when you give **BROADCASTING • TELECASTING** you give the finest in radio for 52 weeks, plus the big 3½ lb. 1950 Yearbook.

at Special Christmas rates . . . 1 for $7 4 for $25 8 for $45

Note: Your own subscription may be renewed as part of this order. Simply list it first, as addressed, and we'll extend the subscription for one year from its present expiration. Special prices apply to both new and renewal subscriptions.



BROADCASTING
TELECASTING

The Newsweekly of Radio and Television

PLEASE SEND BROADCASTING AN 1950 YEARBOOK AS MY GIFT TO-

1 for $7.00

☐ V IF RENEWA
Name .....
Firm .....
Address .....
City..... Zone..... State....
Sign gift card: .....

2 for $13.00

☐ V IF RENEWA
Name .....
Firm .....
Address .....
City..... Zone..... State....
Sign gift card: .....

3 for $19.00

☐ V IF RENEW
Name .....
Firm .....
Address .....
City..... Zone..... State....
Sign gift card: .....

4 for $25.00

☐ V IF RENEW
Name .....
Firm .....
Address .....
City..... Zone..... State....
Sign gift card: .....

5 for $30.00

☐ V IF RENEW
Name .....
Firm .....
Address .....
City..... Zone..... State....
Sign gift card: .....

6 for $35.00

☐ V IF RENEW
Name .....
Firm .....
Address .....
City..... Zone..... State....
Sign gift card: .....

7 for $40.00

☐ V IF RENEW
Name .....
Firm .....
Address .....
City..... Zone..... State....
Sign gift card: .....

8 for $45.00

☐ V IF RENEW
Firm .....
Firm .....
Address .....
City..... Zone..... State...
Sign gift card: .....

IMPORTANT—Mail today to:

BROADCASTING • TELECASTING

NATIONAL PRESS BLDG., WASHINGTON 4, D.C.

☐ $ _____ enclosed ☐ Bill me later

Signed .....

Firm .....

Address .....

FORUM FOR '50

Advertisers To Meet Jan. 27

AN even greater attendance than last year is predicted for the second annual Advertising Workshop sponsored by the Advertising Club of Grand Rapids, Mich., by its president, Wesley Aves, in announcing "Forum for '50" at the Pantlind Hotel in Grand Rapids on Jan. 27.

Last year, he said, the first forum drew more than 300 advertising and merchandising executives from Michigan, Indiana, Ohio, Wisconsin, Illinois and New York. It is expected representatives from more states will be attracted to the second forum.

Purpose of the workshop is to preview to the advertising, merchandising and marketing executives the blueprint of future plans in the fields as drawn up by the country's advertiser leadership. At the same time, the businessman can obtain ideas to project into his enterprise the latest developments in advertising and related fields, Mr. Aves said.

Sessions will open with a welcome breakfast and continue through to an evening dinner meeting. Among those scheduled as featured speakers are: Fairfax Cone, chairman of the board, Foote, Cone & Belding; George S. McMillan, vice president, Bristol-Myers Co.; Harold J. McCormick, sales promotion manager, Hot Point Inc.; William A. Marsteller, vice president, Rockwell Mfg. Co.; Henry Hoke, publisher of *The Reporter* of Direct Mail Adv.; Dr. Kenneth Dameron, professor of business organization, Ohio State U., and director of the National Committee on Consumer Relations in Advertising; Elon G. Borton, president of Advertising Federation of America, and Col. Rhys Davies, British political and business analyst.

CLASSIFIEDS (Cont'd)

For Sale (Cont'd)

10 kw BTF-10B FM transmitter and 3 bay BF-3B super turnstile antenna. RCA. Used just long enough to iron out the bugs. Can deliver immediately. Make offer. (Might sell 10 kw amplifier portion only.) A. R. Moler, KMBC, Kansas City, Mo.

For sale, 250 ft. extra heavy IDECO self-supporting tower with top hat. A. James Ebel, Radio Station WMBD, Peoria, Ill.

For sale—Two RCA 44BX microphones with desk stands, used few times only. New less than year. Original cost $103.00. Price $75. One RCA radio-microphone (walkie talkie suitable for man-on-the-street, etc.) Type BTP-1A with crystal for 26.17 mc. Used only few times, new 7 months ago. Three sets of extra tubes and batteries. Original cost $238.05. Cash $170.00. WRSW, Warsaw, Indiana.

For Sale: One Presto model Y4 recorder, new condition. One Ampex model 200 30" per second tape recorder, practically new. Two 9-A Western Electric reproducers complete with filters. Make offer. W. D'Orr Cozzens, Chief Engineer, Intermountain Network, Salt Lake City, Utah.

For Sale—Complete and modified model 104-B W.E.1 and 5 kw transmitter. Two crystal oscillators with ovens. Uses power transformers throughout. Two water cooled 343-As in push pull in final. In service, but available February 1, 1950. Price $10,000. KGVO, Missoula, Montana.

One 3 kw GE FM transmitter 99.1 mc type BT-3-B; one 2 bay GE FM circular antenna type BY-2-B; one 278 ft. self-supporting American Bridge tower with 22 ft. antenna support, complete with A-3 lighting unit and 400 ft. 1⅝" Seal-O-Flange transmission line, dry air compressor. Make us an offer. Station WDOS, Oneonta, N. Y.

Wanted to Buy

Stations

Will buy local AM station, New Jersey or New York. Information confidential Box 354D, BROADCASTING.

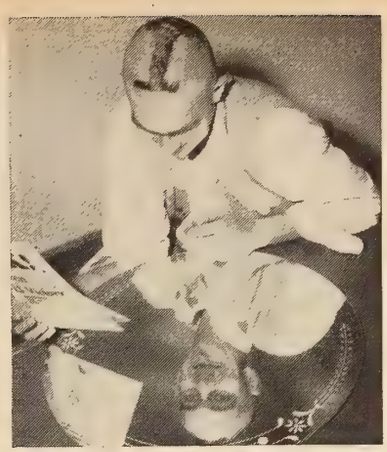
Wanted, by young radio executive local or regional station, state lowest price, best terms. Best references. Box 397D, BROADCASTING.

Miscellaneous

We offer, frequency measuring service. commercial quartz crystals, new, regrinding or repairs. Frequency monitor service. "14 years experience." Eidson Electronic Co., Box 31, Temple, Texas. Phone 3901.

RMA Names Clement

LEWIS M. CLEMENT, engineering and research director of Crosley Division, Avco Corp., has been appointed chairman of the Radio Mfrs. Assn. receiver section's executive committee, according to Dr. W. R. G. Baker, director of the Engineering Dept. of RMA. Mr. Clement succeeds Dorman D. Israel, executive vice president of Emerson Radio & Phonograph Corp., New York, who resigned after directing the receiver section two years ago.



SCALPED to an "I" is Bill Denton, KWSC Pullman, Wash., sportscaster who predicted on his nightly program over the 5 kw State College of Washington station that the Washington State Cougars would lose to their traditional rivals, U. of Idaho Vandals. Returning home with a 35-13 victory, five members of the Cougars squad invaded KWSC's studios and added Mr. Denton's hair to their trophies. The "I" is for Idaho, or as Mr. Denton said: "In this racket a guy can use an 'I' in the back of his head."

ALLIED RADIO

FTC Rules on Tube Ads

ALLIED RADIO Corp., of Chicago, has been directed by Federal Trade Commission to cease misrepresenting the number of "fully functioning tubes" in radio sets sold by the firm. Challenged advertisements were used prior to July 1947, according to FTC.

The order specifically requires the corporation to cease and desist from representations that its radio sets contain a number of tubes "when one or more of the tubes referred to are tubes or other devices which do not perform the recognized and customary functions of radio receiving sets in the detection, amplification and reception of radio signals." The commission found that one of the tubes was advertised as a "rectifier" which did not perform the abovementioned functions. Other charges contained in the complaint against Allied were not sustained by the record, FTC added.

KWWL Ex-Staffer Sues

AL LAVAL, former staff member of KWWL Waterloo, Iowa, has named Ralph J. McElroy, KWWL general manager, as defendant in a back overtime pay action suit filed Nov. 19 in Waterloo District Court. Mr. Laval asks approximately $800 in back overtime pay plus an equal amount in damages, interest, costs of the action and attorney's fees. Suit covers period from Nov. 1, 1947, until July 16, 1949.

KSMA Santa Maria, Calif., joins Southern California Broadcasters Assn. as 45th member.

NEWS EXCHANGE

Set by Missouri AP Group

MEMBERS of the Missouri Assn. of Associated Press Broadcasters have voted to exchange news between them and protect AP by collect telephone calls.

Meeting to discuss mutual problems, the radio men agreed that their greatest challenge lay in protecting the cooperative on news from their areas. They agreed to call collect on stories of interest to other state members, and to call the St. Louis or Kansas City AP bureaus for the association's protection.

Re-elected president at the meeting was Bruce Barrington, KXOK St. Louis news director; Jim Monroe, KCMO Kansas City, was re-elected vice chairman.

Guest speaker was Merrill Chilcote, managing editor of the St. Joseph *News-Press* and chairman of the Missouri AP newspaper members continuing study committee.

Motorola Trains

MOTOROLA Inc., Chicago, radio, TV, communications equipment, has spent $85,000 so far in a comprehensive sales training program for more than 8,600 retailers across the nation. Program was developed by Walter H. Stellner, vice president in charge of merchandising, and Ellis L. Redden, director of advertising, sales promotion and training.

more DIALERS per DOLLAR

put KROD to work for you

- CBS OUTLET
- 600 ON YOUR DIAL
- 5000 WATTS
- SOUTHWEST NETWORK

● As a time buyer, you are interested in the best "buy" for the money in the rich El Paso market. That's KROD —CBS regional outlet, Key Station of the Southwest Network, far-west link of the Lone Star Chain.

RODERICK BROADCASTING CORP.

●

Dorrance D. Roderick
President

Val Lawrence
Vice-Pres. & Gen. Mgr.

Represented Nationally by Taylor-Borroff & Company, Inc.

KROD *Your Southwestern Salesman*

EL PASO • TEXAS

Gates *has it*

IF IT IS FOR A BROADCASTING STATION

GATES RADIO COMPANY

QUINCY, ILLINOIS
TELEPHONE • 522

WASHINGTON, D. C.
TEL. METROPOLITAN 0522

They Love Us in Alberta

Opening the huge stack of mail every morning at KDYL is always a pleasure, but even our office girl was thrilled by a recent letter from Brocket, 'way up in Alberta, Canada, ordering a product advertised on "The Old Corral."

A thoughtful postscript said, "'The Old Corral' is the finest program there is. We listen to it every morning."

What more do we need to say?

KDYL
UTAH'S NBC STATION
AM-FM-TELEVISION
Salt Lake City, Utah
National Representative: John Blair & Co.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA
Send for WHO'S WHO
Among Advertisers on WEVD
WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mg. Director N.Y. 19

In
Altoona, Pa.,
It's
ROY F. THOMPSON
and
WRTA
A prize radio combination in the rich industrial market of Central Pennsylvania.
Represented by
ROBERT MEEKER ASSOCIATES

KTFI PROMOTION
Ruled Conflict With P.O. Laws

PROMOTION stunt of the treasure-hunt type as proposed by KTFI Twin Falls, Ida., has been held in conflict with postal regulations by Roy C. Frank, acting solicitor of the Post Office Dept., on the ground that the element of chance is present and that time and effort spent in window-shopping constitutes "consideration."

KTFI proposed to have merchants display gifts in windows a week before the treasure hunt day, according to Florence M. Gardner, manager. Street addresses and phone numbers would have been picked to match the total number of gifts displayed by each merchant.

It was planned to have a portion of a house or phone number placed in a window beside each gift on treasure hunt day. Window shoppers would have gone into stores upon finding a portion of their home or phone number, receiving the gift if such was the case.

The post office opinion said, "The winning of a prize in this plan depends upon chance. The element of consideration is also present, in the substantial expenditure of time and effort involved in visiting the various stores in order to ascertain whether one has been selected to receive a prize. The plan is accordingly in conflict with Section 36.6 postal laws and regulations, 1948, and all matter relating thereto is nonmailable."

On All Accounts

(Continued from page 16)

national spot business on the Johnson Wax account, Rayve Shampoo, Pillsbury Mills, Carlings Ale, Hoover Vacuum Cleaner, Santa Fe Railroad, Pure Oil, Wilson & Co., and Chicago Motor Club.

Before joining R. J. Potts in Kansas City early this fall, Mr. Brewer had spent several months on WNBQ Chicago's television sales staff, and, prior to NBC-TV's midwest inaugural, had done considerable part-time writing and directing for WBKB (TV) Chicago, when the Balaban & Katz TV station was an experimental outlet. He also was the producer and director of *Musically Yours*, a transcribed radio recruiting program for the Fifth Army.

In Kansas City, he is handling radio or television for Butternut Bread, Braniff Airways, Forum Restaurants, American Beauty Macaroni, Cook Paint & Varnish, Mid-Continent Petroleum, Muehlebach Brewery, and Union Wire Rope.

Bill's full name is William Jewett Brewer—the middle name being his mother's maiden name. His maternal grandfather, the late E. C. Jewett, was president of the State Bank of Woodstock, founder of the McHenry County (Ill.) Title and Trust Co., and a northern Illinois patriarch. Bill last July married Virginia Sherman, auburn-haired Chicago model who has appeared on the television show *Paradise Island*. He is a photographer of professional rank, but prefers to call this his chief hobby.



ON behalf of Montana's Historical Library, Gov. John Bonner (l) accepts transcriptions of the 1949 state legislative sessions and a copy of the *Legislative Highlight* booklet from Paul Hatton, manager of KXLJ Helena. Since its inception, KXLJ has broadcast the biennial sessions and also has issued the legislative booklet. KXLJ fed all broadcasts to the Z Network, giving state-wide coverage.

WWSW CHANGES
Now on 970 kc With 5 kw

SUPPORTED by an extensive publicity campaign, WWSW, Pittsburgh independent, increased its power from 250 w to 5 kw on Nov. 27, Pete Schloss, general manager, reports. City's Mayor David L. Lawrence pressed the button putting the station's new, modern transmitter on the air at the new frequency of 970 kc.

Mr. Schloss reported the new equipment, designed by Glenn D. Gillett & Assoc., consulting engineers, will broaden the sports and music station's coverage to more than 2 million listeners. Changeover took place during a quarter time break in the Pittsburgh Steelers-Philadelphia Eagles professional football broadcast when listeners were told to switch from the old frequency of 1490 kc to the new 970 kc. Local campaign promoting WWSW's change utilized newspapers, transit ads, window displays, book match covers, labeled pennies, and other advertising media. WWSW, founded in 1932, is affiliated with the *Pittsburgh Post Gazette*.

IPANA ADS
FTC Order Omits Agencies

AN ORDER calling on Bristol-Myers Co., New York, to cease misrepresenting its Ipana Tooth Paste in radio commercials and other media advertising was issued last Tuesday by Federal Trade Commission.

Simultaneously, the commission dismissed a complaint against Pedlar & Ryan Inc. and Young & Rubicam Inc., two New York agencies which handled the Bristol-Myers advertisements in question.

Representations banned in the FTC order include claims of therapeutic value for Ipana in mouth treatment; lack of gum stimulation in food diets; use of the product by and recommendations of U. S. dentists to their patients, and unqualified use of the word "massage."

In dismissing the complaint against the two agencies, FTC held that "in exercise of sound discretion" Pedlar & Ryan and Young & Rubicam "at all times acted under the direction and control of Bristol-Myers, their employer, with whom rested the final authority for such advertising." The cease-and-desist order would serve to eliminate these practices at their origin, the commission added. Findings did not specify stations or programs used.

Feature

(Continued from page 16)

station is pleased to report. Six announcements on his show pulled 9,806 requests for a sample of Sight Savers, a cleaning tissue for eyeglasses.

Cowles Publications used 12 big-power stations in various markets to promote their new magazine, *Quick*, by offering free samples. Forty percent of all requests pulled by the 12 stations came from listeners to Mr. Sterling, WCBS reports.

Last summer McKesson & Robbins had Mr. Sterling offer free samples of Tartan sun-tan lotion on his show. After three mentions of the offer, 7,900 listeners wrote in.

WCBS hopes that Mr. Sterling's anniversary will be only the first of many.

When It's BMI It's Yours
Another BMI "Pin Up" Hit—Published by Johnstone-Montei
CROCODILE TEARS
On Records: Eddy Howard—Mer. 5325; Tex Williams — Cap. 57-40253; Doris Day — Col. 38638; June Carter—Vic. 21-0142; Red Perkins — King*; Evelyn Knight-Hoagy Carmichael—Dec. 24821.
On Transcriptions: Eddy Howard—World; Lawrence Welk—Standard.
BMI
BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

FCC Actions

(Continued from page 68)

Decisions Cont.:

FCC General Counsel—Granted petition for extension of time to file proposed findings of fact and conclusions of law in proceeding on applications of Crescent Bay Bcstg. Co., Santa Monica, Calif. et al; time extended to 12-8-49.

(By Examiner Fanney Litvin)

WTRF Bellaire, Ohio—Granted petition for continuance of hearing scheduled in Washington 12-15-49 on application of WTRF for CP; hearing continued to 2-14-50 in Washington.

(By Examiner Leo Resnick)

WRIB Providence, R. I.—Granted petition for leave to amend application to change tower site specified in application for mod. CP to present location shown on license, and to specify geographical coordinates.

(By Examiner J. Fred Johnson)

The First National Bank of Montgomery and Margaret Covington Millree, executors of estate of G. W. Covington, Jr., deceased (WGWD) Gadsden, Ala.—Granted petition for indefinite continuance of hearing on application for renewal of license scheduled November 28 in Gadsden, Ala. and for leave to amend application to specify new program plans; hearing continued until further order.

(By Examiner Jack Blume)

Twentieth Century-Fox of Calif. Inc., San Francisco—Granted petition for leave to amend application to show death of Richard Spier, one of officers and directors, and to reopen record in proceeding for CPs for TV stations in San Francisco, Calif., et al.; it is further ordered that record in this proceeding is reopened for limited purpose of incorporating therein by reference so much of amendment as discloses fact of demise of Richard Spier and upon such incorporation by reference, record is then closed.

WDAS Bcstg. Station Inc., Associated Bcstrs. Inc.—Granted joint petition insofar as it requests continuance of hearing on application of Radio Reading, Reading Pa., scheduled 12-5-49; hearing continued to 1-9-50, at Washington.

(By Comr. Walker)

WCUM Cumberland, Md.—Granted petition for extension of time to Dec. 1 to file exceptions to initial decision.

November 29 Applications . . .

ACCEPTED FOR FILING

AM—1440 kc

Glenn West, Portland, Ind.—CP new AM station 1440 kc 250 w D AMENDED to request 500 w DA.

Modification of CP

WHYN Holyoke, Mass.—Mod. CP change frequency etc. for extension of completion date.

KPHO-TV Phoenix, Ariz.—Mod. CP new TV station for extension of completion date to 5-27-50.

WFMY-TV Greensboro, N. C.—Same to 6-2-50.

License for CP

KIFN Phoenix, Ariz.—License to cover CP new AM station.

WSFL Springfield, Mass.—Same.

KERG Eugene, Ore.—Same.

WCNC Elizabeth City, N. C.—License to cover CP change frequency.

WQXI Buckhead, Ga.—License to cover CP increase power etc.

License Renewal

Applications for license renewal filed by following stations: KWSD Mt. Shasta, Calif.; KCKN Kansas City, Kan.; KRMD Shreveport, La.; WAIR Winston-Salem, N. C.; WFBG Altoona, Pa.; WHAR Clarksburg, W. Va.

APPLICATION RETURNED

Lincoln County Bcstrs. Inc., Libby, Mont.—RETURNED Nov. 25 application for CP new AM station 1230 kc 250 w unl.

November 30 Decisions . . .

BY A BOARD

License Renewal

The following stations were granted renewal of licenses for period ending Aug. 1, 1952: WDNE Elkins, W. Va.; WBML Macon Ga.; WVOS Liberty, N. Y.; WCHV and Aux., Charlottesville, Va.; KYUM Yuma, Ariz.; WWON and Aux. Woonsocket, R. I.; WBAX Wilkes-Barre, Pa.

License Extension

Licenses of following stations were extended on temp. basis for the period ending March 1, 1950: KPMO Pomona, Calif.; WMEX Boston; WGAR (and aux.) Cleveland; KMPC Los Angeles; WJR (and aux.) Detroit; WTUX Wilmington, Del.; KDB Santa Barbara; KGB San Diego; KHJ (and aux.) Los Angeles; KFRC (and aux.) San Francisco; WBAL Baltimore; KXXL Reno, Nev.; WDEL Wilmington, Del.; WPDQ Jacksonville, Fla.; WCHS Charleston, W. Va.; KEYY Pocatello, Ida.; WSNY Schenectady; WGWD Gadsden, Ala.; KHOZ Harrison, Ark.; KXLR No. Little Rock; KWAK Stuttgart, Ark.; KWEM West Memphis, Ark.; KORA Bryan, Tex.; WINK Fort Myers, Fla.; KOB Albuquerque; KTXJ Jasper, Tex.; WMRO Aurora, Ill.; WJVA South Bend, Ind.

WKEU Griffin, Ga.—Present license further extended on temp. basis to March 1, 1950.

KBYR Anchorage, Alaska—Same.

KPOA Honolulu, T. H.—Same.

License Renewal

WAZF Yazoo City, Miss.—Granted renewal of license for period ending Feb. 1, 1952.

KASA Elk City, Okla.—Granted renewal of license for period ending Aug. 1, 1952.

KOCA Kilgore, Tex.—Same.

WBIR Knoxville, Tenn.—Same.

KNGS Hanford, Calif.—Granted renewal of license for period ending May 1, 1952.

KXXX Colby, Kan.—Same.

WIKK Erie, Pa.—Granted renewal of license for period ending Nov. 1, 1951.

KFFA Helena, Ark.—Same.

WKBR Manchester, N. H.—Granted renewal of license for period ending Aug. 1, 1952.

KRAL Rawlins, Wyo.—Same.

KAVR Havre, Mont.—Same.

WSKI Montpelier, Vt.—Granted renewal of license for period ending Aug. 1, 1952.

WMOX Meridian, Miss.—Same.

KVMA Magnolia, Ark.—Granted renewal of license for period ending May 1, 1952.

License Extension

WVNJ Newark, N. J.—Present license extended on temp. basis to March 1, 1950.

License Renewal

KOAL Price, Utah—Granted renewal of license for period ending Feb. 1, 1952.

Petition Granted

WJOL Joliet, Ill.—On petition of A. J. Felman, granted extension of time to Jan. 15, 1950 for achieving compliance with Sec. 3.109 of rules, and ordered that temp. license be further extended to March 1, 1950.

Time Extended

KARK Little Rock, Ark.—Ordered that the time for achieving compliance with Sec. 3.109 of rules be extended to Jan. 15, 1950, and station's license was further extended on temp. basis to March 1, 1950, pending compliance with Sec. 3.109.

Hearing Designated

Desert Bcstg. Co., Palm Springs, Calif.—Designated for hearing in Washington Feb. 8 application for new station 1000 kc 1 kw unl. DA-N, and ordered that KOMO Seattle and Orange Empire Bcstg. Co., permittee KZYZ Redlands, Calif., be made parties to proceeding.

WKCT Bowling Green, Ky.—Designated for hearing in Washington Feb. 7 application for CP to change from 1 kw D to 500 w-N, 1 kw-D, unl. on 930 kc, install DA-N, and ordered that WBCK Battle Creek, Mich., and WSLI Jackson, Miss., be made parties to proceeding.

KXLR No. Little Rock, Ark.—Designated for hearing application for CP to change from 1450 kc 250 w unl. to 1150 kc 1 kw-N, 5 kw-D, unl. DA-N and change trans. and studio location, in consolidated proceeding with applications in Doc. 9429 et al, at time and place to be set.

Action Set Aside

KYES Treasure State Bcstg. Co. Inc., Butte, Mont.—Ordered that Commission's action of Oct. 14 denying application for extension of completion date be set aside and designated for hearing Jan. 11, 1950, in Washington. (Permittee was authorized new station 610 kc 1 kw unl. DA-N).

Extension Denied

KVNE Pleasant Valley Bcstg. Co., Oxnard, Calif.—Denied application for mod. CP for extension of completion date, informed applicant that if he requests hearing within 20 days, denial will be set aside pending outcome.

Modification of CP

KGEM Boise, Ida.—Granted mod. CP make changes in DA.

Hearing Designated

WINS New York — Designated for hearing Jan. 5 in Washington application for extension of completion date for CP as mod. which authorized change in frequency, power and hours, install new trans. and DA. Action of October 14 denying said application was set aside.

Petition Granted

WHDH Boston and WXKW Albany, N. Y.—Granted petition of WHDH insofar as it requests designation for hearing of application of WXKW Albany, N. Y., for mod. CP; denied insofar as it requests designation for hearing of application for license. Further ordered that application be designated for hearing in consolidated proceeding with application of WHDH and KOA Denver.

Hearing Designated

WKOP Binghamton, N. Y.—Designated for hearing in Washington application for CP change from 750 kc 1 kw D to 1360 kc 1 kw-D, 500 w-N, DA-N, unl. and made WHBY Green Bay, Wis. party to proceeding.

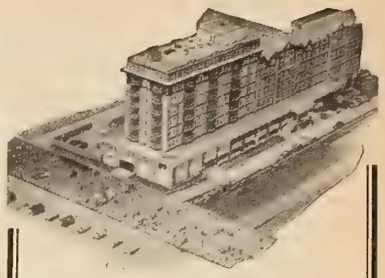
Suspends Operation

WMMJ Peoria, Ill.—Granted authority to remain silent for period of 60 days from Oct. 23 pending reorganization and refinancing of station.

SSA Extended

KOB Albuquerque, N. M.—Granted extension of SSA for operation on 770 kc with 50 kw-D, 25 kw-N, to Jan. 1, 1950, and final action on said application is withheld pending further consideration and disposition of motion of American Bcstg. Co. Inc. for denial of application of KOB's application for extension of SSA.

(Continued on page 76)



HOTEL STRAND

ATLANTIC CITY'S HOTEL OF DISTINCTION

Devoted to the wishes of a discriminating clientele and catering to their every want and embracing all the advantages of a delightful boardwalk hotel. Spacious, Colorful Lounges—Sun Tan Decks atop—Open and inclosed Soloria—Salt Water Baths in rooms—Garage on premises, Courteous atmosphere throughout.

When in Atlantic City visit the

FAMOUS FIESTA LOUNGE

RENOWNED FOR FINE FOOD

OPEN ALL YEAR

Under Ownership Management

Exclusive Penna. Ave. and Boardwalk

45.0

"HOOPER"*

*(average 5 periods, Winter, 1948)

proves the best buy in

DANVILLE, VA.

is

WBTM

5kw (d) ABC 1kw (n)

Rep: HOLLINGBERY

The QUA in WQUA means QUAlity Service and QUAntity Audience among the 225,000 People in the QUAd Cities

DAVENPORT • ROCK ISLAND

MOLINE • EAST MOLINE

WQUA FULL-TIME MUTUAL

RADIO CENTER MOLINE, ILL.

Only a combination of stations can cover Georgia's first three markets

WAGA ATLANTA 5000 W • 590 Kc

WMAZ MACON 10,000 W • 940 Kc

WTOC SAVANNAH 5000 W • 1290 Kc

The C.B.S. Affiliates in GEORGIA'S First 3 Markets

The Georgia Trio

Represented, individually and as a group, by THE KATZ AGENCY, INC.

SALESMAN WANTED

Immediate opening in 5 kw, network affiliated station located in one of south's best metropolitan markets. Merchandising and marketing experience preferred but not absolutely essential. Excellent opportunity for advancement into key sales executive job. Good salary. Send complete details and picture to

BOX 400 D, BROADCASTING

FCC Actions

(Continued from page 75)

Decisions Cont.:

License Renewal

Following FM stations were granted renewal of licenses for period ending Dec. 1, 1952: KFOR-FM Lincoln, Neb.; KYSM-FM Mankato, Minn.; WDBQ Dubuque, Iowa; WEXL-FM Royal Oak, Mich.; WHVA Poughkeepsie; WJEJ-FM Hagerstown; WMUN Muncie; WPAY-FM Portsmouth, Ohio; WPIC-FM Sharon, Pa.; WSJS-FM Winston-Salem; WSM-FM Nashville; WSOC-FM Charlotte, N. C.; WWST-FM Wooster, Ohio; WOPT Oswego, N. Y.; WWHG-FM Hornell, N. Y.

WKJG-FM FortWayne, Ind.—Granted renewal of license for period ending Dec. 1, 1950.

WPLH-FM Huntington, W. Va.—Granted renewal of license for period ending Dec. 1, 1951.

WRAK-FM Williamsport, Pa.—Same.

WRAL-FM Raleigh, N. C.—Same.

WSAV-FM Savannah, Ga.—Same.

WFMF (FM) Chicago—Same.

WFHA-FM New Britain, Conn.—Granted temp. extension of license to March 1, 1950.

KPRC-FM Houston, Tex.—Same.

WFMN-FM Alpine, N. J.—Granted further temp. extension of license to March 1, 1950.

WXLW-FM Indianapolis—Same.

WPEN-FM Philadelphia—Same.

WEEI-FM Boston—Present license extended to March 1, 1950.

WMOH-FM Hamilton, Ohio—Present license extended to March 1, 1950.

WSRK-FM Shelbyville, Ind.—Same.

KUOA-FM Siloam Springs, Ark.—Granted renewal of license to Dec. 1, 1950.

KTEM-FM Temple, Tex.—Same.

WEWS-FM Cleveland—Granted renewal of license to Dec. 1, 1951.

W S T V - F M Steubenville, Ohio—Granted renewal of license to Dec. 1, 1952.

Following FM stations were granted mod. of terms of present authorizations:

WCOD (FM) Richmond, Va.—To change ERP from 46 to 34 kw.

WELI-FM New Haven, Conn.—To change from Class B to Class A station; change frequency from 107.9 mc (Channel 300) to 92.1 mc (Channel 221); change power from 20 kw to 870 w; ant. height from 500 ft. to 100 ft.

WMLL (FM) Evansville, Ind.—To change ERP from 20 kw to 50 kw; ant. from 280 ft. to 230 ft.; cond.

WJIZ (FM) Hammond, Ind.—To change ERP from 8.8 kw to 9.3 kw.

The Texas Rangers

"AMERICA'S FINEST WESTERN ACT"!



The Texas Rangers, stars of stage, screen, radio and television, early this summer made a personal appearance tour in the Midwest. They are pictured here in Oklahoma City, when they were commissioned honorary Colonels of the State of Oklahoma by Governor Roy J. Turner.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations — ask about our new sales plan!

Wire, write or phone

ARTHUR B. CHURCH *Productions*

KANSAS CITY 6, MISSOURI

KDNT-FM Denton, Tex.—To change ERP from 730 w to 760 w; ant. from 290 ft. to 270 ft.; cond.

KSMB-FM Santa Maria, Calif.—Granted renewal of license for period ending Sept. 1, 1952.

Extended present licenses of following on temp. basis to March 1, 1950: KHJ-FM Los Angeles; WNDR-FM Syracuse, N. Y.; KA-3427 Albuquerque Bcstg. Co., Albuquerque, N. M.; KM2XBD KM2XBA KM2XCY, Don Lee Bcstg. System, Los Angeles; KA-3428 KA-3429, Balaban & Katz Corp., Chicago; KCA-61 and nine others. Allen B. DuMont Labs., New York; KA-3436 KM-2XBB, Paramount Television Productions Inc., Los Angeles; WBKB (TV), Balaban & Katz, Chicago; WABD (TV), Allen B. DuMont, New York; KE2XCV, General Electric, Syracuse; KS2XAP, Sarkes Tarzian, Bloomington, Ind.; KG2XAQ and four other developmental stations, Westinghouse Radio Stations Inc.; KDKA-FM, KYW-FM and WBZ-FM, Westinghouse Radio Stations Inc. FM stations at Pittsburgh, Philadelphia and Boston, respectively; KE2XDO, Jamaica Radio Television Co., Jamaica, Long Island, N. Y.

ACTIONS ON MOTIONS

(By Commission en Banc)

Oral arguments heretofore scheduled Dec. 9 continued to Dec. 19 on following: WCPO Cincinnati, Queen City Bcstg. Inc., Cincinnati, and WLAP Lexington, Ky; WMMJ Peoria, and Lincoln Bcstg. Co., Springfield, Ill.; Manistee Radio Corp., Manistee, Mich. and Door County Bcstg. Co. Inc., Sturgeon Bay, Wis.; Texas Star Bcstg. Co., Dallas, Tex., and KTRH Houston, Tex.

(By Examiner Hugh B. Hutchison)

FCC General Counsel—Granted petition to continue indefinitely hearing scheduled Dec. 12, at Clearwater, Florida, on application for consent to transfer control of Clearwater Bcstg. Co. Inc. (WCLE Clearwater, Fla.)

Lamar County Bcstg. Co., Paris, Tex.—Granted petition for leave to amend application for CP to specify 500 w in lieu 1 kw; accepted amendment.

WHGB Harrisburg, Pa.—Granted petition for leave to amend Exhibit F, Sec. V of application for CP by substituting 10 revised pages of Exhibit F, prepared by its consulting radio engineers, in order to correct certain errors now appearing in present Exhibit F attached to application.

(By Examiner Basil P. Cooper)

KCNC Fort Worth, Tex.—Granted motion for continuance of hearing on application and that of James H. Sligar, Wichita Falls, Tex. from 12-1-49 to 2-20-50 at Washington.

(By Examiner J. D. Cunningham)

WBUD Trenton, N. J.—Granted motion for extension of time to Dec. 13 to file proposed findings of fact in proceeding on its application and that of WTNJ Trenton, N. J.

(By Examiner Leo Resnick)

KXLJ Helena, Mont.—Granted petition to accept its late appearance in proceeding on application for renewal of license, scheduled Dec. 13 at Helena.

November 30 Applications . . .

ACCEPTED FOR FILING

AM—1490 kc

Mendocino Bcstg. Co., Ukiah, Calif.—CP new AM station 1400 kc 250 w unl. AMENDED to request 1490 kc.

AM—1440 kc

WJPG Green Bay, Wis.—CP change from 810 kc 500 w D to 1440 kc 500 w unl. DA-N.

License for CP

KSTN Stockton, Calif.—License to cover CP new AM station.

KCHA Charles City, Iowa—Same.

WWSW Pittsburgh—License to cover CP change frequency etc.

KTRM Beaumont, Tex.—Same.

WDBJ-FM Roanoke, Va.—License to cover changes in existing station.

Modification of CP

KOB-TV Albuquerque, N. M.—Mod. CP new TV station for extension of completion date to 3-1-50.

KTTV (TV) Los Angeles—Same to 6-30-50.

WOSU-FM Columbus, Ohio—Mod. CP new noncommercial educational FM station for extension of completion date.

WNAC-FM Boston—Mod. CP new FM station for extension of completion date.

WDMG-FM Douglas, Ga.—Same.

KNX-FM Hollywood—Same.

KWCO Chickasha, Okla.—Mod. CP new AM station to specify DA-N, change trans. and studio sites.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO DECEMBER 1

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,078	2,030	200		330	265
FM Stations	744	481	320	*9	49	28
TV Stations	94	25	86		354	182

*5 on air

* * *

NON-DOCKET ACTIONS . . .

AM GRANTS

Watertown, Wis.—Watertown Radio Inc., granted 1580 kc, 250 w day; estimated cost $16,937. Principals: Albert B. Gale, onetime 10% owner and secretary-treasurer WMLO Milwaukee, president 31.25%; John Yeo, owner Plaza Theatre, Palmyra, Wis., secretary-treasurer 37.5%; and Carl V. Kolata, announcer-salesman at WEXT Milwaukee, 31.25%. Granted Nov. 30.

Caruthersville, Mo.—Pemiscot Bcstrs. Inc., granted 1370 kc, 1 kw day; estimated cost $16,854. Pricipals: C. T. Baird, owner and manager real estate president 21.5%; William R. Smith former newscaster KBOA Kennett, Mo., vice president 24%; James Floyd Patterson, secretary and manager Chamber of Commerce, secretary-treasurer 5%; James Eric Taylor, part owner Taylor Sand and Gravel Co., 21.5%; Emmett F. Smith Jr., program director, 14%; Sanford J. Willis, chief engineer WJMW Athens, Ala., 14%. Granted Nov. 30.

Charlotte Amalie, St. Thomas, Virgin Islands—Radio American West Indies, granted 1230 kc, 250 w fulltime estimated cost $13,350. This is second station authorized for Virgin Islands. Principals: Edward Moore Vickers, chief engineer WVCG Coral Gables Fla., 65%; Raymond Earl Higdon, also with WVCG, 20%; Hazel Vickers, 15%. Granted Nov. 30.

KDON Santa Cruz, Calif.—Granted power increase from 1 kw to 5 kw on 1460 kc fulltime, change directional antenna. Granted Nov. 30.

WMBL Morehead City, N. C.—Granted switch from 740 kc to 1280 kc, operating 1 kw day. Granted Nov. 30.

KWEW Hobbs, N. M.—Granted power increase from 100 w to 250 w, on 149 kc fulltime. Granted Nov. 30.

FM Grant

St. Paul. Minn.—Northwestern Vocational Institute, granted new noncommercial educational FM station, Ch 206 (89.1 mc), power 10 w; estimated cost $8,945. Granted Nov. 30.

TRANSFER GRANTS

WDAD Indiana, Pa.—Granted transfer of control of Indiana Bcstrs. Inc licensee, for $45,000 from Paul J. and Alice L. Short, sole owners, to Thompson K. Caseell, WDAD manager and 26% owner WCHA Chambersburg, Pa. and 24% owner WLEA Hornell, N. Y. and members of his family. Granted Nov. 30.

WCHS Charleston, W. Va.—Granted assignment of license for $650,000 from Charleston Bcstg. Co. to The Tierne

TENDERED FOR FILING

AM—1240 kc

KBYR Anchorage, Alaska—CP change studio site to Spenard.

Modification of License

WGBI Scranton, Pa.—Mod. license change hours from sharing with WQAN Scranton (Contingent on WQAN changing to 630 kc).

Extension of SSA

KWBU Corpus Christi, Tex.—Extension of SSA for 1030 kc 50 kw from sunrise at Boston to sunset Corpus Christi for 12 mo.

December 1 Applications . . .

ACCEPTED FOR FILING

License Renewal

Following stations filed applications for license renewal: KIST Santa Barbara, Calif.; WWGS Tifton, Ga.; KGEM Boise, Ida.; WJPR Greenville, Miss.; WKOZ Kosciusko, Miss.; KRJF Miles City, Mont.; WUSJ Lockport, N. Y.; KBND Bend, Ore.; WCDT Winchester, Tenn.; KFYO Lubbock, Tex.; KXRO Aberdeen, Wash.; KREM Spokane, Wash.; WSB-TV Atlanta, Ga.; WHIO-TV Dayton, Ohio; KING-TV Seattle.

Modification of CP

Following FM stations filed applications for extension of completion dates: WGCH Greenwich, Conn.; WRGK Brookfield, Ill.; WTQS Evanston, Ill.; KDTH-FM Dubuque, Iowa; WMIN-FM St. Paul; WERC-FM Erie, Pa.; KTSA-FM San Antonio, Tex.; WLOW-FM Norfolk, Va.; WCOD Richmond, Va.; KSLH St. Louis.

WAMS-FM Wilmington, Del.—Mod. CP change ERP to 22.5 kw, ant. height to 297 ft. above average terrain.

TENDERED FOR FILING

AM—1260 kc

KSMI Seminole, Okla.—CP change from 500 D to 1 kw unl. and change site to near Wewoka, Okla., install DA-DN (Contingent on grant of transfer bid).

PRESTO

RECORDING CORPORATION

Paramus, New Jersey

***Mailing Address:* P. O. Box 500, Hackensack, N. J.**

In Canada: WALTER P. DOWNS, Ltd., Dominion Sq. Bldg., Montreal

THE WORLD'S FOREMOST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

Co., headed by Lewis C. Tierney, one-time operator of WBTH Williamson, W. Va., and director of extensive coal mining interests. Firm is controlled by Tierney family. Charleston Bcstg. is controlled by John A. Kennedy and his wife who now reside in San Diego, Calif., where he has acquired 51% interest in San Diego Journal. WCHS assigned 5 kw on 580 kc. Granted Nov. 30.

KEVA Shamrock, Tex.—Granted assignment of license from J. C. Howell, Arval Montgomery and Lester Campbell to Albert Cooper. Mr. Cooper pays $484.97 to Mr. Montgomery, $200 each to Mr. Howell and Mr. Campbell, representing their investments in station. KEVA assigned 1580 kc, 250 w day. Granted Nov. 30.

KBUR-AM-FM Burlington, Iowa — Granted acquisition of control of licensee, Burlington Bcstg. Co., by Burlington Hawk-Eye Co. for $60,000. Group of eight to sell 240 sh which is redistributed. Paper is controlled by John P. and Sidney F. Harris and family which also is identified in ownership of KSAL Salina, Kan. [BROADCASTING, Oct. 31]. Messrs. John and Sidney Harris already hold 200 of total 400 sh in KBUR. Station assigned 1490 kc, 250 w. Granted Nov. 30.

KHBR Hillsboro, Tex. — Acknowledged Nov. 30 receipt of notification from licensee, Hill Country Bcstg. Co., that assignment of license from R. W. Calver, W. N. Furey and Ross Bohannon to William S. Snowden and Ross S. Bohannon, approved by FCC July 20 [BROADCASTING, July 25], was not consummated because of financial reverses. Present owners to continue operation.

Deletions . . .

One television and four AM authorizations deleted by FCC. AM dropouts since first of year total 42, FM 178, TV 12. Deletions, effective dates and reasons follow:

KTVU (TV) Portland, Ore.—Video Bcstg. Co., CP Nov. 22. Forfeited by denial of request for extension of completion date.

WLBF Leesburg, Fla.—Lake Bcstg. Co., license Nov. 25 (Effective June 23). Consolidated with WEUS Eustis, Fla., as WLBE Leesburg under ownership of Paul Hunter [BROADCASTING, June 27].

WECW Mayaguez, P. R.—Electronics Corp of Puerto Rico, license Nov. 23 (Effective Oct. 23). Licensee withdrew from license renewal hearing involving ownership and technical issues.

WFTW Fort Wayne, Ind.—Fort Wayne Bcstg. Inc., license Nov. 22. Licensee purchased WKJG there [BROADCASTING, Nov. 7].

WTLS Baltimore—Radio-Television of Baltimore Inc., CP Nov. 21. Permittee desires to devote attention to WAAM (TV) there. Will build AM station later.

New Applications . . .

AM APPLICATIONS

Idabel, Okla.—David M. Segal, 790 kc, 1 kw daytime; estimated cost $7,000. Applicant is owner KTFS Texarkana, Tex., and WGVM Greenville, Miss. Filed Nov. 30.

Ironton, Ohio—David W. Jefferies, 1230 kc 100 w fulltime estimated cost $9,775. Applicant is in charge of technical and program operations for WESB-AM-FM Bradford, Pa. Filed Nov. 29.

Welch, W. Va.—Pocahontas Bcstg. Co., 1150 kc, 1 kw day; estimated cost $16,214. Pricipals: Howard R. King, chief engineer WBRW Welch, president 40%; Samuel Sidote, Maitland, W. Va., vice president 10%; Dewey C. Bradberry, supervisor of maintenance, McDowell County Board of Education, secretary-treasurer 20%. Filed Nov. 29.

Mena, Ark.— R. B. Bell, 1450 kc, 250 w fulltime; estimated cost $13,390. Applicant manages own property. Filed Nov. 30.

Summerville, Ga.—Tri-State Bcstg. Co., 910 kc, 1 kw day. Principals: E. C. Westerfield, retail clothier, president 40%, and William B. Farrar, manager remote studios at Summerville of WLAQ Rome, Ga., and in insurance and real estate businesses, secretary-treasurer 50%. Filed Dec. 1.

Corning, N. Y.—Corning Leader Inc., 1540 kc, 250 w day; estimated cost $6,750. Corning Leader is licensee WKNP-FM Corning and WELM Elmira, N. Y. Filed Dec. 1.

Hood River, Ore.—Oregon-Washington Bcstrs., 1340 kc, 250 w fulltime; Principals: C. H. Fisher, 50% owner KUGN Eugene, Ore., owner Tower Sales and Erecting Co. and 50% owner C. H. Fisher & Son, Tower Sales Agency; and C. O. Fisher, 50% owner C. H. Fisher & Son. Filed Dec. 1.

TRANSFER REQUESTS

KSMI Seminole, Okla.—Assignment of license from Seminole Bcstg. Co. to KADA Bcstg. Inc., operator of KADA Ada, Okla., for $27,500. Seminole is owned by Tom Potter, Texas oil man and owner of KBTV (TV) Dallas and part owner of KDET Center, Tex. KADA Bcstg. is owned by Dr. C. C. Morris, retired preacher, and members of his family. Contingent upon FCC approval of transfer, application was filed seeking authority to move KSMI from Seminole approximately eight miles to point near Wewoka and to increase power and hours of operation from 500 w, daytime only, to 1 kw fulltime, directional. Authorities said there would be "slight" overlap between KSMI and KADA. KSMI, Mutual outlet, is on 1260 kc; FCC was asked to consolidate contingent fulltime application with two applications for 1260 kc at Hutchinson, Kan., which are set for hearing Dec. 19. Filed Nov. 28.

KPIX (TV) San Francisco—Assignment of license from The Associated Bcstrs. Inc., to KPIX, Inc., newly formed subsidiary. Filed Dec. 1.

Colorado City Bcstg. Co., Colorado City, Tex.—Assignment of permit for new station on 1320 kc to new partnership of same name but substituting one new partner. John Blake withdraws $425 equal interest to devote time to managership of KPAN Hereford, Tex. His interest is assumed by Clint Formby, commercial manager KSNY Snyder, Tex., who will be manager of new station. Marshall Formby and Eldon B. Mahon retain interests. Filed Dec. 1.

KBYR Anchorage, Alaska—Assignment of license from Keith Capper to Paul Allen Odlaug, receiver named by Third District Court at Mr. Capper's request. Station is part of assets of Keith Capper Enterprises which was voluntarily placed in receivership July 11 to protect assets of organization, application said, explaining that primarily action was initiated against Mr. Capper's theatre-restaurant. Filing of this suit precipitated action by other creditors, it was said. KBYR assigned 250 w on 1240 kc. Filed Nov. 30.

WJPD Ishpeming, Mich.—Acquisition of control of Ishpeming Bcstg. Co., licensee, by James P. Deegan, owner of 198 of total 200 shares, through purchase of three shares held by Bernard Maloney individually. Value of stock is $100 par. WJPD assigned 250 w on 1240 kc. Filed Nov. 29.

WBEX Chillicothe, Ohio—Transfer of control of Shawnee Bcstg. Co., licensee, from D. C. Summerford (122 sh), J. Harry Callaway (66 sh) and F. A. Dieringer (112 sh) to Walter A. Graham and James E. Graham, owners WWGS Tifton, Ga., 26% each; Ivan Kulbersh and Murray Marcus, assistant managers Kulbersh's Dept. Store, Tifton, and Wilkie A. Nieghbors, each 16%. Consideration $68,000. WBEX assigned 250 w on 1490 kc. Filed Nov. 28.

CBS STAGE HANDS

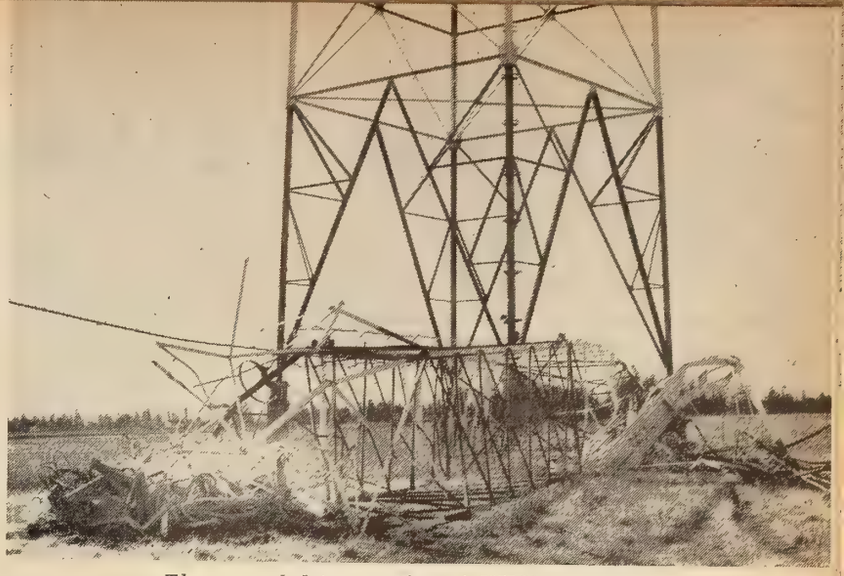
IBEW Seeks Action on Coast

STORM warnings centered around CBS-TV Hollywood last week as International Brotherhood of Electrical Workers sought what it termed "overdue" action on working and wage conditions of stage employes in CBS studios B and C.

In a letter to Ned Marr, network West Coast attorney, Roy Tindall, business manager, Local 45, IBEW, stated that "no acceptable terms" had been made between the network and the union since the latter had become negotiating agent for the ten stage men involved June 3, 1949 (men receive 75 cents an hour and have no regulation of working hours).

Mr. Tindall concluded by saying that situation is one that must be corrected at this time "even if it requires drastic measures."

Union seeks a wage that will at least equal that of similar placed television employes who receive $52.50 weekly. It further desires regular conditions — eight hour day, five day week with three weeks vacation, enjoyed by network engineers.



The crumpled top portion of KHQ's tower

NORTHWEST WINDS

KHQ Tower Snapped; KOMO Silenced Briefly

KHQ Spokane again is operating at full power on a quarter-wave antenna after a high velocity winds snapped the 826-foot tower almost in half. The accident happened after 4 a.m. on Sunday, Nov. 27, at the height of the storm. The nearby municipal air field recorded a wind velocity of 85 miles per hour 100 feet in the air about the time the top of the tower crashed to the ground.

Although the antenna snapped at practically the exact halfway mark, the station was left with the quarter-wave length type antenna used by the majority of broadcast stations. KHQ Chief Engineer John Walker said continued operation was possible because the tower had been designed to be half as tall as its wave length was long.

"We couldn't have built a quarter-length antenna more accurately if it had been measured," Mr. Walker said. "As a result, we have very little change in coverage." Four-hundred-and-thirty-feet of the tower still stands. Only five hours and 10 minutes of air time was lost before the engineering staff restored service, Mr. Walker said. He explained the major delay in getting the station back on the air was due to repairs to the feed-line connecting the transmitter with the antenna. The falling section of the tower landed squarely atop the coaxial cable connecting transmitter and tower.

Richard Dunning, president of KHQ, said studies will be made to determine whether a new tower will be necessary or if a new top can be added. He said the tower is fully covered by insurance. It was erected in 1936 by Louis Wasmer, owner of KHQ at that time. Cost of repairing or replacing the tower has not been determined, Mr. Dunning said.

The wind storm also forced KOMO Seattle off the air for 13 minutes on Nov. 26. Daytime outlet, KBRC Mt. Vernon, was given special permission by the FCC to continue Sunday night throughout the Skagit Valley flood emergency.

LIBERTIES GROUP

Urges FCC Action on Richards

THE FCC was urged last week by the American Civil Liberties Union to speed a hearing date on pending charges of news bias made more than a year ago against G. A. Richards, owner of KMPC Los Angeles. In March 1948, the Radio News Club of Hollywood alleged Mr. Richards slanted news against the late President Roosevelt, his family and minority groups.

A letter, signed by Dr. John Haynes Holmes, ACLU board of directors chairman, and Thomas Carskadon, ACLU Radio Committee chairman, was delivered to FCC Chairman Wayne Coy. It asserted the continued postponement of public hearings would shake public confidence in the Commission as the "guardian of the public interest."

The ACLU also asked the FCC to consider the transfer by Mr. Richards of his radio properties, now pending before the Commission, only after it disposes of the charges made against him. Also under consideration are license renewal applications of KMPC, WGAR Cleveland and WJR Detroit, all Richards' stations, and an application to transfer control to three trustees. A motion for deletion of these issues has been filed by Mr. Richards' counsel, the ACLU pointed out.

Thomas A. Williams

THOMAS A. WILLIAMS, the "Old Dirt Dobber" of the CBS *Garden Gate* program, died last Tuesday morning in a Nashville hospital following a heart attack. Mr. Williams first took the air over WLAC Nashville in 1932. Since that date, his broadcasts grew into a weekly coast-to-coast CBS feature on nearly 200 stations. Mr. Williams is survived by his wife, Edna; daughter, Peggy Jean, three sisters and a brother.

At Deadline...

FCC ASKED TO PROBE NETWORK, RMA FM ROLES

RESPONSIBILITY of networks, set manufacturers and FCC itself for FM's "lack of success" should be brought into open by FCC, according to petition filed with Commission by Frank U. Fletcher, attorney, secretary and co-owner of WARL-FM Arlington, Va., across Potomac River from Washington. Mr. Fletcher is member of NAB board of directors representing FM.

WARL-FM petitioned FCC Friday to call hearing on proposed rule requiring additional FM operating hours and full duplication of AM schedules.

Networks and set makers are giving their non-AM attention and promotion to TV, WARL-FM charges, with FM to be saddled with higher operating costs and no increase in revenue, under proposed rule. Petition said:

> There is no doubt that the FCC, through Ex-Chairman Charles R. Denny, encouraged all AM broadcasters to get into the FM field, and without delay, both at the Chicago meeting of the NAB in 1946 and the Atlantic City meeting in 1947. Less than four years later, and before the FM industry had had a chance to develop, Chairman Wayne Coy said practically the same thing about television.

FCC should hold hearing at which all facts could be brought out, WARL-FM contends, including desirability of amending network rules in regard to furnishing of service to non-associated FM stations in same markets as AM network affiliates.

WARL-FM contends FCC's proposed rule was issued at insistence of FM Assn. which is said to represent less than half of FM stations and which is due to be absorbed by NAB.

NABET LOSES NBC CASE

NABET LOST to NBC Friday afternoon arbitration award which upheld network's right to take TV feed of WOR-TV New York's *Twenty Questions*, sponsored by Ronson, although engineers originating show in WOR studios not NABET members. Union claimed origination violated its NBC contract providing members had right to originate all NBC-TV remotes. Had NABET won, NBC-TV would have had to make substitution Saturday in 8-8:30 p.m. time bracket occupied by show.

TUBE OUTPUT SOARS

PRODUCTION of receiving tubes increased sharply in autumn, according to Radio Mfrs. Assn. October's output of 24,353,631 tubes nearly 5 million over same month in 1948 and 3 million over September of this year. Of October tube output, 18,920,740 were for new sets, 4,400,156 for replacements, 773,452 for export and 259,283 for government agencies. Due to summer slack, 10-month tube production of 151,034,194 tubes was below figure for 10 months of 1948 when total was 164,331,340 tubes.

KWKW PASADENA SOLD

SALE of KWKW Pasadena, Calif., for $57,500 to John H. Poole, owner KSMA and KSMB (FM) Santa Maria, Calif., reported in application filed at FCC Friday. Sellers, Marshall S. Neal, Paul Buhlig, E. T. Foley and Edwin Earl, fortnight ago received FCC consent to purchase KAGH and KARS (FM) Pasadena from Andrew G. Haley, Washington radio attorney, for $90,000 on condition they dispose of KWKW, 1 kw daytimer on 1430 kc [BROADCASTING, Nov. 21].

TWO PETITIONS FILED FOR THEATRE TV

TWO NEW petitions for hearing to allocate frequencies for theatre television service filed with FCC Friday. One submitted by American Theatres Corp., operator of 47 motion picture houses in New England, particularly Boston area; others filed by Neighborhood Theatre Inc., which operates 45 in Virginia.

American Theatres Corp., headed by President Samuel Pinanski of Theatre Owners of America, is theatre TV pioneer in New England through its Pilgrim Theatre in Boston. ATC said it "would plan vastly to expand its efforts if the Commission authorized adequate facilities for such a service."

Like similar requests by other theatre groups in past weeks, petitions hailed theatre TV as opportunity for broader public service, extension of television service, and expansion of program fare, and as means of mass training and education in event of national or local emergency. They were filed by Marcus Cohn and Bernard Koteen of Washington law firm of Cohn & Marks.

PROGRESS IN NEGOTIATIONS WITH DESIGNERS CLAIMED

ALTHOUGH strike of 72 television set and costume designers at ABC, CBS, DuMont and NBC networks and at WPIX (TV) New York continued into twelfth day today (Dec. 5), union and management were reporting progress in efforts to settle dispute. Negotiations, broken off Nov. 23, resumed Thursday and further meeting is scheduled today.

Parties came together when Rudy Karnolt, business manager of union, Local 829, United Scenic Artists, AFL, asked Martin Lacey Sr., president of AFL Central Trades of New York, to intervene. Mr. Lacey appointed his son, Martin Lacey Jr., to act as mediator in effort to bring two sides together. Latter arranged meeting Thursday. Union originally seeking parity in wages with designers in other lines, understood willing to settle for less.

NBC RECEIVES CITATION

EDUCATION WRITERS ASSN. awarded NBC citation "for outstanding interpretation of education to public." Floyd Taylor, director of American Press Institute, Columbia U., was chairman of award committee.

CARLINGS COMMENTARY

CARLINGS Inc., Cleveland (ale), sponsoring Bjorn Bjornson, commentator, on WTOP Washington, CBS outlet, six five-minute periods weekly. Mr. Bjornson had been with NBC since 1941. Agency, Leo Burnett, Chicago.

DuMONT DAYTIME SERIES

DuMONT TV Network will cable *The Shoppers Matinee*, two-hour daytimer, to inland affiliates starting Dec. 12. Show fashioned so inland stations can sell spots locally. Program to be aired 2-4 p.m.

WILL HONOR STANTON

FRANK STANTON, CBS president, to be initiated Dec. 9 into Alpha Delta Sigma, national honorary marketing fraternity, at New York Advertising Club.

MERGER OF TV GROUPS INTO NATIONAL BODY SEEN

MERGER of Independent Television Producers Assn., New York, and Television Producers Assn., Hollywood, into national body foreseen as mid-December reality Friday by Irvin Pau Sulds, newly-elected president of eastern group and Mal Boyd, president of West Coast organization.

Mr. Boyd on Friday mailed proposal of merger to Hollywood board, while ITPA New York board had already approved. Two officers meanwhile starting coordinated drive for public acceptance, with Mr. Boyd to meet regularly with Mr. Sulds and ITPA board in New York, and to handle Coast producers problems by correspondence.

Closed Circuit

(Continued from page 4)

remote control operation of FM transmitter by AM stations to cut technical overhead. Several stations hold if authorization is not forthcoming, alternative will be to turn in FM permits. More than 300 FM permits or tentative authorizations have been turned in since 1946.

ALL FOUR networks submitting mystery shows to Helbros Watch Co., New York, through Dorland Inc., New York. Decision expected early this week. Helbros has been sponsoring *Quick as a Flash* on MBS for past three years.

LIGGETT & MYERS (Chesterfields) through Newell-Emmett Co., New York, negotiating for full sponsorship of Cubs' games on WINS Chicago and Midwest Baseball Network (composed of 35 stations). Games sponsored for past five years by Old Gold Cigarettes and Walgreen Drug Co.

SIGNS that swift pickup in output of receiving sets is not mere flurry are seen by manufacturers in high-level production of tubes and parts. Set makers predict pace will continue into January, when post-holiday doldrums normally appear.

DANCER-FITZGERALD-SAMPLE, New York, recommending spot announcement campaign as well as network show for 1950 advertising plans to Falstaff Brewing Corp., St. Louis.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), through BBDO, New York, all but completed negotiations for hour-long dramatic television show, starring Robert Montgomery, to be presented every other week, beginning in January. Network probably will be NBC-TV.

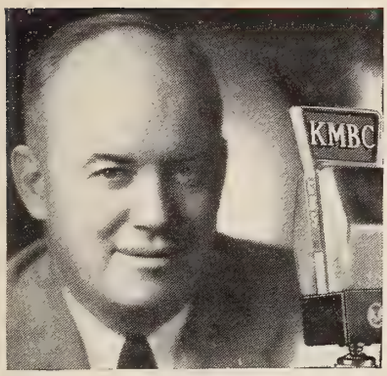
CANDY manufacturer currently negotiating with Martin Stone Assoc. for sponsorship of television show, *Americana*, featuring Ben Grauer. Show formerly sponsored by Firestone Tire & Rubber Co.

PERSONAL PRODUCTS Corp., Milltown, N. J., shopping for network television show for its Yes cleansing tissues. Agency, N. W. Ayer, Philadelphia.

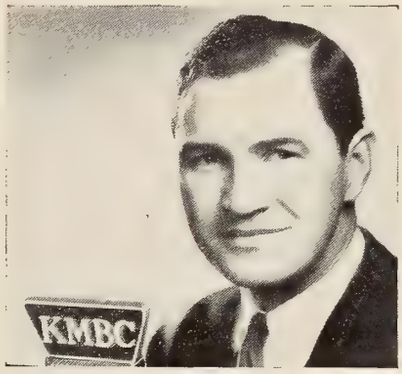
WLS Chicago board of directors understood to have approved expenditure of $25,000 for single station promotion next year, national square dance contest similar to that conducted successfully in Chicago last summer. Sum does not include internal station costs, which will be charged off to overall operation expense.

Teamed for SERVICE





PHIL EVANS



KEN PARSONS



BOB RILEY

The KMBC-KFRM Team fulfills a vital daily need in thousands of rural homes in Missouri, Kansas and surrounding states.

The Team maintains a full-time Farm Service department, under the direction of Phil Evans, nationally known expert. Innumerable experiments and developmental projects conducted on the thousand-acre KMBC-KFRM Service Farms, are passed on to rural listeners.

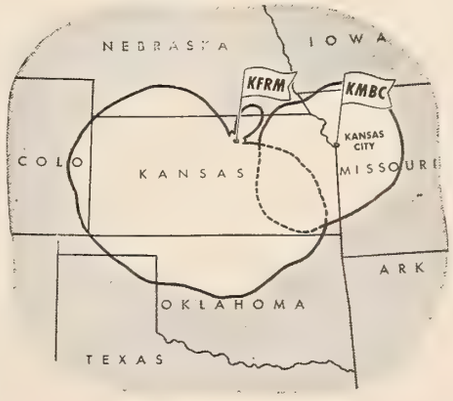
Evans is ably assisted by Ken Parsons, well known agronomist. Together, these two experts, with their up-to-the minute daily reports, keep rural listeners informed on latest developments in this important business of farming and agriculture.

Third member of this trio is Bob Riley, full-time marketcaster, who spends his entire working day at the Stockyards. He presents the market news several times each day direct from the Kansas City Livestock Exchange.

Other program features are presented by The Team specifically for the farm andience. As a result, The KMBC-KFRM Team is a welcome guest in the homes of those who live in the great Kansas City Trade territory.



The Team has the largest and finest group of artists ever developed by any Midwestern radio station. Pictured here is Hiram Higsby, master of ceremonies and entertainment star, heard on the nationally famous Brush Creek Follies, Dinnerbell and Western Roundup... just a few of the top-notch entertainment programs that are a daily feature of The KMBC-KFRM Team.



The KMBC-KFRM Team Serves 3,659,828 People*

** 1940 Census*



7th Oldest CBS Affiliate

KMBC

OF KANSAS CITY

5000 on 980

Represented Nationally by
FREE & PETERS, INC.

Programmed from Kansas City

KFRM

For Kansas Farm Coverage

5000 on 550

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY

In a pickle?



Advertising men who know their onions know there's nothing like the warm and friendly salesmanship of home-grown talent to solve their sales problems in local areas.

As in the case of one of the nation's largest tobacco companies.† Thanks to a Radio Sales Account Executive, they bought WBT's big local star, Grady Cole, and built their entire promotion campaign around him in the Carolinas. Now? Sales are driving ahead of the pack... and this big cigarette advertiser has found that using local live talent gives his coast-to-coast campaign extra momentum.

Illustrates why national spot advertisers now sponsor more than 750 local live talent broadcasts each week on the radio stations represented by Radio Sales...in 13 of your most important markets.

RADIO SALES *Radio and Television Stations Representative..CBS*

Radio Sales represents the best radio station – the CBS one of course—in Boston, New York*, Washington, D. C., Philadelphia*, Richmond, Charlotte*, Birmingham*, St. Louis, Chicago, Minneapolis-St. Paul, Salt Lake City*, Los Angeles*, San Francisco, and the West Coast's leading regional network. (*And the best TV station in these markets.)

†Another real-life st

DECEMBER 12, 1949

PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

Small talk? It became the talk of the town . . . when our man-about-town, Jim Grady, aired his newsboy's worldly-wise comments on the opening of the San Francisco Opera on his new KCBS morning show, "This is San Francisco."

So much so that San Franciscans from all over the Bay Area went out of their way—all that day and the next—to buy papers from the newsboy's out-of-the-way stand. Total sales in 24 hours: 2,475. More than three times more than he had *ever* sold in a similar period.

Small talk? Perhaps. Or a mighty significant bit of information on how the new local live programs on the *new* KCBS are moving people to move goods in the nation's seventh-largest market.



KCBS

San Francisco · Columbia Owned
5,000 watts · 740 kc
Represented by Radio Sales

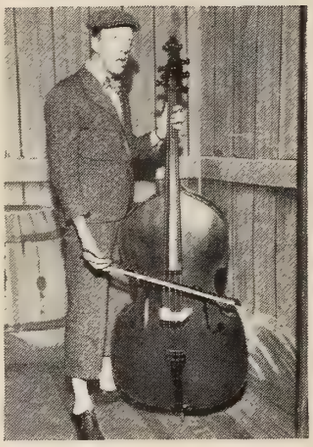
Public Service Institutions KNOW the Draw-Power of these *Radio Stars*



BOB ATCHER



THE SAGE RIDERS



COUSIN TILFORD



DOLPH HEWITT



RED BLANCHARD



LULU BELLE AND SCOTTY

Constantly requested for community events, fairs, charity programs — all the places where entertainment *experts* have their choice of the finest talent — these and two dozen more WLS radio stars are in demand all over the city of Chicago and the broad Midwest around it. This demand shows the way audiences feel about them — and that's why advertisers, too, find these WLS folks and our production staff can create anything from a simple one-man show to a giant network production. Yes, they're public servants, popular personalities . . .

. . . *Radio Stars* and PRODUCT SALESMEN

ARKIE



CAPTAIN STUBBY AND THE BUCCANEERS



on *A Clear Channel Station*

WLS — The PRAIRIE FARMER STATION — CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, AMERICAN AFFILIATE, REPRESENTED BY JOHN BLAIR AND COMPANY

it takes POWER



Radio Baltimore

WBAL

50,000 Watts

NBC AFFILIATE

Only WBAL covers the rich Baltimore area and wide surrounding territory with 50,000 watts power . . .*

*4,225,000 people live in the WBAL coverage area and spend more than $3,290,000,000 annually in retail sales

represented nationally by EDWARD PETRY & CO.

ıblished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

MAJOR networks understood pondering seriously continued membership in NAB. CBS reportedly is holding membership for network and its owned and operated stations on "month-to-month" basis, while at both NBC and ABC matter has been discussed in high councils during recent weeks. MBS, as cooperatively-owned network, actually holds membership via certain of its owned stations.

COLGATE-PALMOLIVE-PEET through its agencies, Ted Bates and Sherman & Marquette, trying to clear 1:30-2 p. m. time on either NBC or CBS for new program. Executives of advertiser understood to have discussed station lineup with NBC's Niles Trammell who in turn is said to be conferring with individual stations in effort to clear time (in station option time) for advertiser. CBS has also offered network stations. Program being developed in Hollywood where it will originate.

THAT REORGANIZATION of FCC staff into functional units is far from dead. Job classification papers sent to Civil Service show detailed plans to reorganize into four bureaus: Broadcast, Common Carrier, Safety-Special Services, and Field Engineering & Monitoring. FCC is seeking $11,200 to $12,000 classification for director of each bureau, who would have complete charge subject only to Commissioners themselves. Chief Engineer, General Counsel, and Chief Accountant would head separate staff bureaus at $12,200 to $13,000 each, under FCC proposal, while Executive Officer would head another at $11,200 to $12,000. These would be FCC's top level advisors and representatives.

IF SENIORITY is followed and reorganization effected Benedict P. Cottone (general counsel), William J. Norfleet (chief accountant), John A. Willoughby (acting chief engineer) and W. K. Holl (acting executive officer) would be in line for above top advisory posts. Selection of bureau directors apparently wide open, with Harry Plotkin, top-rated lawyer, either to head overall broadcast operations or newly aligned broadcast legal unit—top echelon posts. Following seniority sequence, Curtis Plummer or James Barr might head engineering broadcast structure, and Hugo Reyer or LeRoy Schaaff, broadcast accounting.

ANY NOTION that Cuba's exorbitant demands for AM facilities provide only NARBA headache goes aglimmering with disclosure of "wishes" of other signatories. Mexico, for example, wants to swap two high-frequency clears (above 1500 kc) for two low-band channels. Little Santo Domingo wants 20 stations including 1040 kc as clear. And Jamaica would like to have 660 and 680 through abandonment of so-called 650-mile rule on duplication of clear channels. Jamaica is 600 miles

(Continued on page 82)

Upcoming

Dec. 12: Multiplex Facsimile hearing, 155 Perry St., New York.
Dec. 14-15: NAB Dist. 17, Benson, Portland, Ore.
Dec. 15: American Television Society, Park Sheraton Hotel, New York.
(Other Upcomings on page 81)

Bulletins

CHEVROLET Motor Division of General Motors, Detroit, starts heavy spot campaign on more than 500 stations end of this month, announcing new 1950 line of passenger cars. Time has been bought on all. Agency, Campbell-Ewald, Detroit; account executive, Henry Little. Duration of campaign has not been set.

WWDC WASHINGTON SALE NEAR COMPLETION

NEGOTIATIONS near completion Friday for purchase of WWDC and WWDC-FM Washington by Peoples Broadcasting Corp. of Ohio, operating WRFD Worthington, Ohio, suburb of Columbus. Purchaser is wholly-owned subsidiary of Farm Bureau Mutual Automobile Insurance Co. Understood price will be around $125,000.

With FCC approval of transfer, Capital Broadcasting Co., present WWDC owner, will take over WOL and WOL-FM Washington facilities from Cowles interests. Capital, owned chiefly by Joseph Katz, Baltimore agency executive, bought WOL last August for $300,000 and transaction has been approved by FCC subject to sale of present facilities.

WWDC, now operating on 1450 kc with 250 w as independent, would take over 1260 kc, 5 kw WOL facility and retain WWDC call letters. Peoples Broadcasting plans to use WOL call letters, subject to FCC approval. Understood FM stations would retain present dial positions. Capital plans to move to 1627 K St. NW, present WOL studio-office site, with Peoples taking over 1000 Connecticut Ave NW space now used by WWDC. Peoples would acquire present WWDC downtown transmitter and Silver Spring FM and AM-booster site.

Negotiations being conducted by Ben Strouse, WWDC general manager, and Thomas Dowd, of Pierson & Ball, for WWDC, and James R. Moore, general manager of WRFD, for Peoples, with Howard E. Stark, radio director of Smith Davis Corp., as broker.

SUFFERS HEART ATTACK

LESLIE ATLASS Sr., CBS Central Division vice president, reported in "much improved" condition late Friday by his physician, Dr. W. D. Jack, after what he termed "serious" heart attack in Mr. Atlass' office that morning. Mr. Atlass, who has a chronic heart ailment, has suffered two other serious attacks. He is expected to remain at Henrotin Hospital, Chicago, several days.

Business Briefly

P&G RENEWAL ● Procter & Gamble Co., Cincinnati, renews *Fireside Theatre* on NBC-TV, effective Jan. 3. Filmed dramatic show telecast Tuesday, 9-9:30 p.m., signed for 52 weeks. Products advertised are Ivory soap Crisco and Duz. Agency, Compton Adv., New York.

WALTHAM TO RETURN ● Waltham Watch Co., New York, plans to return to air next spring. Current *Share the Wealth* series on ABC Monday, 8-8:30 p.m. cancelled effective Jan. 9. Agency, Hirshon-Garfield, New York.

'LADIES HOME JOURNAL' PLANS JANUARY TV SERIES

LADIES HOME JOURNAL will start five-minute film and one-minute spots on television effective early in January to promote serialized feature article on private lives of English royal family.

Film made by BBDO, New York, agency for Curtis Circulations, and United World, division of Universal International Pictures, will be titled "The Little Princess" as is the article running in magazine in January.

Negotiations being conducted to place films in major cities throughout country. Among stations already picked to carry five-minute film are WJZ-TV New York, WENR-TV Chicago and WMAL-TV Washington.

CBS GRANTED DELAY

CBS granted Federal District Court continuance to Dec. 21 in Chicago where Salt Valley River Broadcasting Co. filed suit Nov. 17 for specific performance of network affiliation contract. Salt Valley, for KOY Phoenix and KTUC Tucson, claims CBS is cancelling or terminating affiliation without proper official notification. Delay was granted on claim of CBS attorneys they have not had enough time to answer. Normal limit is 20 days after initial filing of charges.

NETWORKS' GROSS BILLING

GROSS TIME sales of four radio networks for October 1949 totaled $16,413,883, according to tabulations of Publishers Information Bureau, which reports gross network billings of $155,522,760 for ten-month period. Combined gross of four TV networks, according to PIB figures, was $1,816,862 for October, $8,277,186 for January-October period.

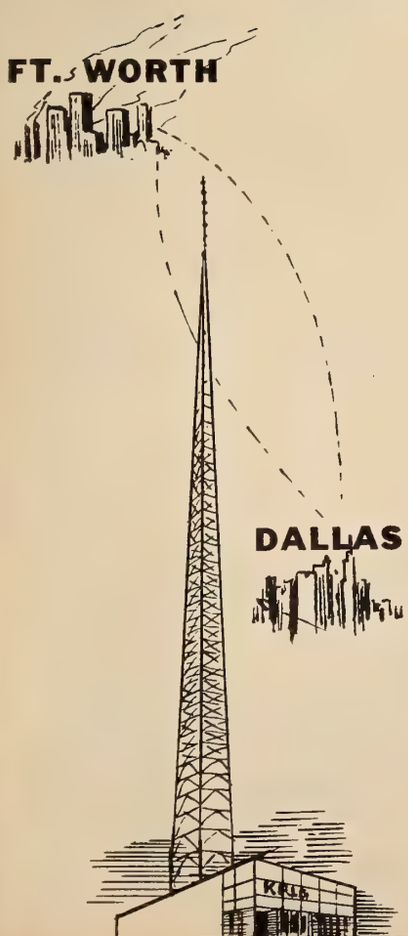
CBS SALES SHIFTS

ALFRED J. HARDING, WCCO Minneapolis sales manager, transferred by CBS to New York TV staff of Radio Sales as account executive, effective Jan. 3. Sam Cooke Digges, former Radio Sales account executive in New York, named TV manager for Radio Sales in Chicago.

KRLD T-V Is on the Air

a NEW Picture in the Dallas-Fort Worth Area!

Serving THE GREAT DALLAS-FORT WORTH TELEVISION AUDIENCE and 1 and ⅓ BILLION-DOLLAR *Market*



KRLD-TV Opened With the Nation-Stirring Football Game Between Notre Dame-SMU and With the Great CBS-TV Shows

22,000 RECEIVING SETS

are now installed in the Dallas-Fort Worth area—and the number is growing by the thousands each month.

The eight counties which are either entirely or partially within KRLD'S 0.5 Mv line, present a million-and-a-third dollars retail sales market, according to 1949 Sales Management figures.

There's a NEW PICTURE in the Dallas-Fort Worth area . . . presented by KRLD-TV and the great CBS network shows.

AM FM KRLD T-V

The **TIMES HERALD** *Station* ★ *Channel 4*

The Branham Company *Exclusive Representatives*

WIP Produces!

Example #20

Humphrey Ireland, of the H. B. Humphrey Company, Advertising, handling the account of Greystone Press, writes us . . . "Want to congratulate you for the fine mail count you are giving us on our Mr. Fix It show.

Dollar for dollar WIP is showing up as the best buy we have made for Mr. Fix It in the past year, and we have bought time on about 150 stations and three networks for the same show." What do *YOU* have to sell?

WIP
Philadelphia
Basic Mutual

•

Represented Nationally by

EDWARD PETRY & CO.

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.

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FEATURE CALENDAR

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Second issue: Network Boxscore; How's Business
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

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360 N. Michigan Ave., Zone 1, *CEntral 6-4115*
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28. *HEmpstead 8181*

David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO

417 Harbour Commission Bldg. *ELgin 0775*
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

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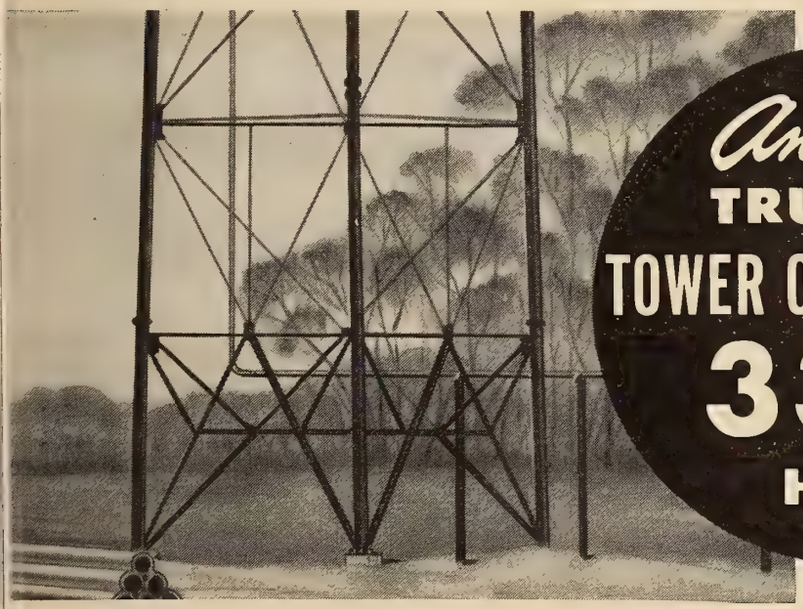
Subscription Price: $7.00 Per Year, 25c Per Copy

More Radio Impressions for WMRI-FM at Marion, Ind.

Newest thing on the Grant County horizon is this Truscon Self-Supporting Steel Radio Tower which lifts its Collins 8-ring, side mounted FM antenna 336 ft. into the Hoosier sky.

Radio personnel of the Chronicle Publishing Company naturally wanted only the finest equipment when they established WMRI-FM in December, 1948. And, just as naturally, they turned to Truscon for the best in radio tower facilities . . . *specifically tailored to local conditions.*

Five months later they had it. Truscon engineered the tower and it was erected in May, 1949. This new tower-antenna team now is faithfully transmitting WMRI-FM's 33kw signal on its frequency of 106.9 megacycles . . .



Another **TRUSCON TOWER OF STRENGTH 336 FT. HIGH**

making more and more favorable audio impressions in north-central Indiana homes.

Truscon offers a world-wide background of experience to call upon in fitting Radio Towers to specific needs. Whether your own plans call for new or enlarged AM, FM, or TV transmission, Truscon will assume all responsibility for tower design and erection . . . tall or small . . . guyed or self-supporting . . . tapered or uniform in cross-section. Your phone call or letter to our home office in Youngstown, Ohio—or to any convenient Truscon District Service Office—will rate immediate, interested attention . . . and action. There is no obligation on your part of course.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON SELF-SUPPORTING AND UNIFORM CROSS SECTION GUYED TOWERS

Truscon Copper Mesh Ground Screen





Today these top-notch stations are reaching 40% more radio homes than they did in 1943—and at a lower cost per thousand. Want the proof?

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since 1932

NEW YORK CHICAGO
ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

EAST, SOUTHEAST

WBZ-WBZA	Boston-Springfield	NBC	50,000
WGR	Buffalo	CBS	5,000
WMCA	New York	IND.	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
	. . . . .		
WCSC	Charleston, S. C.	CBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk	ABC	5,000
WPTF	Raleigh	NBC	50,000
WDBJ	Roanoke	CBS	5,000

MIDWEST, SOUTHWEST

WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000*
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	ABC	10,000
WISH	Indianapolis	ABC	5,000
KMBC-KFRM	Kansas City	CBS	5,000
WAVE	Louisville	NBC	5,000
WTCN	Minneapolis-St. Paul	ABC	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KSD	St. Louis	NBC	5,000
	. . . . .		
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000
KTSA	San Antonio	CBS	5,000

MOUNTAIN AND WEST

KOB	Albuquerque	NBC	50,000
KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland, Ore.	ABC	50,000
KIRO	Seattle	CBS	50,000

*CP



Their Atomic Interview Was Radio-Active

One of the biggest stories of the year broke Dec. 2 when Fulton Lewis, Jr. interviewed Major George R. Jordan, former air force Lease-Lend inspector at Great Falls, Mont. Major Jordan charged that Russia obtained atomic bomb secrets, plans and uranium from the U. S. in 1943 and 1944 through orders from high officials in the White House. Two investigations (by the House Committee on Un-American Activities, and the Joint Congressional Committee on Atomic Energy) were immediately started as a direct result of the broadcast.

Preceded by two months of checking of the story by Lewis and his staff (including prior reports to the FBI), the interview is one more example of the Fulton Lewis, Jr. role as a public servant, uncovering situations and getting them corrected. His program offers a ready-made audience, network prestige, local time cost with pro-rated talent cost. Though currently sponsored on more than 300 stations, there may be an opening in *your* locality.

Check your Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

Agencies



DOUGLAS MESERVEY, former military governor of Bremen, Germany, for U. S. Army, joins J. Walter Thompson Co., Hollywood, as special client contact for RCA Victor on NBC *Screen Directors Playhouse.*

HARRY W. CALVERT, Zimmer-Keller Inc., Detroit, for past five years, and before that with Campbell-Ewald Co., Detroit, and Cleveland office of McCann-Erickson, named executive vice president of Zimmer-Keller. **MAX DENOMMER,** with account department of Zimmer-Keller for several years, named assistant treasurer of firm.



Mr. Calvert

KEO CURRIE, vice president and research director of Needham, Louis & Brorby, Chicago, will retire early next month. Her position as research director will be taken by **FRED A. MITCHELL,** account executive.

IRWIN-McHUGH Adv., Beverly Hills, Calif., dissolves with separation of principals. **PHIL D. McHUGH** opens separate offices at 211 S. Beverly Dr., taking with him **J. F. O'CONNOR,** Lincoln-Mercury dealers account executive. **GEORGE IRWIN** continues at 239 S. Beverly Dr., with firm after Jan. 1 to be known as Irwin Co. Inc. He retains all other agency personnel and most local radio accounts.

JOSEPH R. DALY, formerly with John A. Cairns Inc., New York, named account executive and supervisor of merchandising and sales planning at Doyle Dane Bernbach Inc., New York.

RALPH D. HERBERT, for past 15 years active in radio as program director and station manager, joins staff of Ross Jurney & Assoc., Salt Lake City, as account executive in charge of radio.



Mr. Herbert

JACOB H. GEISE, treasurer of Young & Rubicam, New York, named vice president in charge of finance. **HARRY H. ENDERS,** formerly secretary and assistant treasurer, becomes treasurer of agency retaining his position as secretary. **GEORGE FARRAND,** member of accounting department, named assistant secretary, and **M. WRAY WITTEN,** member of executive department, named controller.

WILLIAM E. JONES, director of radio and television for Henri, Hurst & McDonald Inc., Chicago, resigns effective Dec. 31 to operate as independent program package producer and consultant in radio and TV with headquarters in Chicago. He is succeded by **JOHN SCOTT KECK.** Henri, Hurst & McDonald will officially open new offices on 24th, 34th and 35th floors of La Salle-Wacker Bldg., on Jan. 3.

GEORGE BALTERMAN, formerly advertising manager of Schenley Distributors Inc., joins executive staff of Storm & Klein Inc., New York.

LYN GROSS, formerly advertising manager of Montague-Harris & Co., San Francisco, joins media department of Biow Co., same city.

SATN WAYTE Agency, Regina, Sask., enfranchised as an advertising agency by Canadian Assn. of Broadcasters.

HARRY HOBBS, timebuyer with Dancer-Fitzgerald-Sample, New York, resigns effective immediately. He is understood to be planning to go into his own business. No replacement yet named.

DAN McGUIRE, former sports editor of Oakland *Post Enquirer,* joins staff of Chris Lykke & Assoc., San Francisco.

FRANK SMITH, vice president of Benton & Bowles, New York, elected to board of trustees of Packard Junior College. He is account executive on various Procter & Gamble brands.

J. EVERETT PALMER named radio director of Walsh Adv. Co. Ltd., Toronto. **CHARLES D. TRUMAN,** with Mr. Walsh, will head television department of agency. **GEORGE E. HOWARD** joins agency as radio account supervisor.

MARTIN OECHSNER, former director of editorial and advertising promotion at *Collier's* magazine, joins Ruthrauff & Ryan Inc., New York, as account executive.

ELLIOTT WOLF, formerly classified advertising promotion manager of Los Angeles *Examiner,* joins Smith & Bull, Los Angeles, as consultant.

STEVENSON & SCOTT Ltd., Montreal, moves offices to 1260 University St.



Heads turn, too, on Oklahoma highways where these handsome four color 24-sheet boards greet passersby! This is another example of the aggressive promotion which helps keep KVOO, *Oklahoma's Greatest Station.* To reach and *sell* more people at lower cost . . . year in and year out . . . use KVOO, the leader, year in and year out!

50,000 WATTS ON 1170 KC
KVOO
TULSA
OKLAHOMA'S GREATEST STATION

EDWARD PETRY & CO., NATIONAL REPRESENTATIVES

NBC AFFILIATE

THESE
6 Stations
Build Sales
for You . . .

WGAL
WGAL-TV
Lancaster, Pa.

WORK
York, Pa.

WRAW
Reading, Pa.

WKBO
Harrisburg, Pa.

WEST
Easton, Pa.

Clair R. McCollough, Managing Director
Represented by
ROBERT MEEKER ASSOCIATES
Los Angeles New York
San Francisco Chicago
NBC AFFILIATES
STEINMAN STATIONS

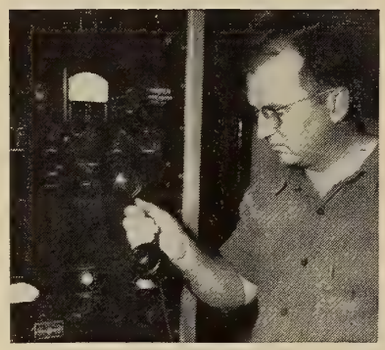
Feature of the Week

WHEN a station is picked on by gunmen the best way it can fight back is to broadcast the incident and thus let the whole town know about it a few minutes after the holdup happens.

That is what occurred Nov. 26 in Amarillo, Tex. Quick thinking by Chief Engineer Browning A. Clopton, KLYN Amarillo, set sirens wailing on the trail of three notorious fugitives, James Farris and the Rader twins, minutes after the holdupmen stormed the station's transmitter building, tore out telephone lines, stole Mr. Clopton's automobile and raced toward town.

Without hesitation, alert Mr. Clopton broke in the CBS show, *Borden's County Fair*, reporting that he had been robbed and his car stolen. He also supplied detailed information as to which route the bandit trio was taking. Shortly after the dramatic message was flashed over KLYN, the Rader twins and James Farris, were objects of a wide dragnet laid over the area by the police. A few hours later, the men were captured in downtown Amarillo.

The bandits, who had escaped from the County Jail three days earlier, had been the choice public enemy plums sought by the local police department, the sheriff and the Texas Rangers.



Mr. Clopton holds phone pulled from wall by gunmen.

* * *

KLYN noted that soon after Mr. Clopton's plea was broadcast, the station, the police and the sheriff's office were swamped with hundreds of telephone calls from law-abiding citizens who wanted to relay the SOS they heard break into the network program.

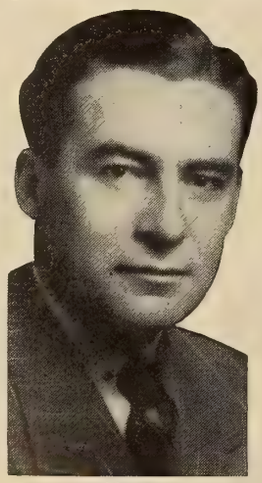
On All Accounts

TOM BROWN of Harvard is no fictional hero of a childhood classic to members of the advertising fraternity in New York. In fact, the only conceivable similarity between Cambridge-educated Thomas Brown Jr., vice president of C. E. Hooper Inc., and his literary namesake is the somewhat similar and improbable pattern of success that attended both of them.

A year after receiving his law degree at Harvard, the youthful Mr. Brown was invited to join one of the nation's largest advertisers, American Home Products, to assist in setting up the legal department.

Inevitably his talent and enthusiasm spilled over into spheres other than the law. He became an administrative force in the organization and only four years removed from law school he was appointed, in 1941, vice president and general manager of Anacin, a division of American Home's Whitehall Pharmacal Co.

Four years later he was named secretary and general counsel for the present company, American Home Products.



TOM

In November 1945, he was offered and accepted a post with Dancer-Fitzgerald-Sample, the agency which handled much of Whitehall's advertising budget. He joined DFS as executive assistant to H. M. Dancer, president. A few months later he was named general manager of the radio department.

In December 1947, Mr. Brown resigned from the agency to take over the presidency of the Radio Council of National Advertisers. He remained head of that organization until its dissolution this year.

Last February he was named to his present post with C. E. Hooper. One of the keystones of the firm, he is concerned with the sale of the rating service to national advertisers.

Mr. Brown makes his home in Summit, N. J. He has three children, Thomas III, 13, Valerie 9, and Stephanie 5 years old.

Athletic by nature, his hobbies are boating, swimming and tennis, although at school he played football and managed the boxing team.

Club-wise, he holds active membership in the Harvard Club and the Kex Club.

"VIC" DIEHM says:

IT TAKES ALL KINDS of SPONSORS to make a Station Manager Happy!





But I love 'em all!



for further endearment write to Vic Diehm c/o

WAZL

HAZLETON, PENNA.
REPRESENTATIVES:
Robert Meeker Associates
521 Fifth Avenue, New York City 17, N. Y.

Milestones

► Gayle V. Grubb, general manager KGO-AM-TV San Francisco, celebrated his 25th year of broadcasting last week. He entered radio at KFAB Lincoln, Neb., in 1924, leaving there in 1928 to work with WKY Oklahoma City where he remained for 17 years. He joined KGO in 1945. Under his guidance, station increased its power to 50 kw in December 1947 and last May its TV affiliate went on the air.

► First anniversary of KOB-TV Albuquerque, N. M., was celebrated Nov. 29.

► KFUO Clayton, Mo., observed its silver anniversary Dec. 4 with a public service broadcast in the auditorium of Concordia Seminary, St. Louis.

► Dec. 10 marked the 27th birthday of WDRC Hartford, Conn. Station was founded by Franklin M. Doolittle, who now is its president.

► Ten years of broadcasting are being celebrated this month by KXOX Sweetwater, Tex.

► Card telling in biblical style the story of WREL Buena Vista, Va., was distributed to announce station's anniversary of its first year of operation, Nov. 14.

► Jack Swift, KDKA Pittsburgh news chief, began his sixth year of newscasting for C. F. Mueller Co. with the signing of a 52-week contract late last month. Staff Announcer Paul V. Shannon of KDKA completed ten years' service with the station Nov. 16.

► Second year of writing and narrating *History in the Making* for WBRK Pittsfield, Mass., in-school listening project, has been celebrated by Leon C. Beeler, news chief at WBRK.

► Twenty-three years as a radio announcer were observed in November by Maury Rider, now chief announcer and production manager of KIRO Seattle. He started with KIT Yakima, Wash., in 1926. In 1923 he had been heard on the air in Seattle as a tenor in a quartet.

► Dave Edelson, who aided in organization of eight Chicago-area stations, observed 27 years of broadcasting activity Nov. 15. President of Commercial Broadcasters and vice president of WMOR (FM) Chicago, Mr. Edelson helped organize the former WTL Chicago in 1923 and WTAS Chicago. He held positions as station director of WTAY Oak Park, Ill. (now WGES Chicago), manager of WSBC Chicago, vice president and director of WEDO Chicago, and announcer and salesman at WJKS Gary (now WIND Chicago). For eight years he was Illinois State radio director under Gov. Dwight Green.



MILESTONE celebration of Chicago & North Western Railway's 4,000th broadcast of *400 Hour* on WMAQ (NBC) Chicago was occasion of luncheon attended by network, agency, sponsor and program officials. Norman Ross and Pat Gallicchio (standing, l to r), emcees on the five-weekly 6-6:55 a.m. program, receive watches from I. E. Showerman (seated, c), vice president of NBC Central Division. Also present are F. G. Fitz-Patrick (l), vice president of railroad, who received a plaque from NBC, and Ralph N. Hartsing (r), president of Caples Co., agency.



Business, Buyers

and

BROADCASTING

A Statement by the Publisher

BOOKS soon will be closed on 1949. It has been an eventful year in world power politics, in national affairs, in science and industry—all interwoven into this atomic era.

And it has been a momentous year for radio—the mass radio media.

When 1949 began, radio was afflicted with jumping jitters. There was alarm about television, unrest about business, and what many saw as an inevitable depression. Competition was becoming keener. A few ran for cover.

What actually transpired hasn't greatly disturbed radio's equilibrium, service-wise or economically. There have been intramural stresses, but the art and industry expanded its horizons. Instead of losing business, 1949 actually will show another overall increase.

Back in 1931, when BROADCASTING was founded, there were 600 stations, many splitting time. Radio's gross was $56 million. There were 15 million sets and the payroll didn't exceed 2,000 souls.

Today—more than 18 years later—there are nearly 3,000 operating stations (2,000 AM, 740 FM, just short of 100 TV). Radio's gross (with TV) will eclipse $600 million. The number of sets exceeds 85 million, and total employment (without regard to manufacturing) surpasses 35,000.

In 1931—when that 1929 depression was scraping bottom—BROADCASTING made its bow as a semi-monthly, dedicated "to the American system of free, competitive and self-sustaining radio enterprise."

That original concept of our obligation to the art and business of broadcasting has never been altered. Our staff has grown from 6 to 60; our offices from one to five; our circulation from scratch to better than 15,000 *paid*. Our display lineage each year has increased, and each year has aggregated more than the total business of all other radio journals combined.

After a decade as a semi-monthly, BROADCASTING (which then used the sub-title *Broadcast Advertising*) in 1941 began weekly publication, in tempo with radio's steady advancement as the greatest and the only true mass medium.

BROADCASTING's headquarters from the start have been in Washington. Our thesis then was that radio was not show business *per se;* that it was a combination of the theatre, the newspaper, the school, the church, but with a more intimate and penetrating voice than any of them. Hence, American radio

was not typified by New York or Chicago or Hollywood. It was Main Street, U. S. A.

We have never changed that view. Television's spectacular advent does not change it. TV is imbued with show business to a greater degree, perhaps, than radio, but the underlying thesis is the same—Radio (or TV) by The American Plan.

Back in 1931, when BROADCASTING's circulation was a few thousand, our display advertisers found that it reached for them most of those who placed the radio business on the stations of the nation. The record is replete with their success stories. This didn't just happen. It accrued through reader confidence in an all-inclusive, independently owned trade journal devoted solely to the interests and welfare of broadcasting and broadcast advertising. Our clients knew then and know now that BROADCASTING has no alliances with any other medium or any publication; no outside or absentee ownership or special interests.

BROADCASTING did not succumb to press-agentry. It fought radio's battles where it found them.

Today, with more than 15,000 *paid* subscribers, BROADCASTING-Telecasting to a greater extent than ever before, reaches the top decision-makers in the business of broadcasting and telecasting. More than one-third of its paid circulation reaches radio advertisers and advertising agencies—the *influential concentration* of buying power.

Many of radio's decision makers were weaned on BROADCASTING—as announcers, or salesmen or page boys or engineers, as mail clerks or secretaries at agencies. The newer generation—if they attended journalism or radio courses at top universities—used BROADCASTING as mandatory text.

BROADCASTING-Telecasting has the greatest concentration of readership among radio-minded advertisers and agencies. Its circulation (15,438 paid) is the largest among radio trade papers. Its renewal rate (82.61%) probably exceeds that of any business paper. Its advertising renewal percentage (86%) is unequalled in the tradepaper field; and its annual business volume (nearly 5000 pages) apparently exceeds that of all radio journals combined.

These factors, we believe, converge to deliver to BROADCASTING's advertisers more people responsible for spending the radio dollar than any other trade medium.

We of BROADCASTING are not unmindful of our responsibility. We gratefully acknowledge the wholehearted cooperation and endorsement given us by all segments of broadcasting and broadcast advertising during nearly two decades of publication. Those decades have seen the flowering of broadcasting as the most vital and most important medium of all time; the next decade will witness TV's matriculation, not as a replacement of *sound* radio, but as a companion medium.

We of BROADCASTING—all 60 of us—hope that we have contributed in some small way to the wholesome emergence of the mass radio media. During these past years we've had lots of fun and not a few troubles. We have made many friends and some enemies. We have been shot at from all sides, but seldom hit. We have called them as we've seen them, irrespective of size, scope, or station.

So, as we round the bend into 1950, we of BROADCASTING-Telecasting again pledge ourselves to unremitting support of the mass radio media, by *The American Plan of Free, Competitive Enterprise.*

All good wishes,

Sol Taishoff

EDITOR AND PUBLISHER

BROADCASTING • *TELECASTING*

WASHINGTON NEW YORK CHICAGO HOLLYWOOD TORONTO

Likes NARBA Editorial

EDITOR, BROADCASTING:

Congratulations on your editorial "AM Alive or NARBA Dead." Also, congratulations on your complete coverage of Thursday's fireworks at Montreal.

Chas. Crutchfield
V. P. & Gen. Mgr.
WBT Charlotte, N. C.

* * *

Thanks from WCAU-TV

EDITOR, BROADCASTING:

. . . I want to express . . . the thanks of everyone here at WCAU-TV for that wonderful story in the Nov. 21 issue. . . .

. . . I never realized before how many people read BROADCASTING. The acknowledgements and response have been overwhelming, and the story certainly excited a lot of interest in the trade. . . .

Robert N. Pryor
Promotion Manager
WCAU-TV Philadelphia

* * *

Open Mike



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Boys Will Be Boys . . .

EDITOR: BROADCASTING:

Since you are so cooperative and so favorably disposed toward P. I. deals, I'm gonna let you and your magazine in on the slickest, surefire, money-maker devised to date.

All you have to do is to print a double-page spread (or two) advertising the merits of our P. I. Baby Pills, guaranteed to produce for expectant mothers a baby of any sex they desire—they just take pink pills for a girl—blue ones for a boy, and they get their money back if the P. I. Pills don't work.

You see, of course, that we are bound to hit it right at least in half the cases, and so we pocket half the loot, with your illustrious magazine collecting TWO percent of the net. You'll be simply rolling in cash. (Money, too.) And all this for a mere speck of effort and expense on your part.

Incidentally, when the ads are ready, send me a couple large leather money-sacks with your return address on them, so as not to delay the pay-off.

Expectantly yours,
Bob Mager
WOUI-FM
Ohio U., Athens, Ohio

P. S. Hope you have detected the tongue-in-cheek, and also that the above is just another way of expressing approval of your man-size policies toward P. I. Keep up the good work. Most of us are on your side.

[Editor's note: Roger!]

* * *

Radio News Problems

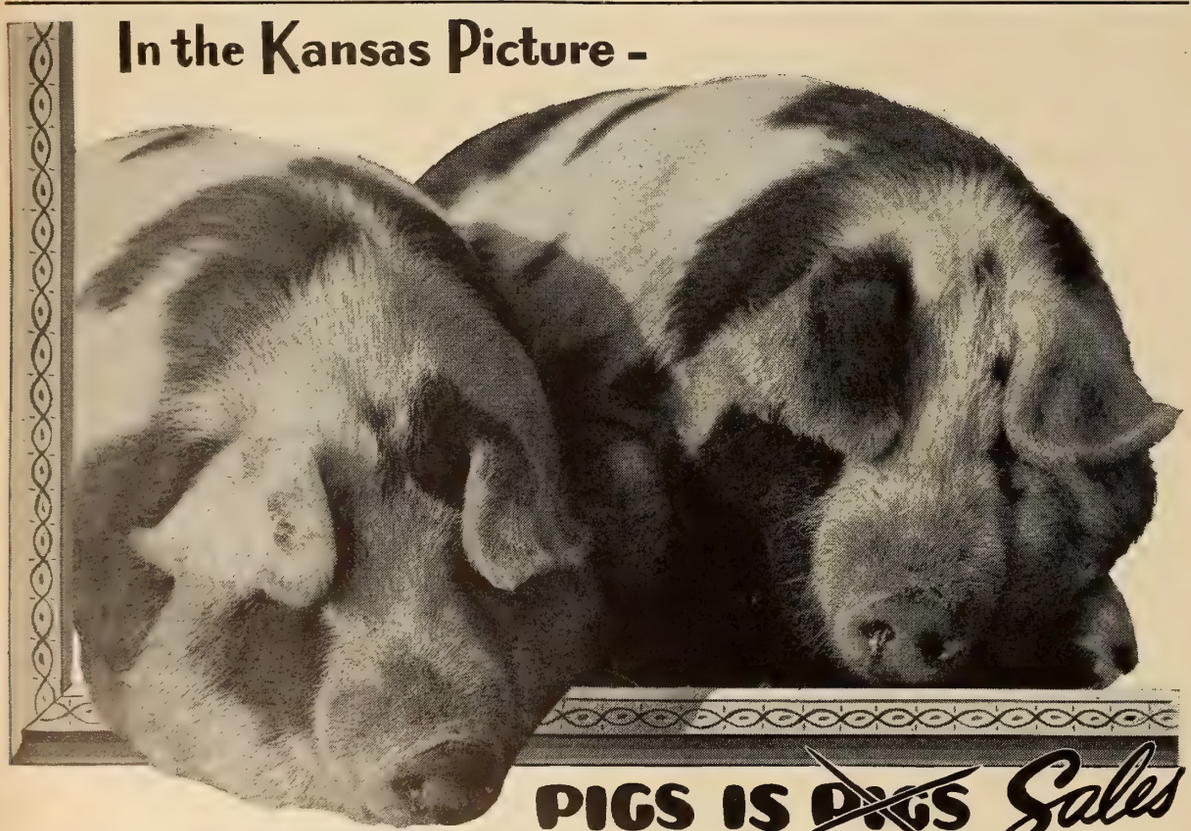
EDITOR, BROADCASTING:

In reference to your editorial, "The Newsman's Niche," in the Nov. 28 issue of BROADCASTING, I'm not quite sure if you've helped or hindered the problems of radio news, and the men responsible for its gathering, editing, rewriting and airing. . . .

. . . To my mind it's the job of the station manager to employ personnel capable of doing a job. They are available. But not in the form of glorified announcers—men who "Rip and Read." They are to be found in the ranks of the "combination men." Men who have perhaps been schooled in journalism in college, and then have gone, either directly into radio newsrooms, or into radio news via the newspaper. . . .

. . . Can you blame the radio news director for wanting what you

(Continued on page 46)



YOUR sales, brother! If your product can be used by the 1,202,612 farm folks in WIBW-land* we can build bigger sales for it.

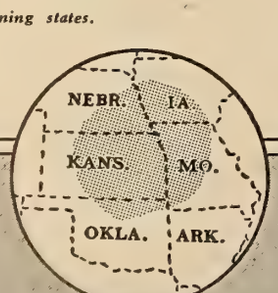
SALES of pigs, wheat, corn, eggs, and dozens of other high profit crops have raised the Kansas farmer's level of living 35% above the national average.

COUNT on RESULTS because WIBW is the *preferred* farm station of these big-buying farm families. For over 25 years, they've given buying preference to WIBW advertised products. Let us start them giving preference to YOURS.

** Kansas and adjoining states.*

W I B W

SERVING AND SELLING
"THE MAGIC CIRCLE"
WIBW · TOPEKA, KANSAS · WIBW-FM



CBS

Rep: CAPPER PUBLICATIONS, INC. · BEN LUDY, Gen. Mgr. · WIBW · KCKN

Radio's Story

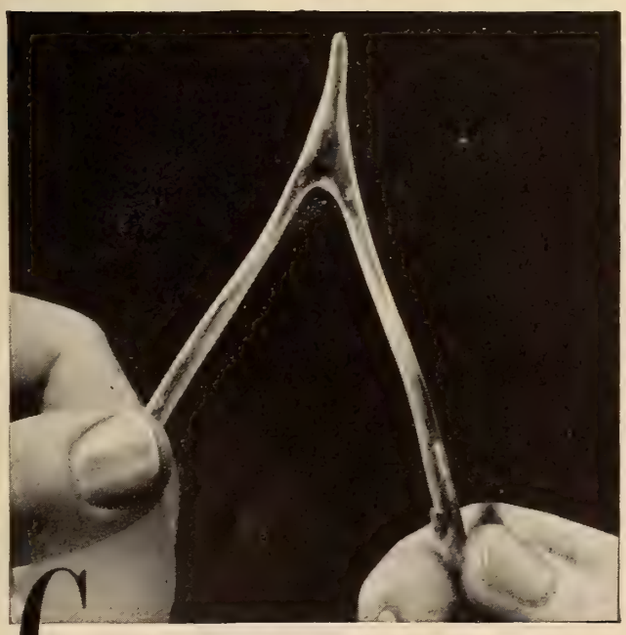
WMIL Milwaukee feels it's time that radio quit "hiding its light under a bushel" and it has taken radio's story directly to its listeners. Every hour, all day long, station airs spot announcements pointing up medium's selling power, Jerome Sill, WMIL general manager, reports. Typical are these questions: "Do you know how radio helps sell more goods—cheaply—to bring prices down? . . . How quickly and completely radio advertising helps a merchant tell his story? . . . How little radio advertising costs? . . ." WMIL points out radio costs a merchant "as little as a 50th of a cent per listener" and that as many as 28,000 different people listen at the same moment to the same WMIL program.



ALL THE HORSESHOES in Santa Anita won't guarantee good luck to a Coast campaign based upon a "plus market" that actually doesn't exist. So be sure to keep an eye on the superstition that only *one* network reaches most of the Coast towns outside the big cities.



BASE YOUR BUY ON BMB and you won't need a rabbit's foot to bring you extra value in Pacific Coast radio. BMB shows that ABC delivers 96.7% coverage of the entire Coast...big markets and small, from little Lemoncove in the Sequoia's shadow to bustling Long Beach.



CHECK UP WITH AN ABC representative if you want to "get lucky" in Coast radio. You'll learn that 22 stations on ABC's Coast network are strategically located to cover not *only* smaller towns outside metropolitan centers, but the big buying, big city audiences, too.

On the coast you can't get away from ABC

FOR COVERAGE... ABC's booming Pacific network delivers 228,000 watts of power—44,500 more than the second-place network. This power spells coverage—ABC primary service area (BMB 50% or better) covers 96.7% of *all* Pacific Coast radio homes.

FOR COST...a half hour on ABC's full 22-station Pacific network costs only $1,228.50. Yet you can buy as few as 5 stations for testing or concentration. And ABC is famous for the kind of audience-building promotion that helps slice the cost-per-listener.

Whether you're on a coast network or intend to be—talk to ABC

ABC PACIFIC NETWORK

NEW YORK: 30 Rockefeller Plaza • CIrcle 7-5700—DETROIT: 1700 Stroh Building • CHerry 8321—CHICAGO: 20 N. Wacker Drive DElaware 1900—LOS ANGELES: ABC Television Center • NOrmandy 3-3311—SAN FRANCISCO: 155 Montgomery St. • EXbrook 2-6544

"Interested in Shapes?"



Then take a look at WHTN'S .5MV. contour

WHTN's.5 mv/m contour wraps up the rich Huntington market better than that of *any other station,* regardless of power. Cost is lower, too. Add to this an FM bonus on WHTN-FM, most powerful FM station in the Central Ohio Valley, and you've got a low-cost, high power medium for tapping the gold in these hills. Take a look at the Huntington Market . . . $300,000,000 in retail sales . . . then make up your mind to get your share by using WHTN and WHTN-FM.

THE POPULAR STATION

AM WHTN FM

800 KC 1,000 WATTS 100.5 MC 53,000 WATTS

HUNTINGTON, W. VA.

For availabilities, rates and other information, wire, write or phone

PACE-WILES, INC.,
Advertising
Huntington, West Virginia
National Representatives

New Business



GNOME BAKERIES, New York (pre-baked rolls and breads), appoints Lester L. Wolff Inc., also New York, to handle its advertising. Agency plans for radio and television still nebulous, but Eastern market will be used. Campaign calls for use of spots at first, with possible addition of shows to promote product.

FREDERICK & NELSON, Seattle department store, launches concentrated Christmas season campaign including four to five spots daily on KIRO and KOMO Seattle, plus five-a-week sponsorship of Sheelah Carter newscast on KJR Seattle [BROADCASTING, Nov. 28]. Agency: Hiddleston, Evans & Merrill, Seattle.

HUDSON DEALERS, New York metropolitan area, composed of 88 dealers, name Klores & Carter, New York, to handle advertising. Dealers will sponsor *Easy Aces,* Wednesday, on WABD (TV) New York starting Dec. 14 and Ridgewood Grove boxing show, Saturday, 9-11:30 p.m. on WPIX (TV) New York, beginning Jan. 7.

CHAMBERS MANUFACTURING Co., New York, appoints DuFine-Kaufman, New York, to handle advertising for its Duro-Flex watch bands. Plans not set, but include strong possibility of television.

CHICAGO WESTERN Corp. (Pinafore Chicken) begins TV campaign early in the year with one-minute film commercials in about 10 markets through Phil Gordon Agency, Chicago. Frequency of spots will vary. **JOHN GILLIS** is account executive.

GANELES-LENGER WINE Corp., New York, through its agency, Parkin-Wilbur, also New York, planning extensive advertising campaign for its kosher wines, to start in January and continue through March. Drive includes current spots on WEVD and WBNX both New York, and 15 minute video program that agency is developing to place on one New York TV station, and possibly one Philadelphia station. Television show also will be submitted by agency to advertisers of other kosher products for participating sponsorship.

HOLLYWOOD TELEVISION PRODUCTIONS, New York, producers of films for television, training programs and public relations motion pictures, appoints Durk Advertising Agency, New York, to handle its advertising.

MOHAWK CARPET Co., sponsor of **Morton Downey** and **Roberta Quinlan** on NBC-TV, switches Miss Quinlan from Tues. and Thurs. 7:30-7:45 p.m. spot to Mr. Downey's Mon.-Wed.-Fri. spot, at same time, dropping Downey program. George R. Nelson Inc., Schenectady, N. Y., is Mohawk agency.

WM. WRIGLEY Jr. Ltd., of Canada, Toronto (gum), will start *The Cisco Kid* on 30 Canadian stations early in 1950. Agency: J. Walter Thompson Co., Toronto.

ARWELL Inc., Waukegan, Ill. (sanitation engineers), appoints Schoenfeld, Huber & Green, Chicago, as agency. Plans include use of radio next year.

NEW YORK'S BANK FOR SAVINGS, 130-year-old institution, enters first radio venture in its history with purchase of daily quarter-hour on WMCA New York, as test campaign. Contract, to start Jan. 9, calls for 15-minute across-the-board participation in *Top Tune Time* program, 1:15-1:30 p.m. William Irving Hamilton Inc., New York, is agency.

NAT PATERSON MOTORS, JACKSON MOTORS (DeSoto dealers) and **NEW YORK TECHNICAL INSTITUTE Inc.,** all New York, sponsor Saturday night wrestling on WABD (TV) New York. Agency: Moss Assoc., New York.

MacFEETERS CREAMERY, Toronto (Golden Bar butter and cheese products), starts spot announcements on number of Ontario stations, marking company's initial use of radio. F. H. Hayhurst Co. Ltd., Toronto, is agency.

Network Accounts • • •

KELLOGG Co., Battle Creek, Mich., through its agency Kenyon & Eckhardt, New York, will sponsor *Mark Trail,* 15 minute five-time-weekly show [CLOSED CIRCUIT, Nov. 22]. Network and time will be announced shortly. Company has dropped sponsorship of *Mother Knows Best* which was heard on CBS's Pacific Coast Network and on WCBS New York.

Adpeople • • •

GEORGE DURAM, media director of Lever Brothers Co., New York, is the father of a boy, George Thomas Jr., born Nov. 29.

KPRC
Top station in HOUSTON
IN BMB
First IN HOOPER
IN THE SOUTH'S FIRST MARKET

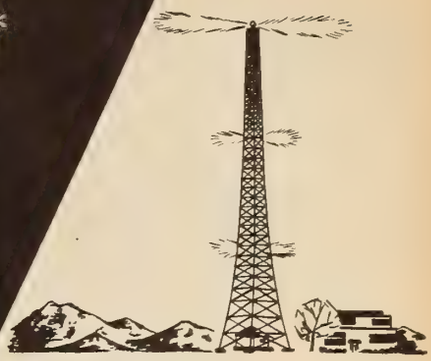


To sell Houston and the great Gulf Coast area
Buy KPRC
FIRST in Everything that Counts!

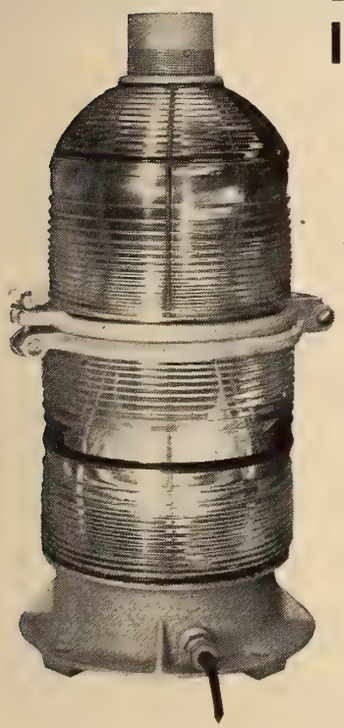
KPRC
HOUSTON
950 KILOCYCLES • 5000 WATTS
NBC and TQN on the Gulf Coast
Jack Harris, Gen. Mgr.

Represented Nationally by Edward Petry & Co.

a COMPLETE LINE of CAA APPROVED* TOWER LIGHTING EQUIPMENT BY Andrew



Designed for Dependability . . . Immediate Delivery . . .



300 MM CODE BEACON, Type 660. Sturdily constructed, completely dependable. To provide steady, uninterrupted service for many years of exposure to rigorous weather conditions, metal parts are made of cast aluminum with hardwear of corrosion resistant bronze. Insects are kept out by screens placed in ventilating openings.

ISOFORMERS, Types 2015 and 2030. Interlocking ring, air-insulated lighting transformers; particularly adapted for use with towers that develop a high voltage across the base insulator.

REPLACEMENT LAMPS, for code beacons and obstruction lights. Carried in stock in variety of filament voltages.

LIGHTING FILTERS, for use with insulated towers developing moderate voltages above 1 MC. Models available unhoused or in weatherproof steel housing.

BURNOUT INDICATORS, to show lamp failure.

PHOTOELECTRIC CONTROL SWITCHES, to turn tower lights ON and OFF.

FLASHERS, for code beacons.

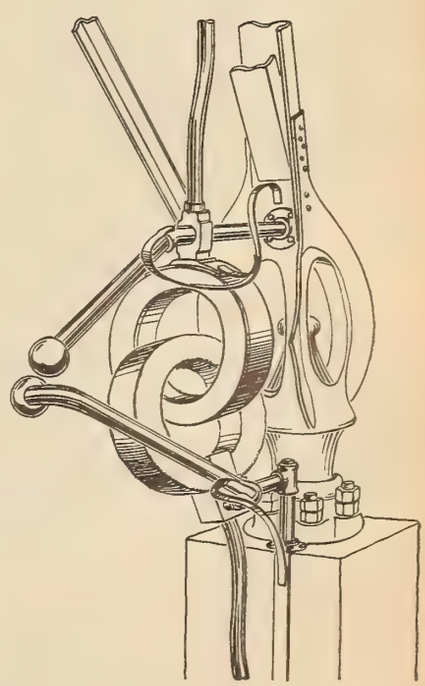
COMPLETE TOWER LIGHTING KITS, including conduit, wire, and all fittings for towers of any height.

Write for descriptive bulletins or further information—today.



SINGLE (Type 661A) and DOUBLE (Type 662A) OBSTRUCTION LIGHTS. Easy to service, rugged, reliable. To replace burned out lamps, just loosen one thumb screw and open the two piece cast aluminum housing.





**CAA approvals cover only lighting fixtures themselves. Associated equipment is not subject to CAA regulations but more than meets all local regulations.*

Andrew CORPORATION
363 EAST 75th STREET · CHICAGO 19

ANDREW

WORLD'S LARGEST ANTENNA EQUIPMENT SPECIALISTS

TRANSMISSION LINES FOR AM-FM-TV · ANTENNAS · DIRECTIONAL ANTENNA EQUIPMENT · ANTENNA TUNING UNITS · TOWER LIGHTING EQUIPMENT · CONSULTING ENGINEERING SERVICES

One network...

healthy, wealthy, fast-

DON LEE alone reaches 99.8% of West Coast radio families!

The DON LEE Network covers the whole West Coast . . . both the "Inside" metropolitan centers and the 5,675,000 consumers *outside* the big cities. *Only* DON LEE blankets this "Outside" market . . . using twice as many "outside" stations as all other networks combined!

As West Coast buyers know, the DON LEE-owned stations in the two key markets of the Coast, KHJ, Los Angeles and KFRC, San Francisco, represent top spot advertising values. DON LEE collects listeners *and keeps them* with fine DON LEE programs. Again and again these loyal listeners pay off in profits for the many advertisers collected by JOHN BLAIR during 12 years of aggressive representation! Today, as always, DON LEE is the outstanding radio buy on the Pacific Coast . . . as any JOHN BLAIR man will gladly prove. Ask him!

DON



WILLIAM D. PABST
Vice President and Manager
KFRC, San Francisco.



EDWARD K. KEMBLE
Station Manager—KDB, Santa Barbara.



F. D. IDE
Station Manager—KGB, San Diego.

Mutual

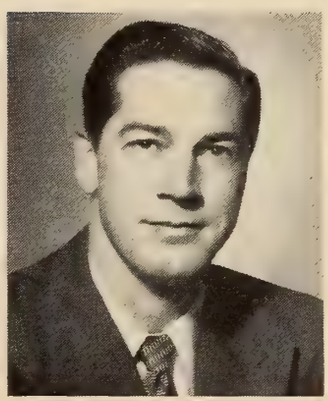
DON LEE

BROADCASTING SYSTEM

DON LEE delivers you this growing share of the U.S.!



LEWIS ALLEN WEISS
Chairman of the Board, Don Lee Broadcasting System.



WILLET H. BROWN
President and General Manager, Don Lee Broadcasting System.



WARD INGRIM
Vice President in Charge of Sales, Don Lee Broadcasting System.

LEE - represented for 12 years by JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

OFFICES IN CHICAGO, NEW YORK, DETROIT
ST. LOUIS, SAN FRANCISCO, LOS ANGELES

COMPARE

COST PER THOUSAND **HOMES**
6:00 - 6:10 P.M. . . . MONDAY THRU FRIDAY
FOR ALL CLEVELAND REGIONAL NETWORK STATIONS

6:00 - 6:10 P.M.	WHK	NET. B	NET. C
HOOPERATING AVERAGE (1.)	5.3	6.2	5.1
HOMES Primary Area (2.)	952,244	874,385	705,393
HOMES Reached Daily (3.)	50,469	54,212	35,975
COST FOR 10-MINUTE PROGRAM (Max. Discount)	$60.75	$91.13	$72.04
COST PER THOUSAND HOMES	$1.18	$1.68	$2.00

AVAILABLE M.-W.-F. - SEE YOUR RAYMER REPRESENTATIVE ABOUT THE "6:00 P.M. NEWS"

(1) Hooper—Fall-Winter 48-49
Winter-Spring 48-49

(2) Based on coverage patterns on file with the FCC; and Homes, Sales Management Survey of Buying Power, 1949

(3) Projected rating for primary area

WHK

The Paul H. Raymer Co.
National Representative

BROADCASTING
TELECASTING

Vol. 37, No. 33 WASHINGTON, D. C., DECEMBER 12, 1949 $7.00 A YEAR—25¢ A COPY

NARBA RECESS

Meeting Collapse Averted; Four Month Hiatus

STALEMATED and tense, the Montreal NARBA conference narrowly averted collapse last Thursday by approving a four-month recess after the U.S. refused to yield on channel concessions demanded by Cuba [BROADCASTING, Dec. 5].

The sessions broke up Thursday night without action on station assignments that are in dispute, but with these plans fixed:

● U. S. and Cuban delegations will confer in Havana starting Feb. 1 in an effort to iron out broad differences on the island nation's assignments, which had threatened to wreck the conference.

● The NARBA conference itself will then resume in the U. S. on April 1 to continue the negotiations which got under way three months ago.

The recess came after a day of chaotic sessions highlighted by a new Cuban proposal on interim action which, authorities maintained, would have tied FCC's hands against virtually any assignments until a new treaty is reached.

The U. S. delegation had rejected Cuba's terms for ether peace earlier in the week—on instructions from the State Dept. overriding a 4-to-1 recommendation of the FCC. Even before this action became known, Cuba on Monday offered a "corrected" copy of its earlier demands, watering down many of the proposals which previously had been represented as "the minimum" (see story and list of changes, this page).

Submission of the modified demands, coupled with the last-minute proposal on interim handling of assignments, brought the Commission about-face and lined it solidly with the State Dept. in opposition to the Cuban plan.

FCC Comr. Rosel Hyde, head of the U. S. delegation, advanced the recess plan at an 11 a.m. meeting Thursday. At that time, observers said, Cuba appeared inclined to go along with other nations in general observance of the terms of the expired NARBA, pending agreement on a new treaty.

In subsequent sessions, however, Dr. Jose R. Gutierrez, head of the Cuban delegation, reportedly told the conference that Cuba could not return to the old NARBA but indicated she would attempt to maintain the status quo—that is, not go beyond assignments already made.

Cuba's Intent

Dr. Gutierrez reaffirmed Cuba's desire for a treaty and said she would notify signatory nations of any assignments made and would try not to jeopardize the chances of reaching an ultimate agreement.

Mr. Hyde previously had voiced U. S. willingness, during the interim, to abide by the old NARBA terms "on a reciprocal basis" with any nation which would take the same course.

Canada and the Bahamas reportedly indicated they would make assignments in conformity with the expired treaty, while the Dominican Republic was said to have held it must continue existing assignments (which include 1040 kc, 1-A clear channel used by WHO Des Moines) rather than return to the old agreement.

While the Feb. 1 U. S.-Cuba sessions were fixed definitely for Havana, the site of the full conference resumption on April 1 was not determined except that it will be in the U. S. Presumably the April 1 date would be delayed if the U. S. and Cuba were unable to reach agreement in Havana, but authorities felt the two countries would be able to come to terms in two months if at all.

All non-technical parts of the treaty were agreed upon in the Montreal sessions. But the allocations and other engineering phases —the most vital portions—remain to be worked out in next Spring's deliberations.

The State Dept's decision to reject the Cuban demands over-rode a 4-to-1 vote of the FCC, technical advisors of the department, recommending acceptance of the proposal for the sake of securing a treaty.

Broadcasters' protests, coupled with strong objections from Capi-

(Continued on page 40)

Revised List of Cuba's Demands

* * *

REVISED list of Cuban channel demands, showing reductions in requested power on many channels, particularly below about 1200 kc, was presented officially to the NARBA conference last Monday.

The new list was entered as a "correction" to the "minimum" demands submitted to the U. S. delegation the previous week [BROADCASTING, Dec. 5].

The revisions apparently contemplate possible reclassification of some of the assignments which the earlier proposal had designated as Cuban 1-A's. On this point, however, observers found the new plan hard to interpret.

One of the most drastic "reclassifications" indicated on the list involved 950 kc, the regional channel now used by KPRC Houston. Earlier, Cuba proposed to use the channel as a Cuban 1-A, threatening to increase power to 10 kw unless KPRC satisfactorily reduced radiations toward Cuba. In the new list, the 10-kw maximum power proposal is continued but the channel is shown as Class 2 rather than Class 1.

In the case of 590 kc Cuba had also proposed Class 1-A use and anticipated operation with 50 kw power, which would affect at least half a dozen U. S. regional stations. The revised list, however, anticipates Cuban use of the channel as either Class 1-A or 1-B, with 25 instead of 50 kw.

Although most changes in Cuba's proposals for the lower end of the band were in the form of reduc-

(Continued on page 41)

GIVEAWAYS GOING THIS A'WAY

GIVEAWAY programs—a generic term almost as loose as the pocketbooks of people who broadcast them—last week appeared to be settling into the niche in radio they may be expected to occupy for some time, assuming, of course, impending U. S. court action does not put them out of business.

An analysis by BROADCASTING of the state of radio network giveaways now as compared with a year ago showed that there were fewer on the air, that of those remaining some had gained and others lost in popularity. The record would not be unlike that of almost any other kind of radio programming.

As of last week the four major radio networks were broadcasting a total of 31 giveaways, 10 fewer than were throwing money around a year ago. ABC—which has been faster with a buck than most other networks since the beginning of the craze—still had 12 of the programs. CBS and NBC had seven each. Mutual had five.

★

A year ago the network count was in about the same ratio: ABC 18, CBS 9, NBC 8 and MBS 6.

Of the 31 giveaways now on the air, 21 were on a year ago. Of the 20, the popularity ratings of eight have improved in that time. The ratings of 13 have fallen.

Wit and Nitwit

The program enjoying the biggest rating increase was *Groucho Marx*, who went up 6.8 Hooper points. The rating improvement may be largely attributed to the transfer of the program from ABC to CBS at a better time. It may also be speculated that his listeners admire the attitude that Mr. Marx has toward contestants on his program. He is unable to conceal his belief that all of them are nitwits.

The giveaway that suffered the greatest decline in popularity was *Stop the Music*, the big noise with which ABC drowned out NBC's Fred Allen. A year ago *Stop the Music's* Hooperating was 16.9, in the latest ratings it was 10.6. It is perhaps partly because of this cheering news that Mr. Allen has been reportedly considering emerging from his retirement.



There Should Be A Smile Here

Among giveaways which were introduced less than a year ago,

(Continued on page 41)

Among Stockholders in New Cunningham & Walsh



Mr. Fowler



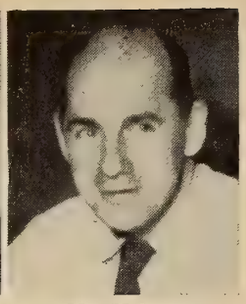
Mr. Strobridge



Fred H. Walsh



Mr. Reydel



Mr. Maloney

* * *

NEWELL-EMMETT To Dissolve; New Agency Set

NEWELL-EMMETT Co., New York, with a $26 million annual billing and a strong user of radio and television, will dissolve its partnership on Dec. 31. A corporation to be known as Cunningham & Walsh Inc. is being formed to carry on the business.

The incorporating stockholders will be present Newell-Emmett partners, John P. Cunningham, George S. Fowler, William Reydel, Richard Strobridge, Fred H. Walsh, Earl H. Ellis, G. Everett Hoyt and Robert R. Newell.

Clarence D. Newell, who founded the Newell-Emmett Co. in 1919, and Clifford S. Walsh, an original associate, are retiring from business and will have no financial or other interest in the new company.

Thomas J. Maloney, a partner of the firm since 1942, when he merged his own agency with Newell-Emmett, told BROADCASTING on Thursday that he would become a member of Cecil & Presbrey and an executive officer, effective Jan. 3, 1950. Mr. Maloney at Newell-Emmett was a partner in charge of public relations and merchandising and co-partner in charge of radio and television. He will be joined at Cecil & Presbrey by a number of his present staff, he said.

He is expected to make an announcement about some of his clients this week.

Originally Formed in 1919

Newell-Emmett Co. originally was formed as a corporation in 1919 by Clarence D. Newell and Burton Emmett, both formerly with Frank Seaman Advertising Agency as secretary and account executive, respectively. The executives formed the new agency with the Liggett & Myers account which formerly had been handled by the Seaman agency.

Other Seaman executives who resigned to join the newly established Newell-Emmett at that time were Mr. Reydel, who was then office manager, and was later made a partner; Mr. Strobridge, former secretary at Seaman, who joined as a service account executive and was named a partner, and Mr. Walsh, who was treasurer with Seaman and became treasurer in the new corporation, and also named a partner.

Mr. Cunningham joined Newell-Emmett on May 28, 1919, in the art department. Later he became director of creative copy work. In 1931 he was named a vice president and finally became a partner.

In January 1942 the corporation was dissolved and a partnership was formed which included the above partners plus the following: Mr. Fowler, formerly a vice president at Simmons Co. who joined the agency in 1932; Mr. Ellis, formerly with Getchell Co., who joined the agency in 1937 as a service executive on Liggett & Myers; Mr. Hoyt, who joined the agency art department in April 1923 and Mr. Newell who joined in 1933 as an idea copy man on Liggest & Myers.

Mr. Cunningham To Head

When the new Cunningham & Walsh goes into effect it was understood Mr. Cunningham will be elected president of the agency.

Among the Newell-Emmett accounts are such potent radio and television advertisers as Liggett & Myers Tobacco Co., (Chesterfield cigarettes) which sponsors *Supper Club* on NBC and NBC-TV, *Arthur Godfrey and His Friends* on CBS-TV, Bing Crosby on CBS, Arthur Godfrey's morning program on CBS; Electric Autolite which sponsors the radio and television versions of *Suspense* on CBS and CBS-TV; Sunshine Biscuits which is a spot radio user; Sylvania Electric, spot radio advertiser; Kirkman & Son, spot advertiser, and United States Coast Guard using spot and programs. Other accounts serviced by the agency include: Decca Records, Sherwin-Williams Co., L. C. Smith & Co., The Texas Co., E. R. Squibb & Sons.

Expected To Be Named C&W President



Mr. CUNNINGHAM

* * *

STOCK EXCHANGE

Radio, TV Trading Up

IN A SUDDEN spurt of trading in radio and television issues on the New York Stock Exchange last Wednesday, 11,300 shares of ABC changed hands—a record figure for the past six months—and the price of CBS A and B issues rose to the highest levels of the year.

During the day ABC rose $1 to a high of 8⅝, closing at 8⅜. There was no proof that the buying of ABC shares was concentrated, and the speculation of informed observers was that because of its relatively cheap price the stock may have reacted to a general interest in radio and television that day in the market.

CBS A stock rose 1¼ to a high of 26½ as 3,600 shares were traded. The network's B stock rose ⅞ to a high of 26 with a volume of 800 shares.

The same day, RCA led all stocks on the exchange in total volume traded; 33,300 RCA shares changed hands as the price rose ⅜ to a high of 13⅛, 1¼ below the highest level it has reached this year. Observers guessed that the favorable action of the stocks resulted from recent reports of increased buying of television sets.



Drawn for BROADCASTING by Sid Hix

". . . And now Coiffure Curler Co. reminds, tonight's beauty sleep is tomorrow's guarantee of glamor!"

MILES LABS

Buys 'One Man's Family'

MILES Labs has bought *One Man's Family* on the full NBC network beginning Feb. 5, it was announced Thursday. The show, on NBC since April 29, 1932, has been a sustainer for several months. Wade Advertising, Chicago, is the agency.

Heard 3 to 3:30 p.m. Sunday, the program is one of four NBC house-packaged shows to be sold recently. Others are *Dragnet*, to Liggett & Myers (Fatima); *Baby Snooks* to Lewis-Howe (Tums), and *Screen Directors Playhouse* to R. J. Reynolds (Camels). Miles has not yet assigned a product to the show.

STOKELY-VAN CAMP

Adds Stations in Market Drive

STOKELY-VAN CAMP Inc., Indianapolis, formerly a heavy magazine advertiser, sponsoring locally produced shows in four major markets, will open in a fifth market today, and in a sixth Jan. 3, it was announced Thursday by Gardner Advertising, St. Louis. The company has signed 52-week contracts with WTCN-AM-TV Minneapolis, WMPS Memphis, KFI-AM-TV and KHJ Los Angeles, WMIE Miami, WFAA Dallas and KPRC Houston. The Detroit market will be invaded by Feb. 1, the agency reports.

Account executive for Gardner is Roy Lang, and he is being assisted in the campaign by James Marshutz and James Cathey.

NAB BOARD AGENDA

Reorganization Faces Feb. 8-10 Meet

THE JOB of winding up NAB's basic reorganization and making the new setup tick will face the final meeting of the present NAB board of directors. The board meets Feb. 8-10 at the San Marcos Hotel, Chandler, Ariz.

Though the meeting is two months away, talk of dividing NAB into fewer districts and reducing the size of the board is being heard again among directors and member stations. Also revived are the oft-advocated plan to set up a basic headquarters operation plus special services carrying special fees and the move to abolish the industry's annual convention, urged a fortnight ago by District 16 [BROADCASTING, Dec. 5].

This will be the final meeting of the present board since seven of the 18 directors whose terms end next April will be ineligible for re-election. The nine directors representing odd-numbered districts will serve until 1951 but the eight even-numbered directors and the 10 directors-at-large come up for re-election in January.

Last Term

Ineligible to run again because they come within the new by-law, effective next year, which limits directors to two consecutive terms are: District Directors Michael R. Hanna, WHCU Ithaca, N. Y.; Campbell Arnoux, WTAR Norfolk, Va.; Hugh B. Terry, KLZ Denver. Directors-at-large coming within the limitation are Howard Lane, WJJD Chicago; G. Richard Shafto, WIS Columbia, S. C.; Clair R. McCollough, WGAL Lancaster, Pa.; Everett L. Dillard, WASH (FM) Washington.

As the reorganization plan moves forward, NAB has absorbed FM Assn. (see story page 28) and has attracted nearly two-score TV members. Television Broadcasters Assn. is still operating though merger gestures were made over a year ago. NAB's TV expansion brought two more members to the board at a time when trimming of the board's size was actively discussed.

Meeting of the board's Structure Committee, headed by Mr. McCollough, is planned in January, with chance of another session just before the board itself convenes in Arizona. The committee will have a chance to review the workings of NAB's headquarters staff under its newly charted structure.

The NAB standing committee structure has been sharply cut in the streamlining operation and new Radio and Television Divisions created along with an FM Department. Even with the added funds made available to Broadcast Advertising Bureau, the annual NAB budget has been sliced.

Mr. McCollough told BROADCASTING the Structure Committee had considered reduction in the number of directors by the redistricting process and elimination of the annual convention. Neither idea was approved by the board, he reminded.

He said the streamlined structure was new and could not be expected to operate at full efficiency immediately. He recalled that the board deferred reports of the Radio and Television Divisions heads to its February meeting.

The idea of setting up NAB headquarters with a basic structure, supplemented by special services calling for special fees, was advocated last week by Merrill Lindsay, WSOY Decatur, Ill., director-at-large for small stations.

Mr. Lindsay submitted some of his ideas on reorganization in a letter to President Justin Miller and board members. It is understood he was critical of the Radio-Television Division setup and some provisions of the NAB-FMA merger. Creation of a general manager to take some of the management job off Judge Miller's shoulders and a complete study of the headquarters personnel operations were proposed with the idea of increasing efficiency, it is understood.

Queried by BROADCASTING, Mr. Lindsay refused to discuss the letter. Asked specifically about his thoughts on reorganization, he described himself as a "federalist." He said NAB members should pay dues for such basic association jobs as government relations, public affairs, legal and research, for example. They would pay special fees for the special services.

The total bill for this operation should be little higher than the present budget, and perhaps some savings could be effected, Mr. Lindsay said. Not everyone would buy everything, he added, suggesting the plan would provide a quick picture of what services the members actually want.

Favors Increased Dues

He favored an increase in the minimum dues paid by stations. "NAB hasn't reached its ultimate efficiency," Mr. Lindsay said. "The Structure Committee's streamlining has been a step in the right direction but there are more steps to take. Perhaps we should have an ad hoc committee take up the whole problem of personnel and administration.

"NAB should have a stable staff. It pays higher than average wages because it offers no security but the board should make it possible to have some career people."

Mr. Lindsay said he doubted if any further reorganization plans should be submitted to the membership in advance, as proposed by NAB District 16 at Phoenix. It's hard for a thousand or more people to do anything, he explained, but insisted the members must have the right to criticize.

While board members discuss NAB operations among themselves via telephone and letters, some confusion is apparent at headquarters over the relation between department heads and the Radio and Television Division directors. The division officials will have a chance to expand their original November reports by Feb. 10 on the basis of additional experience. Ralph Hardy, Radio Division director, and G. E. Markham, Television Division director, have talked with members in many areas in attending some of the district meetings.

Their original reports prepared for the November board meeting were based on detailed function descriptions supplied by department heads along with suggestions for improving services to members. Judge Miller had directed department heads to provide this information.

One special problem arose in the case of BAB, which operates under a specific board mandate separating it from the rest of the structure. The structural chart provides that the BAB director, Maurice B. Mitchell, report directly to the president.

BAB's selling tools and its loud entry into the competitive media field have brought acclaim from the membership at the district meetings. It is understood BAB feels it should operate outside the division setup at NAB if it is to do the sales promotion job in line with the board's directives.

TAX HEARING DENIED

Nationwide Levies Seen

TAX officials of cities all over the nation are preparing to saddle radio stations with a set of municipal levies based on the Little Rock, Ark., ordinance upheld by the U. S. Supreme Court [BROADCASTING, Nov. 14]. The court last Monday denied the request of two Little Rock stations (KGHI, KARK) and NAB for a rehearing.

With the last-ditch effort to obtain a Supreme Court hearing having failed, attorneys who have been watching the Little Rock case indicated the only course left to the industry is an entirely new case. This case would probably come from another city attempting to copy the Little Rock tax strategy.

The word was spread officially last week among city tax officials that broadcast stations offer a treeful of unplucked revenue plums. Thomas J. Gentry, Little Rock city attorney, divulged the tidings to the National Institute of Municipal Law Officers, holding its annual convention at the Hotel Muehlebach, Kansas City.

Gentry Surprised

Nobody was more surprised than Mr. Gentry, author of the taxing idea, at the Supreme Court's blanket endorsement of the Little Rock ordinance. "I frankly was surprised that the Supreme Court upheld the entire ordinance," Mr. Gentry told BROADCASTING.

"I wanted a test case in this matter so I put everything in the ordinance, expecting part of it to be thrown out. The Supreme Court in recent cases has been much more liberal in permitting taxing of previously exempted bodies."

The highest court's latest action merely listed the appeal in a group of cases which were denied rehearing. No explanation accompanied the listing. The court's Nov. 7 decision, in which it refused to hear the Little Rock stations' appeal, was a one-sentence rejection which not only denied broadcasters an actual court hearing but also upset the tax exemption stations have enjoyed under the Fisher's Blend decision.

Because of the Supreme Court's final decision broadcasters can expect cities everywhere to take up the Little Rock ordinance in their councils. The ordinance levies a $250 annual tax on each station for the local generation of electromagnetic energy when sound waves enter a microphone, plus a $50 annual fee for each salesman who sells radio advertising intrastate. Advertising Federation of America

(Continued on page 80)



REALIGNMENT of top personnel in Lever Brothers' advertising department and creation of a new post of television manager [BROADCASTING, Dec. 5] resulted in appointment of (l to r): George T. Duram, media director; John R. Allen, television manager; George B. Smith, brand advertising manager; Paul Laidley Jr., assistant brand advertising manager, and Howard R. Bloomquist, brand advertising manager.

Miller Gets *Champagne Results*

On A Beer Budget

By BILL THOMPSON

LIKE MOST Notre Dame linemen, Fred Miller plays an unrelenting game. Strong on fundamentals, he gains a little at a time—and always holds his ground.

Such is the radio history of Miller Brewing Co., Milwaukee. Headed by Knute Rockne's 1928 captain and All-America tackle, the maker of Miller High Life beer cautiously bought local spots and sponsored a Milwaukee musical show from 1940 to 1944, moved locally into *Sports Highlights* the next two years, bought time on both a Milwaukee and Chicago station for a Wayne King recorded show in 1946, and during the last three years sponsored Milwaukee Brewer baseball. Not until last summer did Miller go network.

When Lawrence Welk and his orchestra launched *High Life Revue* June 1 over ABC from New York, seasoned radio advertisers presumed it was "just another band show." But they hadn't reckoned with Miller's advertising director, Roy J. Bernier. He had designed this comparatively low-budget ($400,000) weekly half-hour series as a public relations campaign to key up distributors, helping them in their own bailiwick by originating the network show there, saluting their local civic projects and improvements.

Six weeks before an original 26-week *High Life Revue* contract was to have expired, Miller extended its commitment for another 26 weeks. Here is why:

● Lawrence Welk's first cross-country sweep created such a heavy demand for High Life beer that by mid-November Miller stood out as the only major brewer in the nation without surpluses. In an interview Nov. 10, Russel H. Hopkins, executive manager of the National Beer Wholesalers Assn., told of growing beer stocks and warned that a price war could ruin many wholesalers and a number of brewers. Meanwhile, Miller distributors across the country were clamoring for more beer. In Lincoln, Neb., for example, 72 out of 73 accounts couldn't get enough of it.

● Cities on the *High Life Revue* route, without exception, gave the show a "hero's welcome." With coaching from Miller headquarters, distributors were successful in obtaining permission to hang "Welcome" banners on "Main Street" and to stage parades of the High Life motor caravan. Usually, the mayor appeared, and at several stops governors of states spoke on the network show.

● Lawrence Welk opened up brand new territories for Miller by featuring the company's "Champagne of Bottle Beer" buckets as music stands, tying in with his own "Champagne Music" tag, during dance engagements at out-of-the-way places. A large banner, featuring the Miller "Girl of the Moon" trademark, formed the backdrop for the band at every stop. The Pacific Northwest, Idaho, and Utah were opened up to Miller in this manner, aided to a large de-

* * *

WHEN the Miller caravan visited Chicago, it was feted by (l to r): John H. Norton Jr., vice president of ABC in charge of the Central Division; Adrienne Falcon, Miller's Chicago "Girl in the Moon" (one is selected in every city); Fred C. Miller, president of Miller Brewing Co.; A. R. McGinnis, vice president of Klau-Van Pietersom-Dunlap Assoc., Milwaukee agency.



* * *

AFTER Lawrence Welk (r) had signed his "Champagne Music" orchestra to a contract with Roy J. Bernier (c), advertising manager of Miller Brewing Co., Robert R. Long, (l), account executive of Klau-Van Pietersom-Dunlap Assoc., Miller agency, and Bill Wilson, ABC sales representative, joined the pair in looking over the advertising plans.





THIS FLEET of cars, with Miller "Girl in the Moon" decal on sides, is carrying Lawrence Welk and his orchestra across the country. The truck is for instruments.

* * *

gree by ABC stations in the area who played Welk recordings long before and after visits of the *Revue*.

"The thing that has impressed us most about the campaign is this flexibility," said Mr. Bernier. "The *High Life Revue* has exceeded expectations, working in nicely with our distributor promotion. Miller Brewing Co. has received additional recognition both on a national and on a local basis."

The success of the show has been due in great measure to Mr. Berniers' carefully laid merchandising and publicity plans. Complete distributor kits were sent to High Life distributors, and prospects for Miller representation, acquainting them with all phases of the tour. Pictures and publicity features on Mr. Welk and stars of his troupe were included in the kit, for use in local newspapers. Sample commercials that could be used as distributor "spots" also were sent along. Suggested mats for newspaper ads announcing the show played an important role in the program to tie in the local distributor with the national radio show.

* * *

MR. Bernier's thoroughness in the *High Life Revue* project comes from close association with his boss, 43-year-old Frederic C. Miller. Fred Miller always has been a perfectionist—on the gridiron, in the cockpit of a plane, or as head of the great brewing operation founded by his grandfather in 1855.

He has been radio minded since his Notre Dame days when he watched with interest the preparations for broadcasting Irish games. He was a star lineman at South Bend for three years, being forced to rise to All American calibre his senior year by an ambitious understudy named Frank Leahy.

But Fred Miller was not only a perfectionist at football and handball (at which he once held state championships in both singles and doubles). He maintained, while in school, the highest scholastic average of any monogram winner. For this, he was awarded a special trophy. And he graduated *cum laude*.

One of Notre Dame's most loyal alumni, Mr. Miller flies his amphibian to South Bend twice weekly during the football season to help with the team as assistant line coach. He regularly pilots the plane between his home on Oconomowoc Lake and Milwaukee.

When the brewing company made plans several years ago to invest $12,500,000 in expansion, Mr. Miller threw himself into the project with the same vigor and aggressiveness that marked his exploits as a younger man. As a result of his leadership, the Miller firm last July dedicated three new brewery buildings in Milwaukee and has since doubled its production. Its combined brewhouse and grain elevator, costing $3,500,000, is acknowledged by the industry as the most modern brewing unit of its kind. Twelve stories high, it houses storage bins with a grain capacity of 300,000 bushels, sufficient for 30 operating days.

* * *

THE forceful theme being followed so successfully in the *High Life Revue* is the same used in all of Miller's promotional and advertising activities. But the "Champagne Bucket" which has been converted into music stands for the Welk band is one of the most outstanding successes in Miller's long line of point-of-sale displays. The company's alert advertising manager, Mr. Bernier, dreamed up the bucket with the help of A. R. Schutz of a Chicago firm of display designers and producers.

This insigne has played an important part in the *Revue* tour because after dancers and diners see 14 of the buckets all evening in front of Lawrence Welk's musicians, then spot them in retail establishments, a bottle of Miller High Life is as good as sold. One of the most important facts to remember about the *Revue* tour, Mr. Bernier points out, is that the Welk performers also have these displays in front of them on every non-broadcast engagement. Miller wisely encourages the band to move out between broadcasts for one-night stands.

* * *

THE display consists of three principal plastic parts, a metal back, and a lighted device which causes constant change of color in the lettering around the sides of the bucket. A special heat-resistant silver finish developed for this application is sprayed on the inside surface of the bucket to simulate an actual metallic surface. The height of realism is achieved in the ice-cube top piece, which is molded to show blue white highlights above the incandescent bulb which also lights the color changes. The molded plastic Miller High Life beer bottle is a full-size replica, even to the use of an actual gold foil label and neck-wrap. Beer retailers jump at the opportunity to use the attractive displays in their stores.

On tour with the show, Robert Long, account executive with Klau-Van Pietersom-Dunlap Assoc., Miller agency, reports that some of the smaller places where the Welk band has played one-nighters formerly were dispensing little or no Miller beer. After the band's appearance, many of them reported average sales of 100 cases nightly. And these increased sales have been sustained weeks after the band's departure, according to an agency check. Mr. Long believes that sales-wise the tour is "one of the most unusual in the history of the agency."

"The distributor feels that the brewery really is doing something for him," says Mr. Long. "The effect of the show is to give the distributor the feeling that it is he who is sponsoring it. This is a big boost for him in the eyes of his townspeople."

* * *

MR. Long did valuable spadework before the *Revue* took the air by juggling Lawrence Welk's schedule so that he would be booked in towns most advantageous to Miller. This called for frequent conferences with Music Corp. of America, under whose management the band is routed. Bob Long is credited with bringing about an arrangement with MCA that pleased both Mr. Welk and the sponsor.

Mr. Long travels with the show, working out promotion plans between the distributor and the local ABC station, and also selecting prominent guests to appear on each

(Continued on page 46)



THE Welk band plays dances in cities on route—also many in nearby towns—and the Miller banner always dresses up the stage. Mr. Welk is shown with the accordion. At left, in white coat, is Announcer John Weigel, who flies from Chicago, where he is freelancer, to join the band for every Miller broadcast.

FM ASSN. DISSOLVES *To Merge With NAB*

THE three-year career of FM Assn., promotional agency comprising nearly 200 stations, comes to an official end about Jan. 1.

Decision to accept NAB's merger invitation was reached last Monday by the FMA board at a meeting in Washington. The invitation was extended by the NAB board at its mid-November meeting.

Under the FMA liquidation plan, which has been sent to FMA's membership, assets of the association will be distributed as soon as details can be handled. The FMA board did not vote to submit the dissolution plan to members for referendum vote.

Many FMA services are to be continued by NAB, with policy recommendations drafted by a new FM Executive Committee consisting of three members of the FMA board and two NAB board members.

A fulltime paid director is to be appointed by NAB President Justin Miller. The FMA board recommended that Edward L. Sellers, FMA executive director, be named to head this department. It is understood FMA has a gentleman's agreement with President Miller and the NAB board providing for Mr. Sellers' appointment.

Sellers In Charge

Details of the FMA liquidation are being handled by Mr. Sellers.

President Miller said Tuesday that "details of the merger and considerations of personnel must be worked out to complete the plan." This will be a matter of first consideration immediately on completion of the district meeting tour and will come before the NAB board for confirmatory action in February. NAB stated that most FMA members also belong to NAB.

FMA was organized Jan. 10, 1947, in Washington following the late 1945 merger of the predecessor FM Broadcasters Inc. into NAB. FMBI was officially dissolved Oct. 31, 1946, during the NAB convention and at the same time a group of FM station executives set in motion the FMA project. First president was Roy Hofheinz, KOPY (FM) Houston, followed by Everett L. Dillard, WASH (FM) Washington and William E. Ware, formerly KFMX (FM) Council Bluffs, Iowa. Mr. Ware did not attend the FMA board meeting last Monday.

First executive director of FMA was John N. (Bill) Bailey. He was succeeded last January by Mr. Sellers.

After the dissolution action was taken C. M. Jansky Jr., consulting engineer and FMA board member, said the action will promote the best interests of the FM broadcasting industry. "FMA has been purely a promotional activity which has now served its purpose," he said. "All broadcasters can now consolidate their interests in one organization which will intensify production of FM receivers as well as keep before the public the important aspects of FM broadcasting.

"During its existence the FMA has been successful in focusing attention on the problems of a growing industry, which we believe at the present time has reached a stage of wholesome maturity. The united effort of all broadcasters is all that is needed to make FM service a reality in every community in the United States."

A combined statement of policy was adopted by FMA and NAB to guide operations of the FM department, which structurally comes within the NAB Radio Division under Director Ralph W. Hardy.

FM-only stations absorbed by NAB probably will pay the same scale of dues as AM members, starting with a $6.56 monthly minimum ($7.50 minus current 12½% discount). Many FMA members also belong to NAB through AM affiliates. In such cases the dues will be based on the combined AM-FM income. NAB's board may take up the whole dues structure at its February meeting.

FMA's dues have been $100 a year, though some manufacturer members have paid larger sums to aid the association's work. At present FMA has 150 members in good standing.

Committee Members

Members of the new FM Executive Committee of NAB from FMA are Josh L. Horne, WFMA (FM) Rocky Mount, N. C.; Matthew H. Bonebrake, KOCY (FM) Oklahoma City; Edward A. Wheeler, WEAW (FM) Evanston, Ill. NAB members are Frank U. Fletcher, WARL-FM Arlington, Va., and Mr. Dillard.

The NAB-FM policy statement follows:

It shall be the function and duty of the FM Executive Committee to advise with the FM director in carrying out the following activities under the direction of the president.

(A) to gather, assemble and compile all available information for dissemination to NAB FM member stations on

(1) FM operation and progress including but not limited to set distribution, in the various markets to be determined by continuing research studies.

(2) FM listener and measurement studies.

(3) the status of FM broadcasting stations, including number, power, location and all other pertinent matters.

(4) successful sales plans developed and results achieved on FM stations.

(5) the exchange of programs and promotional ideas developed by FM stations and of particular value to other FM stations.

(6) management studies of different types and forms of FM operation.

(B) to furnish such of the foregoing as may be feasible so that they may be made a part of the permanent records of member stations.

(C) to render guidance, suggestions and information and provide data to all NAB FM members on problems and developments of peculiar interests to them.

(D) to cooperate with all other departments of NAB to the end that where applicable all publications include appropriate reference to FM operation and that all material issued by such departments be made available on an equal basis to FM member stations and further to cooperate in any manner consistent with NAB policy with outside agencies dealing with FM.



TEAM of Benton and Bowles has gone into action again—this time on the political front—as William Benton is appointed to the U. S. Senate. Mr. Benton (l), named last Monday by Connecticut Gov. Chester Bowles (r) to succeed Sen. Raymond E. Baldwin, discusses the appointment with his ex-advertising partner. Since the pair formed the Benton & Bowles agency more than 20 years ago, each has traveled separate paths—all pointing to Washington. Mr. Benton served as Assistant Secretary of State for Public Affairs from 1945 to 1947, and previously as vice president of U. of Chicago. A staunch advocate of subscription radio, and a stepped-up shortwave international broadcasting (Voice of America) program, Mr. Benton is owner of Muzak and of *Encyclopaedia Britannica*. Gov. Bowles branched out as administrator of OPA, then Economic Stabilization. He assumed governorship of Connecticut last January. Mr. Benton will be sworn in Jan. 3 when Congress reconvenes.

WCAM CAMDEN CASE

FCC Ruling Favors Outlet

COMPLAINT against WCAM Camden, N. J., and request for revocation of WCAM's license, filed by the New Jersey Council of Christian Churches and Bible Presbyterian Church, Collingwood, N. J., was denied by FCC last Thursday.

The evangelical group charged WCAM with discrimination and censorship in religious programming in violation of the Communications Act and FCC's rules [BROADCASTING, May 16]. The Commission's memorandum opinion, accompanying the order denying petition, has not been released.

The petition in addition to citing WCAM's refusal to continue selling time for religious programs, alleged that the station discriminated and censored in the apportionment of the sustaining time provided for religious programs. The petition further revealed that a resolution had been adopted in March attacking certain unidentified individuals within FCC itself and requesting Congressional investigation of the Commission.

Brock-Hall Plans

BROCK-HALL Dairy Co., New Haven, has appointed Charles W. Hoyt Co., New York, to handle its advertising. Radio is being considered, but on a strictly local basis, as the firm's products are distributed only in New Haven, Waterbury and Bridgeport, all in Connecticut.

SESAC PURCHASE BY BMI

Proposed by NAB District 14

PURCHASE of the SESAC music library by Broadcast Music Inc., industry-owned copyright group, was proposed by NAB District (Mountain states) at its Monday-Wednesday meeting last week at the Utah Hotel, Salt Lake City.

District 14 urged that the subject be explored after discussing the oft-heard request for per-program licensing of SESAC music. The subject has been discussed at many district meetings in the last several years.

The topic came up in a question-answer period following an off-the-record talk by Carl Haverlin, BMI president. Kolin Hager, representing SESAC, said the copyright group "is perfectly willing to meet with an NAB committee to discuss such matters as per program licensing."

NAB President Justin Miller assured Mr. Hager such a committee will be named quickly. The SESAC resolution adopted by District 14 members thanked Mr. Hager for SESAC's willingness to meet with an NAB policy group on the subject of per program licensing and added the request that the purchase of SESAC by BMI be explored.

Mr. Haverlin reported "phenomenal gains" for BMI, crediting stations "in grassroots regions" with putting most of the leading tunes on the hit parade. He said BMI hopes to own half the music performed by broadcasters before another decade.

112 Delegates Attend

Despite the vast area covered by District 14, 112 delegates were registered for the three-day meeting. The district presented Judge Miller with a watch "in recognition of his services to the industry." District Director Hugh B. Terry, KLZ Denver, told the members they would vote for a new board member in early 1950. Mr. Terry is ineligible under the new rule limiting NAB directors to two successive terms.

Invitation was received to hold the next district meeting at Albuquerque, N. M.

The district had a three-day agenda instead of the usual two-day programs at other meetings. NAB headquarters officials were heard Monday and Tuesday. The third day was a "district round-table" at which Rex Howell, KFXJ Grand Junction, Col., presided. District affairs were discussed, with delegates exchanging ideas and problems as well as sales successes.

Robert J. Dean, KOTA Rapid City, S. D., exhibited sales ideas and William C. Grove, KFBC Cheyenne, Wyo., demonstrated his low-cost mobile unit. Salt Lake City television stations, KDYL-TV and KSL-TV, provided studio tours and entertainment Monday and Tuesday nights.

Maurice B. Mitchell, director of Broadcast Advertising Bureau, conducted a sales clinic Tuesday. Discussion included BAB budget problems, with current operations running at the rate of around $250,000 a year of NAB's $750,000-plus budget.

A resolution was adopted voicing belief that BAB should remain an integral part of NAB for at least another year. Walter E. Wagstaff, KIDO Boise, Ida., and D. Spencer Grow, KEXO Grand Junction, Col., led a floor drive which won support for a strongly worded resolution backing BAB. The district felt BAB activities now constitute a major NAB function and offer the chief reason for acquisition of new members. The resolution recommends NAB allocate at lease $250,000 a year for BAB.

Another resolution proposed that the current 12½% discount in NAB membership dues be rescinded, with the funds restored thereby going to BAB.

Firm support was given the policy of rendering financial and legal support to protect industry interests in such cases as the Arkansas tax appeal. Apparently not aware that the U. S. Supreme Court had refused a rehearing in the Arkansas case, the district called for Supreme Court review of its decision. Judge Miller warned that other jurisdictions will levy radio license taxes (see Arkansas tax story page 25).

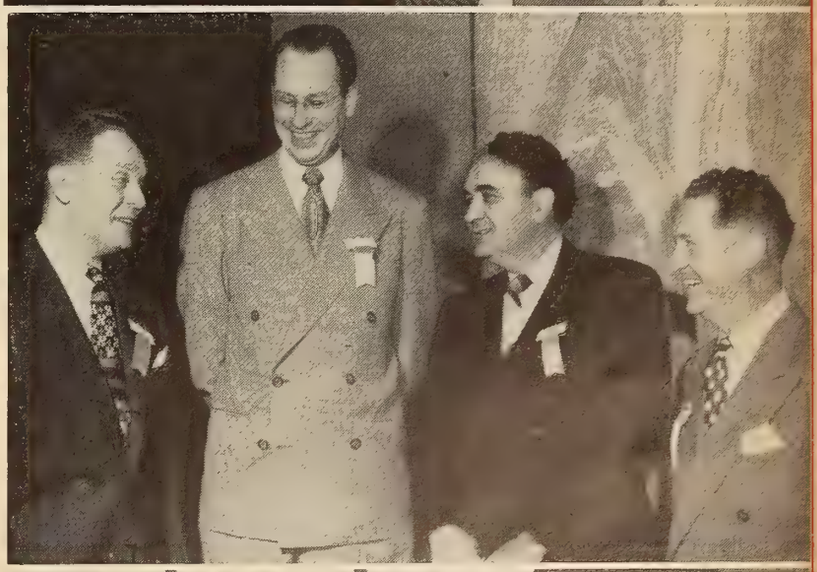
Judge Miller warned that television must take immediate steps to improve its programming or suffer the type of attacks that deluged broadcasters a few years back. He said numerous letters had been received from churchmen, educators and legislators who oppose liquor advertising on the air. He expressed belief that Petrillo trouble is in the offing, with the American

(Continued on page 44)



THIS quartet comprised the resolutions committee at the meeting (l to r); Walter Wagstaff, KIDO Boise, Ida.; Eugene M. Halliday, KSL Salt Lake City; Joe Wilkins, KFBB Great Falls, Mont., chairman; Al G. Meyer, KMYR Denver.

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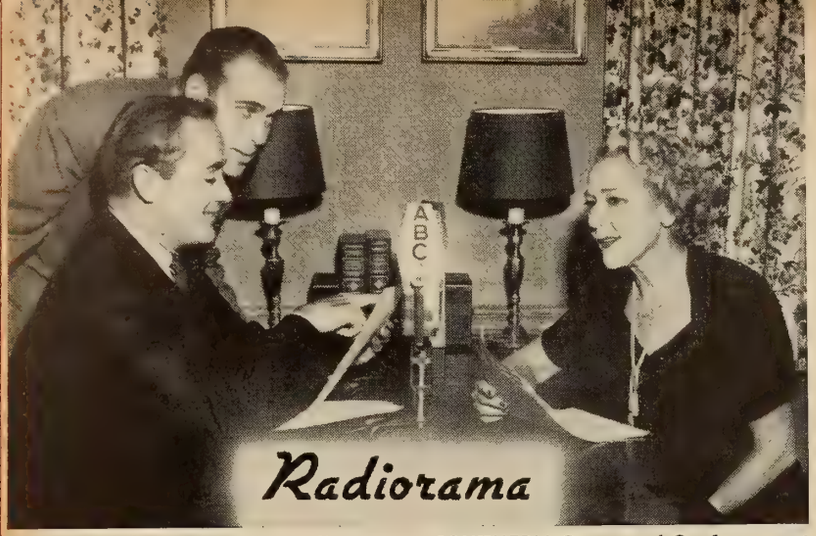


MAURICE MITCHELL (l) director of BAB, has something amusing to say to this group at the District 14 sessions. L to r: Mr. Mitchell; William Grove, KFBC Cheyenne, who presided at the broadcast advertising meeting; Robert Dean, KOTA Rapid City, S. D., who brought a special "idea exhibit" for the small markets session; Rex Howell, KFXJ Grand Junction, Col., who presided at the small markets meeting.

* * *

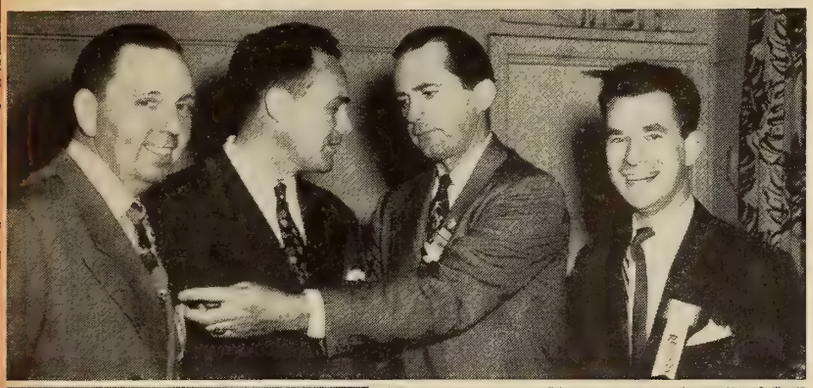


NAB CHIEFS and host station executives get together at the NAB District 14 meeting at the Hotel Utah in Salt Lake City (l to r): Standing—Hugh B. Terry, KLZ Denver and NAB director District 14; S. S. Fox, KDYL Salt Lake City president; seated—Ivor Sharp, KSL Salt Lake City executive vice president; Justin Miller, NAB president, and Frank Carman, KUTA Salt Lake City general manager.



MAKING her only major radio guest appearance of 1949 on her husband Buddy Rogers' coast-to-coast ABC show, *Pick a Date with Buddy Rogers*, on Thanksgiving Day, Mary Pickford discusses the script with Mr. Rogers (seated). Assisting is Mal Boyd, personal manager of the couple and producer of the show.

SOUTHERN Governors' Conference at Biloxi, Miss., is covered by radio "reporters." In the group are (l to r): Gene Tibbett, gen. mgr., WLOX Biloxi; Gov. Sid McMath of Arkansas; Gov. Alan Shivers of Texas; David M. Segal, owner-gen. mgr., KTFS Texarkana, Tex., and WGVM Greenville, Miss.





R. C. BROWER (center), of the Audio-Visual Div., Minnesota Public Education Dept., receives the first set of records of the *Pillsbury Stockholders Meeting of the Air* from Howard Files (r), v. p. of Pillsbury Mills, and E. W. Ziebarth, head of Minnesota U. speech dept. and WCCO Minneapolis news analyst. WCCO aired meeting.



CITED for his humanitarian activities, Frank M. Folsom (l), RCA pres., is presented with a plaque at testimonial dinner sponsored by National Jewish Hospital at Denver, of which he is a trustee. Dinner Chairman John B. Kelly (r) makes presentation, assisted by Albert M. Greenfield, treas.

A WIDELY acknowledged exponent of the rhumba, Gen. Mgr. Harry Bannister of WWJ-AM-FM-TV Detroit, dances one with Jeanne Dishong, WWJ-TV commentator. Occasion was the AFRA benefit party given at the Penobscot Club by the Detroit local Nov. 18 and attended by hundreds of AFRA members.

THE Westinghouse Order of Merit, special honor given by the board of directors of Westinghouse Electric Corp. in recognition of outstanding service, is presented to Gordon Hawkins (l), program and educational dir. of Westinghouse Radio Stations Inc. Walter Evans, WRS pres., makes the award.





AD COMMITTEE

Government-Industry Group Named

CLOSER working arrangements between the advertising industry and the Dept. of Commerce are sought by means of an Advertising Committee named last week by Secretary of Commerce Charles Sawyer.

"I feel that the advertising industry is one of the keystones of national prosperity," Secretary Sawyer said in commenting on advertising's fundamental role in advancing the American economy. He called the first meeting for Dec. 9 in his Dept. of Commerce office.

On the opening agenda were problems of organization; methods for collection and dissemination of data of importance to advertising and marketing; a program for closer liaison between the industry and department.

Members of the advisory group are Frank Stanton, CBS; Robert S. Peare, General Electric Co. (WGY); Ralph W. Hardy, NAB; Elon G. Borton, Advertising Federation of America; Frederic R. Gamble, American Assn. of Advertising Agencies; Clarence Goshorn, Benton & Bowles; Philip L. Graham, *Washington Post;* Howard Morgens, Procter & Gamble; Paul B. West, Assn. of National Advertisers; James Young, J. Walter Thompson Co.; C. J. LaRoche, C. J. LaRoche & Co.; Stuart Peabody, Borden Co.; Russell Z. Eller, California Fruit Growers' Exchange; Nelson Bond, McGraw-Hill Pub. Co.; A. E. Winger, Crowell-Collier Pub. Co.; David W. Howe, *Burlington* (Vt.) *Free Press;* Fairfax M. Cone, Foote, Cone & Belding; K. H. Fulton, Outdoor Advertising Inc.; Philip J. Everest, National Assn. of Transportation Advertising.

RCA VICTOR

To Include 33 1/3-rpm Player

RCA VICTOR plans to add a 33⅓-rpm player to its 1950 line of radio-phonograph console combinations, according to reports last week. New models, expected to reach the market early in the year, feature a two-speed turntable to play both conventional 78-rpm discs and the long-playing 33⅓ platters and a separate turntable to play RCA-developed 45-rpm records.

The new three-speed record players and other radio-TV lines were displayed by RCA to its field staff at a closed circuit meeting in Atlantic City, reports say. Such production would place RCA alongside others in the industry already producing 33⅓-rpm record players, ending the dispute with Columbia Records over speeds. At the same time, RCA announced success in Albany, Schenectady and Troy, all upstate New York, in promoting its 45-rpm records. Promotion featured a gala 45-rpm "jamboree" at Albany Armory where more than 4,000 persons from the three cities jammed the hall. Firm's dealers advertised the dance heavily.

DECCA RECORDS Inc., at board meeting Nov. 30 declared regular quarterly dividend of 12½¢ per share on capital stock, payable Dec. 28, 1949, to stockholders of record Dec. 14, 1949.

RCA RECORDING

Salesmen Meet in New York

GREATEST sales campaign in Thesaurus history was touched off last week at a week-long national conference at New York headquarters of RCA Recorded Program Services, it was announced by Donald J. Mercer, manager of RCA's transcription services.

The meeting brought together for the first time all representatives of the recently organized RCA Recorded Program Services. Thesaurus itself was until a short time ago part of NBC.

James P. Davis, manager of custom record sales, who presided, said he was elated at the response of station subscribers to "the new era in Thesaurus." He promised "a steady parade" of new talent to be added to the top stars recently joining its programming.

Among others in attendance: Wade Barnes, sales head; Bert Wood, program manager; Ben Rosner, promotion manager, and the following sales representatives: Ad Amor, New York; Bill Reilly, Chicago, and Bill Gartland, Hollywood.

TWO ARE NAMED

By Columbia Records

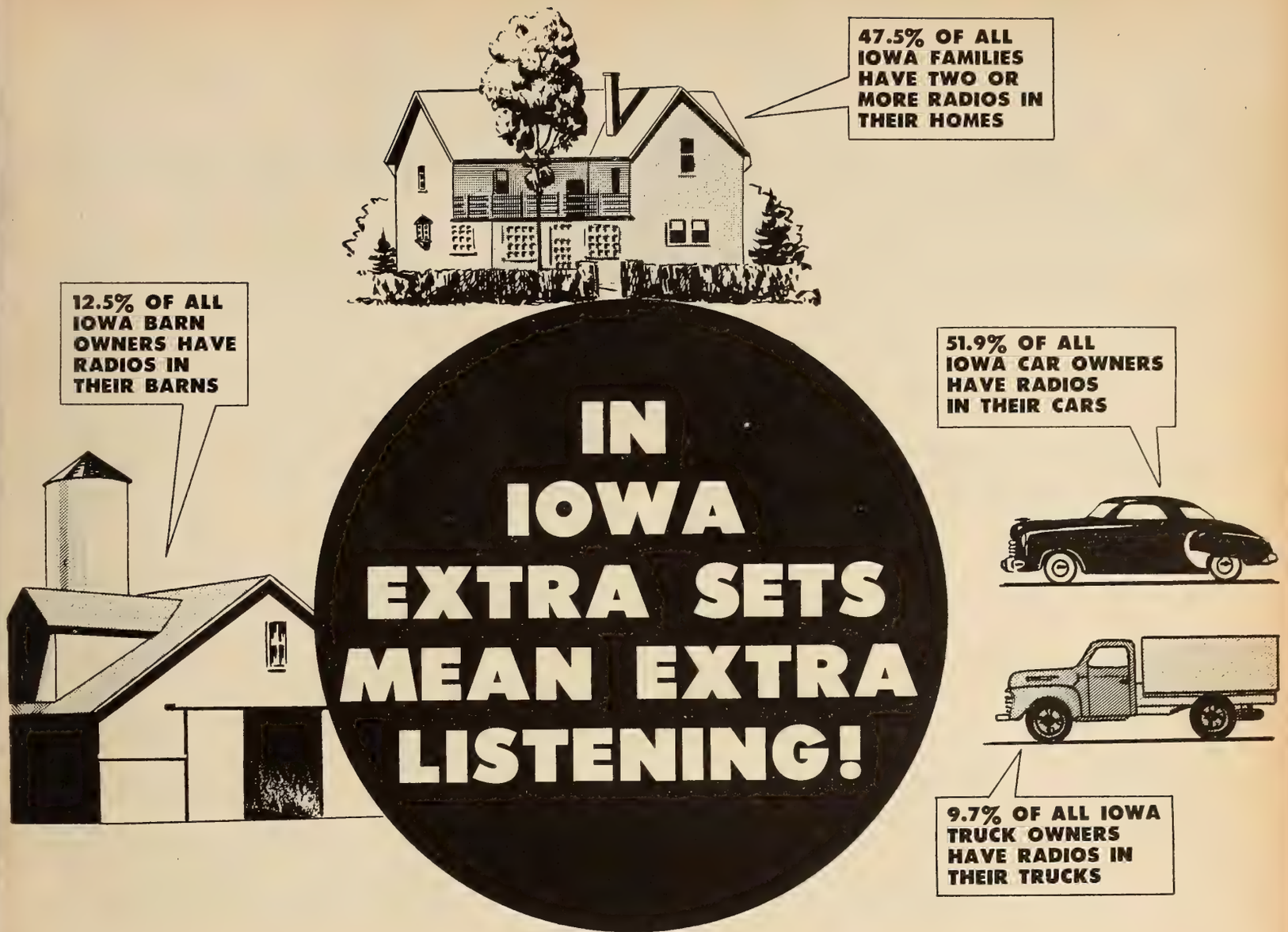
KEN McALLISTER today (Dec. 12) was appointed director of advertising and promotion for Columbia Records Inc. and Jeff Wilson was named general sales manager of the firm by Paul Southard, vice president in charge of merchandising.



Mr. McAllister

In announcing the appointments, Mr. Southard said Mr. McAllister will direct merchandising activies and personnel, advertising, promotion and publicity. Mr. Wilson's duties include charge of all district managers and distributor activities as well as chain store and export sales.

Mr. McAllister has been with Columbia Records since 1941 when he became manager of its popular record promotion department. Prior to that date, he worked in advertising and publicity for General Electric and WGY Schenectady. He has been manager of distribution and promotion for Columbia since early this year. Mr. Wilson has been with the firm since 1940, serving as manager of distribution and merchandising.



THE 1949 Iowa Radio Audience Survey* proves that multiple-set ownership means additional listening—that the number of hours of extra listening is in almost direct proportion to the number of extra *sets*. (In homes having four or more sets, for example, an average of 67.7% of the families use two sets simultaneously, daytime, as against 26.4% with only two sets.)

Iowa families are really radio-equipped. 45.7% of them have two or more sets in their homes . . . 51.9% of all car-owners have car radios . . . 9.7% of the truck-owners have radios in their trucks . . . 12.5% of the barn-owners have radios in their barns!

More than that, the 1949 Survey shows that radio-minded Iowa families *listen more than twice as much to WHO as to any other station.* This top-heavy preference for WHO of course applies to multiple-set families as well as to single-set families—hence gives advertisers a substantial bonus audience that is not ordinarily measured.

The Iowa Radio Audience Survey is a MUST for every advertiser who wants to *know all* about Iowa listening. *Ask us or Free & Peters for your free copy,* today!

* The 1949 Edition is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University—is based on personal interviews with over 9,000 Iowa families, scientifically selected from cities, towns, villages and farms all over the State. It is widely recognized as one of the nation's most informative and reliable radio research projects.

WHO

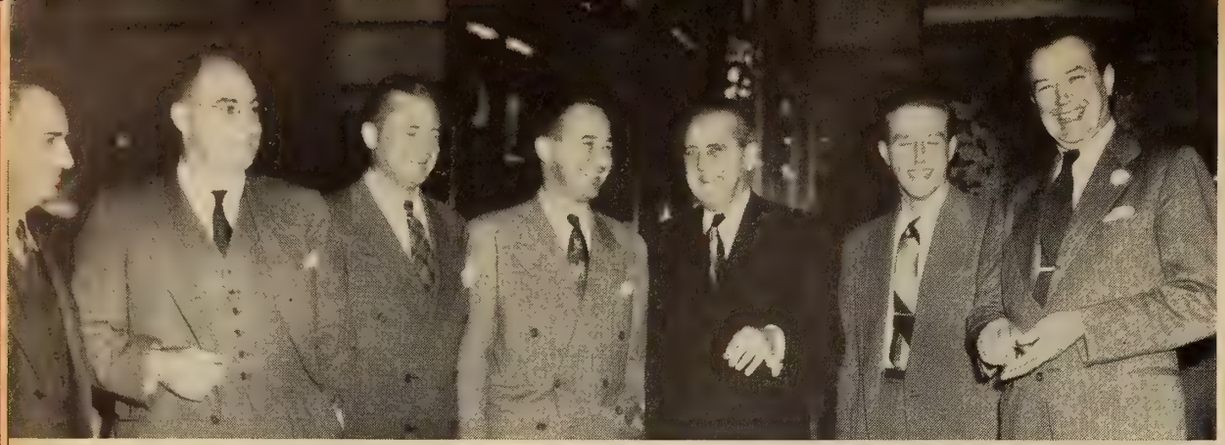
+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives



IN HONOR of the *Aldrich Family* on NBC, these executives gather in the Rainbow Room for the Henry Aldrich-Jello Family Party (l to r): Charles R. Denny, executive vice president, NBC. Joseph H. McConnell, president, NBC; John Allen, sales and advertising manager, General Foods; Howard Chapin, advertising manager, General Foods; Niles Trammell, chairman of the board, NBC; George Plass, assistant advertising manager, Jello, and Robert Mountain, account executive, Young & Rubicam.

INITIAL DECISIONS *Three Grants, Three Denials Proposed*

INITIAL decisions were reported by FCC hearing examiners last week to:

● Grant Payne County Broadcasters new AM station on 1600 kc with 500 w daytime at Cushing, Okla.

● Grant Jackson Assoc. Inc. new AM station at Attleboro Mass., on 1320 kc with 1 kw fulltime and to grant WCRB Waltham, Mass., switch from 500 w to 1 kw, operating daytime on 1330 kc.

● Deny George F. Haddican new AM station at Delano, Calif., on 1340 kc with 250 w fulltime.

The several reports also would deny the competitive bid of Cushing Broadcasting Co. in the Oklahoma proceeding and deny the applications of Massasoit Broadcasting Corp. and Taunton Radio Corp. for new AM stations at Taunton, Mass., on 1320 kc with 1 kw daytime, the Massachusetts case.

Examiner Elizabeth C. Smith preferred Payne County Broadcasters over Cushing Broadcasting because of greater ownership-operation integration and to provide greater diversification of control over local media for mass communication. Cushing Broadcasting is headed by Otto H. Lachenmeyer, publisher of the only local paper.

Basis for Disqualification

Examiner Smith also found in her Massachusetts ruling that both Massasoit Broadcasting and Taunton Radio failed to participate in the hearing and hence were disqualified from consideration. Although both the Jackson Assoc. and WCRB proposals failed to meet FCC engineering standards in certain respects, grants were merited in view of the respectively new first local service and increased service to be rendered.

Denial of the George Haddican application was proposed by Examiner Fanney N. Litvin on grounds the applicant had not shown he was qualified to be a licensee. The conclusion of the report said: "Haddican's evasive, uncandid and at times untruthful presentation of facts both in his application and in his testimony at the hearing . . . raises grave doubts as to whether he can be entrusted, in the future, if his application were granted, truly and candidly to report to the Commission on his stewardship."

Ownership details of the applicants follow:

Attleboro, Mass.—Jackson Assoc. Inc., proposed grant 1320 kc, 1 kw fulltime. Principals: Metals and Controls Corp., maker of laminated metals and thermostatic controls, 49.33%; Sweet Mfg. Co., jewelry maker, 13.34%; Attleboro and Plainville Coal Co., 6.67%; Patrick T. Jackson Jr., cotton broker in Boston, 1.33%; Jerome Ottmar, employe of Metals and Controls Corp., treasurer 6.67%. There are 16 other stockholders and directors.

Cushing, Okla.—Payne County Broadcasters, proposed grant 1600 kc, 500 w daytime. Applicant is owned by William Howard Payne, Washington attorney, who will manage outlet.

Cushing, Okla.—Cushing Broadcasting Co., proposed denial 1600 kc, 500 w daytime. Applicant is owned by Otto H. Lachenmeyer, publisher Cushing Daily and Weekly Citizen.

Delano, Calif.—George F. Haddican, 1340 kc, 250 w fulltime. Applicant is an electrical engineer, operator of sheet-metal shop and contracting business. He has handled parts of broadcast installations including certain international stations there.

FACSIMILE

FCC Hearing Today in N. Y.

FCC IS to witness multiplex facsimile and FM aural operation today as part of its investigation into proposal by Hogan Labs Inc. (formerly Radio Inventions Inc.) to amend the Commission's FM rules to allow fulltime multiplexing [BROADCASTING, June 6]. Limit now is three hours daily.

Headed by John V. L. Hogan, Hogan Labs indicated it had developed equipment which will allow facsimile transmissions simultaneously with FM broadcasting and which will cause no interference to FM sound below 15,000 cycles, FM's top fidelity limit. Hearing is to be held at the firm's headquarters, 155 Perry St., New York, with Comr. Robert F. Jones presiding. No other parties have filed appearances and the hearing is expected to be completed today.

FCC Actions

INITIAL decisions to grant two new AM stations and improve facilities of one existing outlet were reported by FCC last week. Three AM and two FM authorizations were deleted. Details of these and other FCC actions are found in FCC Roundup on page 79 and Actions of the FCC beginning on page 66.

AFL ON DON LEE

Union Buys Time in West

AFL will be heard on West Coast via Don Lee stations in the 10:15 p.m. PST time period with its commentary featuring Frank Edwards, following negotiations between Morris Novik, for the union, and Ward Ingrim, network's vice president in charge of sales and promotion.

In addition to being heard over Don Lee in the West, the program is carried elsewhere by MBS affiliates. In Los Angeles proper, in addition to being heard over KHJ, the Don Lee station, it will likewise be carried by the ILGWU FM outlet, KFMV, and KWIK Burbank, for which the union has petitioned the FCC for approval of purchase.

WSNY Giveaway Show

LARGEST single program contract in WSNY Schenectady history is series, *Phoning For Dollars*, sponsored by General Motors Dealers of that city, the station reports. Program is broadcast for 10 full half-hour periods each week, 11:30 a.m. and 7:30 p.m., Monday through Friday. Mayor Owen M. Begley of Schenectady and Eugene W. Tompkins, chairman of the county's tuberculosis committee, appeared on the inaugural program Dec. 5. WSNY believes its program, with a jackpot including cash, savings bonds, dishwasher, men's wear, year's supply of flowers, and twin beds, is the largest giveaway carried by any local independent station.

BAB'S STATUS

Maine Group Favors NAB Unit

RETENTION of Broadcast Advertising Bureau in the NAB departmental setup was urged by Maine Broadcaster's Assn. at a meeting held Dec. 2 on the campus of Colby College, Waterville. The district expressed its appreciation for BAB's work under Director Maurice B. Mitchell.

Main broadcasters lauded the NAB board for its international allocations work and urged that it be continued for the protection of U. S. broadcasters. Another resolution called for a study by NAB of business technique peculiar to the broadcasting industry.

Charles Barry, ABC program and television vice president, discussed the future of TV in Maine and presided at a TV-AM question-answer session. Harold E. Fellows, WEEI Boston, NAB District 1 director, spoke on methods of keeping station operating expenses in line with station business. He led a forum discussion.

Creighton E. Gatchell, WGAN Portland, outgoing president, presided at morning and luncheon meetings. Frank Hoy, newly elected president presided in the afternoon. Thirty-five delegates were present.

Other new officers are Harold D. Glidden, WAGM Presque Isle, vice president; Gordon J. Lewis, WIDE Biddeford, secretary-treasurer.

Committee members: Legislative Committee — Jack S. Atwood, WRDO Augusta; John C. Libby, WCOU Lewiston; Murray Carpenter, WABI Bangor; News Committee — Robert I. Payne, WFAU Augusta; Paul Huber WTVL Waterville; Elden H. Shute Jr., WLAM Lewiston; Music Committee—Harold Myer, WPOR Portland; William H. Rines, WCSH Portland; Edward E. Guernsey, WLBZ Bangor.

CHICAGO NEWSMEN

Sebastian Named President

CHARLES (Chuck) SEBASTIAN, assistant manager and news director of WFJL (FM) Chicago, was elected president of the Chicago Radio Correspondents Assn. Thursday afternon. Other new officers are Richard Elliott, WCFL, vice president; Will Whitney, WGN, secretary, and Sam Paxton, WMBI, treasurer. All will serve one year.

Retiring officers are Charles Ahrens, United Press, president; Spencer Allen, WGN-TV, vice president; Mr. Elliott, secretary, and Donald McGibney, treasurer. The group plans to work closely in making local news sources more radio conscious.

SAN FRANCISCO branch of American Assn. of University Women presented award to KNBC and Standard Oil Co. of California for *Standard School Broadcast* and *Standard Hour*.



STANDING ROOM ONLY

These monkeys have every seat in the theater. The show must be good to play to such a packed house.

Just like the shows on W-I-T-H. Day after day, night after night, W-I-T-H attracts more *home* listeners-per-dollar than any other station in Baltimore. And *in addition*, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in barber shops, 49.3% were tuned to W-I-T-H.

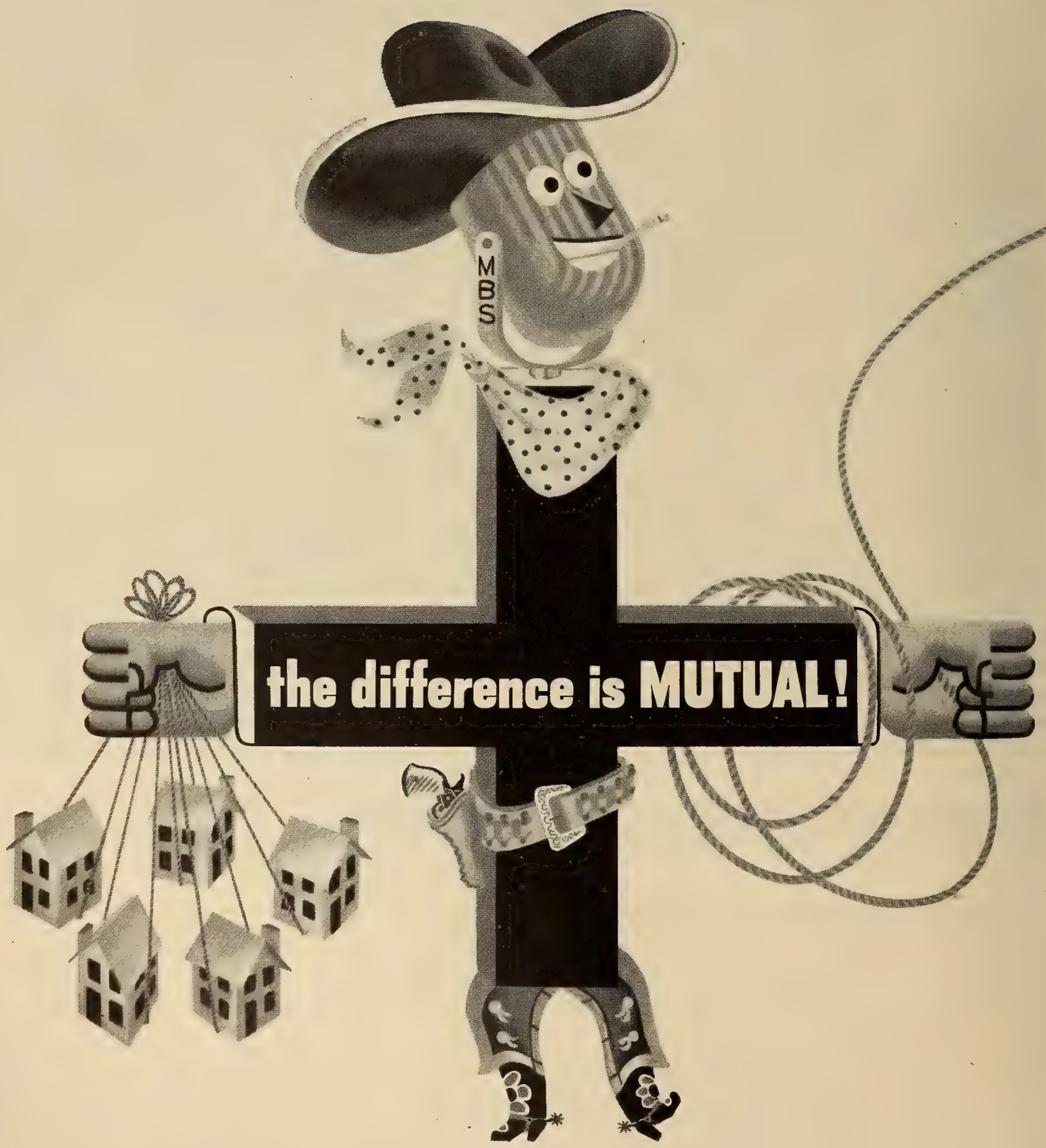
That means low-cost results. That means that *small* appropriations accomplish *big* results on W-I-T-H. Call in your Headley-Reed man and get the full W-I-T-H story today.

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, *President* ▪ *Represented by* HEADLEY-REED

How to Get



Every Sixth Radio Home . . . FREE



After serving as the "different" network for nearly 15 years, we now find that difference *branded*—in earthy, fiscal terms—by the authoritative Mr. A. C. Nielsen. His studies reveal that the price of five radio homes on other networks will get you six on Mutual. In terms of actual audience *millions*, this plus can shape a Rainier-size peak on your sales horizon.

One thing we like about the Nielsen "Homes per Dollar" Index is that it reports just that. It takes full note of ratings, but it keeps an equally clear eye on the *cost* of each rating. By dividing net time *and* talent costs into homes actually delivered, it comes up with data to warm the heart of any comptroller.

Another thing we like about the Index is the way it weighs all four networks – strictly by homes-per-dollar – during the latest winter-peak period of January-April, 1949:

Average Once-A-Week Commercial Program on	Radio Homes Delivered per Dollar of Actual Cost
All 4 Networks	336
Other 3 Networks	328
MUTUAL	**398**

Based on Total Audience data. Programs sponsored by religious organizations omitted.

Here is dollars-and-sensible proof of the matchless economy of network radio...the nation's only true mass medium. Here, too, is challenging evidence of how much more *your* radio program can accomplish on this "different" network.

The Difference is MUTUAL!

REMEMBER THESE OTHER MUTUAL PLUS-DIFFERENCES:

Lowest Costs, Hookup by Hookup, of All Networks
500 Stations; 300 the Only Network Voice in Town
Maximum Flexibility for Custom-Tailored Hookups
'Where-To-Buy-It' Cut-Ins Available at No Extra Cost

the **mutual** broadcasting system

Editorial

Little Rock Bottom

WHERE DO WE go from here, now that the Supreme Court for the second time within a month has refused to review the onerous Little Rock municipal tax case? This is potentially the most dangerous assault upon radio's freedom ever dreamed up by municipal authorities in their lust for revenue.

The Little Rock levies—$250 per station as an "occupation tax," and $50 per head per year for each station employe who sells (and who doesn't)—could wreak havoc in every community in which a station is located. The fact that a station may be losing money is of no avail, since this is an impost on the right to do business.

These municipal levies are likely to propagate faster than rabbits, now that the Supreme Court has cleared the way. The Court stated simply that its first refusal to review was "for want of a substantial Federal question." It said nothing the second time.

It is difficult to comprehend how any question could be more fully imbued with *Federal* aspects than the welfare of radio stations. In a recent case in Pennsylvania involving proposed TV censorship, Chief Judge William H. Kirkpatrick of the District Court said unequivocally that the proposed censorship was invalid because it would impinge upon interstate commerce in a field which Congress had "preempted." Moreover, he held it would constitute an unreasonable burden on interstate commerce.

Whether it's censorship in Pennsylvania or a tax in Little Rock, Ark., it's still interstate commerce. The court records are replete with similar judgments—until the Supreme Court, with a twist of its juridical wrist, tossed the Little Rock case out, sans a written opinion.

Radio will be on the *qui vive* for the very next test case. We should like to see it develop in a state like Pennsylvania, or New York, where there are aggressive broadcasters in sufficient numbers to see that an optimum case is presented. This is not to disparage the Little Rock broadcasters, who strove vainly to reverse the state court, but who necessarily were limited as to available funds for handling such complicated and delicate litigation.

On the next occasion, we are confident, the NAB will pitch in from the start with best counsel procurable. Indeed, we feel it would not be amiss for President Justin Miller himself to participate as chief counsel in this sphere of Constitutional law in which he is so well versed.

Home, Sweet Home

HAVE YOU ever tried to carry a crate of grapefruit piggy-back from a skyscraper office to a cab; thence to the station to catch the 5:15? Or perhaps a Smithfield ham from Virginia, an oversized carton of dates from Arizona, cigars from Puerto Rico, a hickory smoked turkey from the Catskills, and two gallons of maple syrup from Vermont? At this season, when Kris Kringle begins his jaunts from the hinterlands to agency, advertiser, network and station offices, the beleagured but none-the-less grateful recipients wonder whether the donors realize that people do not live at their offices, despite the grinding radio pace. They can't say so openly without looking a gift horse in the mouth, but they'd much prefer that you ask their secretaries about that Home, Sweet Home address.

AM Lives; So Does NARBA

TRAGEDY on the air-waves was averted last week.

In a surprising move that ran counter to recent diplomatic experience, the U. S. delegation to the NARBA conference in Montreal rejected Cuba's untenable demands for AM assignments that would have pulverized service in large areas of the United States.

Action came by mandate of a singularly alert and informed State Department. It overruled the FCC, which previously had voted 4-1 *in favor* of a treaty at Cuba's terms.

The end achieved—a recess—is desirable. It means simply that a crisis has been stemmed. The second session of the Third NARBA Conference convenes in the United States on April 1. Certainly Cuba should scale down its demands. It is to be hoped Cuba will promptly return to the pre-conference "status quo" by removing from our channels those stations now playing ned.

This hiatus is no permanent solution. Rejection of Cuba's treaty demands was premised not only upon their Gargantuan scope, but also upon the manifest undesirability of devising continental allocations without knowledge of the allotments to Canada and Mexico, as well as the lesser signatories. NARBA must consider the entire mosaic rather than a small section thereof. We can't conceive of one much more minute geographically than Cuba.

We, who had harsh words last week for the State Department, now doff our hats to Under Secretary of State James Webb and his telecommunications experts. That action, of course, was not wholly spontaneous. The Department had heard from many broadcasters and many people in public life, including Senate Majority Leader Scott Lucas. It was abundantly clear that even if we had capitulated—as the FCC first agreed—there would be opposition to Senate ratification. Strong medicine, that.

What motivated the FCC to vote for a treaty we cannot fathom. Only Comr. Sterling—an engineer—of the five who voted, sang solo against Cuba's terms. He thought it was too high a price. His judgment was vindicated not only by the State Department reversal but also when Cuba made an 11th-hour proposal substantially modifying downward its previous "minimum requirements."

And at the 11th hour and about 59 minutes, Cuba became unglued again and offered wide-open proposals that even the FCC couldn't stomach.

Delegation-Chairman Hyde has handled a rough assignment as best he could. His job, we presume, was to get a treaty on the best terms possible. He was under State Department rather than FCC direction and his final instruction was against a treaty now. We think the FCC advice was sour. The fact that it did not sway the State Department is a tribute to that agency and to the fast footwork and head-work of the broadcasters and their attorneys and engineers who were effective in getting the Senators and Congressmen on the job despite the Congressional recess.

There should be no recriminations now. The FCC knew it had handed Mr. Hyde the always sticky job of attempting to compromise an inevitable NARBA dispute. It should have been obvious, however, that Cuba's demands would have delivered a solar plexus blow to American radio.

So AM lives and NARBA lives, too. This, however, represents merely the negotiation of the first phase. The second comes in February in Havana, and the third somewhere in the U. S. April 1. As always, vigilance is the price of radio liberty.

Our Respects To —



LEWIS SCOTT FROST

WHEN Lewis Scott Frost began his business career as a serious, young accountant, few of his friends would have wagered any serious money that his nighttime hobby of theatricals could ever become the ultimate influence in the young man's life. But many successful careers have grown out of casual hobbies, and Lew Frost is an outstanding example of this evolution.

Today he serves as executive assistant to Sidney N. Strotz, NBC administrative vice president in charge of the Western Division.

Following graduation from West Denver high school in Colorado, where he was active in athletics and dramatics, Mr. Frost wanted to go to work. He spent a relatively brief interlude with a photo supply company, then applied for a spot at Continental Oil Co. in Denver. After doctoring his real age a bit, he was considered most desirable and hired as an office boy. Not too long thereafter when an opening came in accounting Mr. Frost was promoted. During the day he distinguished between debits and credits; at night he was busy with theatrical activities—performing, writing, producing and directing. The background of business and show-business were to stand him in good stead for his ultimate career with NBC.

All told, Mr. Frost spent 14 years with the Continental Oil Co., rising to the post of assistant chief accountant. Aside from his interest and participation in dramatics, all of which enhanced his standing no little, he also acquired considerable respect for talent as an organizer—organizing entertainments like dances for employes and managing the company's baseball team. In addition he worked with the advertising department, addressing luncheon clubs in the interest of public relations.

Finally, when Continental decided to shift the bulk of its operations from Denver to Ponca City, Okla., Mr. Frost decided to come to San Francisco in 1929. There he joined RCA as advertising manager. When the company started sponsorship of a radio program he became interested in the medium and this marked his decisive transition to the broadcasting business.

Joining NBC in April 1930 in charge of program traffic, he soon advanced to assistant production manager in December 1931. And in May of the following year he was appointed production manager, with still another promotion to western program manager in October of the same year.

As such, Mr. Frost became responsible for numerous transcontinental and Pacific network

(Continued on page 71)

Whether you sell . . . **A**rchitects' **B**uildings . . . **C**aloric **D**inners **E**ffecting **F**avorable **G**astronomical **H**appiness . . . **I**ntricate **J**ade **K**nick-**K**nacks . . . **L**ovely **M**aidens' **N**egligees **O**r **P**ajamas . . . **Q**uality **R**etail **S**taples . . . **T**apestry **U**pholstery . . . **V**eneered **W**ooden **X**ylophones . . . **Y**achts . . . **Z**ippers . . . Better Buy Radio . . . Better Buy WGN!

Yes, from A to Z, **WGN** can do a selling job for you. And currently WGN has a fabulous array of new shows available that are the most potentially potent, high-rated sales makers WGN has ever offered to sponsors. Here's your opportunity to sponsor great name programs featuring star studded casts . . . at a cost designed to fit any pocketbook. Just look at this list of programs and the amazing galaxy of stars—THERE'S A SHOW HERE TO FIT YOUR NEEDS!

M-G-M THEATER

A weekly, hour-long dramatic program featuring great screen plays with TOP Metro-Goldwyn-Mayer stars . . . including Marlene Dietrich, John Garfield, Brian Aherne, Van Heflin, Margaret O'Brien. Here's a show comparable to the best, at considerably less cost.

THE *Adventures* OF DR. KILDARE!

Now, this unforgettable show comes to the air, with the popular stars that listeners remember . . . LEW AYRES and LIONEL BARRYMORE. Here's a half hour once-a-week show of thrilling, wonderful listening.

AT HOME WITH *Lionel Barrymore*

Three fascinating quarter hour visits per week with one of the most colorful, beloved stars of stage, screen and radio. A sparkling addition to your radio sales staff.

MAISIE

A half hour each week of hilarious adventure starring the one and only ANN SOTHERN in her original role. A sure fire winner in any radio schedule.

CRIME DOES NOT PAY

Thirty minutes, once a week, of tense, terrific entertainment. Screen Academy Award Winner, now on radio with a top cast, headed by a well-known Hollywood player each week. A sure favorite with listeners.

JUDGE HARDY'S FAMILY

Once-a-week, 30 fun-filled minutes with America's funniest family . . . featuring the stars who made the Hardy Family so famous: MICKEY ROONEY, LEWIS STONE and FAY HOLDEN. You can't miss the family audience with this great feature.

Don't Delay . . . make your Best Buy today with WGN!

WGN reaches more homes each week than any other Chicago station. — 1949 Nielsen Annual Report

A Clear Channel Station . . .
Serving the Middle West

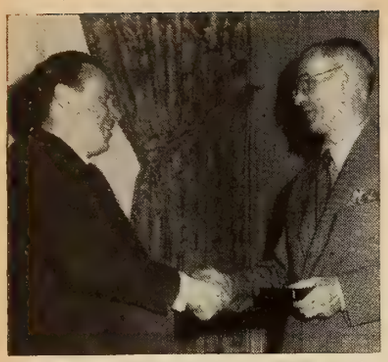
WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4



RADIO newswriting award for outstanding performance in 1948 is presented to Merrill Mueller (l), NBC's London manager, by Carl R. Kesler, Chicago *Daily News* state editor and new national president of Sigma Delta Chi, at the professional journalism fraternity's 30th national convention in Dallas. The award was made at a luncheon given by the Dallas *Morning News* and its affiliate WFAA.

BOY SCOUTS

Radio To Aid N. Y. Drive

TWO programs per week per station is the cooperation being sought by the Greater New York Councils of Boy Scouts of America for the $2 million drive to open Jan 4.

The request was put to radio and television executives at a luncheon held for them by the Scouts last Wednesday at New York's Roosevelt Hotel. Edward F. Thomas, vice president of Geyer, Newell & Ganger Inc., New York, and chairman of the council's public relations committee, asked that stations, by donating that much programming, better last year's contributions of two programs per station during the campaign's eight-week run.

Stations were asked, in addition, to schedule live 20- and 50-second spots whenever possible, and the council's transcribed minute announcements featuring civic and show business celebrities. They were asked to dedicate programs to the scouts, and to ask individual commentators, sponsors and agencies to cooperate in the campaign, which runs through February.

William E. Berchtold, executive vice president of Foote, Cone & Belding, and chairman of the 1950 businessmen's committee for the finance campaign, asked that saturation be reached for at least one week by each station, and that preference be given to the start of the campaign. Warren Jennings, New York representative of WLW Cincinnati, and chairman of the Council's radio committee, presided. All station executives present agreed to fullest cooperation.

Those present were:

Zac Freedman, Coll & Freedman, vice chairman, public relations committee, Greater N. Y. Councils; Harvey J. Gannon, WNBC; Clarence Worden, WCBS; Gene Fitts, WOR; Florence Morris, WJZ; Hank Morgenthau, WNEW; Ted Estabrook, WNBT (TV); Lee Bland, CBS-TV; John Neal, WINS; Louis J. Carino, WMGM; Pat Hurley, WQXR; Tom Morgan, WOV; William Moore, WBNX; Harold Hirschmann WAEF (FM); Charles Barkley, WGYN-FM. All are New York stations.

NATIONAL GUARD SUCCESS

Radio Credited in Recruiting Drive

COOPERATION of the radio industry was a "major contributing" factor in the successful windup of the National Guard's two-month recruiting campaign which closed Nov. 19. This statement was made by Maj. Gen. Kenneth F. Cramer, NG bureau chief, last Thursday.

The recruiting drive, which exceeded original objectives set for the campaign, was sparked by a national public information program. Maj. Ernest L. Smith, a veteran of the radio industry for some 16 years and for the past year chief of NG's information office, initiated and guided the plan.

The program was launched Sept. 19 when the Guard's total aggregate strength comprised 363,760 officers and enlisted men. The nationwide program, with radio playing a major role, much of it on a public service basis, shot the total up to 391,165—surpassing NG's previous personnel top during World War I. Cooperation of advertisers also was cited as another success factor.

Major Smith formerly was program director at WBIG Greensboro, N. C. He also helped establish, in 1946, KTIM San Rafael, Calif., a 1 kw station licensed to Marin Broadcasting Co. Major Smith served as vice president and general manager of the outlet in which he held part ownership at one time.

A highlight of the two-month drive was the success of the National Guard's 13-week dramatic show. Produced in Hollywood by C. P. MacGregor, it was carried by over 800 stations as a public service. The series, an open-end package deal featuring top Hollywood talent, has drawn such favorable station response that another 13 week series is being made, General Cramer said.

Only expense attached to airing of the series was that involved in producing the programs. Stations were solicited on a voluntary basis [BROADCASTING, Sept. 12].

The Guard also drew on the support of over 700 advertisers, with the blessing of The Advertising Council. Of these, over 125 cooperated with NG by including "plugs" in their national or regional radio programs, and in other advertising media.

Recruiting spots averaging two per week per station represented one phase of the NG budget, said to approximate an outlay of between $45,000 and $50,000 for the campaign. Some 1,700 stations were selected by state adjutant generals.

Coast Guard Show

U. S. Coast Guard through its agency Newell-Emmett Co., New York, will sponsor an all-star variety show on CBS, 10:30 p.m. on Dec. 20. Robert Q. Lewis will be m.c. Stars appearing will include Peggy Ann Garner and Earl Wrightson. The program will mark the 20th anniversary of the founding of the present site of the Coast Guard Academy in New London, Conn. The show will be produced by George F. Foley Jr. of N-E and James Lister for the Coast Guard.

NEWS DINNER

Committees Are Announced

WILLIAM R. McANDREW, NBC Washington, will head the committee charged with providing entertainment at the Radio Correspondents Assn.'s eighth annual dinner for the President to be held at Washington's Statler Hotel Feb. 4. Other committee assignments also were revealed last week.

The dinner committee is headed by Elmer Davis, ABC commentator, president of the correspondents' group, and Bill Henry, MBS, general chairman, who serve as ex-officio members of all committees. The two news analysts were slated to visit New York last week to arrange details for the dinner.

NBC will handle arrangements for entertainment at the 1950 dinner. Serving Mr. McAndrew are Hollis M. Seavy, MBS; Walter Compton, WTTG(TV) Washington, and Theodore F. Koop, CBS. Other committee personnel:

Seat arrangements—Albert L. Warner, ABC, chairman; Francis W. Tully Jr., Yankee Network; George E. Reedy, Arrowhead Network; Membership and guest lists—Bill Shadel, CBS, chairman; Bryson Rash, ABC; D. Harold McGrath, Senate Radio Gallery, and Messrs. McAndrew, Koop, Compton, Tully, and Seavy; Secret service contact—Mr. Rash, chairman; William Hillman, MBS; Robert M. Menaugh, House Radio Gallery, and Mr. McGrath; Cocktail party—Earl Godwin; NBC chairman; Roger Coelos, DuMont; Eric Sevareid, CBS; President's reception and gift—Mr. Davis; Reception—Messrs. Hillman, McGrath, and Menaugh; Printing—John Edwards; ABC chairman; Ticket delivery—Mr. Menaugh; Head table—Rex Goah, Transradio Press, chairman: Howard Kany, AP Radio; George Marder, UP Radio; Flowers—Ann M. Corrick, Transradio Press, chairman; Nancy Osgood, NBC.

WWCA GARY OPENS

Uses Music, Sports Format

GOVERNOR Henry Schricker of Indiana will throw the switch sending the new 1 kw WWCA Gary on its coverage of the Calumet area at 8 p.m. today (Monday). Formal opening will be from the stage of the Hotel Gary's Crystal Ballroom. Scheduled to appear on the dedicatory program are FCC Chairman Wayne Coy, Sen. Homer E. Capehart of Indiana and Reps. Ray J. Madden and Charles A. Halleck. The Mayors of Gary and Hammond also will attend.

Station will operate on 1270 kc with symphonic music and local sports predominant in its 20-hour schedule. It is owned by 13 Gary civic and business leaders, among them Dee O. Coe, president and general manager. WWCA will cover basketball games at Valparaiso U., and Gary, East Chicago, Hammond, Griffith, Whiting, and Hobart high schools.

AFRA VS. WATL

Union Files 60 Exceptions

AFRA's New York office last week disclosed that the union has filed some 60 exceptions to an intermediate report filed by an NLRB trial examiner dealing with collective bargaining negotiations between WATL Atlanta and the talent union.

The recommendations, filed by NLRB Trial Examiner Hamilton Gardner and released by the labor board early this month, were based on findings that WATL, owned by J. W. Woodruff Sr. and licensed to Atlanta Broadcasting Co., had consistently bargained "in good faith" with both AFRA and IBEW, and that the station also had engaged in unfair labor practices only to the extent of questioning employes' union affiliations. BROADCASTING, Dec. 5, incorrectly said the report was "filed by NLRB" rather than released by NLRB.

The labor board will review the exceptions before handing down a decision. Had no exceptions been filed, the recommendations would have been put into effect 20 days after notice of preliminary findings. In a "substantial number of cases," recommendations of the trial examiner usually are upheld, a NLRB spokesman said.

FIRST 15 PACIFIC HOOPERS—November 1949

Program	No. of Stations	Evening Sponsor & Agency	Hooper	YEAR AGO Hooper	+or—	Pos.
Charlie McCarthy†	6	Coca-Cola Co. (D'Arcy)	35.9	20.9	+15.0	6
Jack Benny†	6	American Tobacco Co. (BBDO)	34.9	33.3	+1.6	1
Walter Winchell (two months)†	6	Kaiser-Frazer (Weintraub)	27.0	21.5	+5.5	5
Fibber McGee & Molly	6	S. C. Johnson & Son (NL&B)	23.9	26.9	—3.0	2
Radio Theatre	6	Lever Bros. (JWT)	20.9	20.4	+0.5	7
Red Skelton	6	Procter & Gamble Co. (B&B and Seeds)	20.9	15.2	+5.7	15
People Are Funny	6	B. & W. Tobacco (Seeds)	20.7	16.6	+4.1	12
Bing Crosby	6	Liggett & Myers (N-E)	20.6	22.4	—1.8	4
Bob Hope	6	Lever Bros. (BBDO)	19.2	24.9	—5.7	3
My Friend Irma	6	Pepsodent Div.-Lever (FC&B)	18.8	17.0	+1.8	11
Inner Sanctum	6	Emerson Drug Co. (BBDO)	17.4	11.2	+6.2	42
Horace Heidt	6	Philip Morris (Biow)	16.9	19.9	—3.0	8
Burns & Gracie	6	Block Drug Co. (C&P)	16.7	15.4	+1.3	14
Take It or Leave It	6	Eversharp Inc. (Biow)	16.5	15.5	+1.0	13
Our Miss Brooks	6	Colgate-Palm.-Peet (Bates)	16.5	8.3	+8.2	69

† Second broadcast on same day provides more than one opportunity to hear program.

PEGLER SUIT

Pearson Increases Sum

DREW PEARSON, ABC commentator and newspaper columnist, last Wednesday filed a motion in New York Supreme Court to amend his original complaint against Westbrook Pegler, raising the damages sought from $500,000 to $1,200,000.

Mr. Pegler countered the next day with a column renewing his attack on Mr. Pearson, whom he called "droop," with a lower case "d." In the column, Mr. Pegler also attacked members of the new law firm representing Mr. Pearson. The firm is Poletti, Diamond, Roosevelt, Freidin and Mackay, of which Franklin D. Roosevelt Jr. is a member.

Mr. Pegler quoted his own answer in the case which charged that Mr. Pearson "has acquired enormous power by his fantastic lies over a national hookup."

Mr. Pearson, whose motion to amend the complaint will be heard tomorrow (Dec. 13), added to his libel charges against Mr. Pegler the further charge that Mr. Pegler violated a 1946 agreement between them that neither would comment adversely upon the other.

Mr. Pearson is now asking $300,000 from King Features and Mr. Pegler jointly; $200,000 from Mr. Pegler for violation of the alleged agreement; $200,000 from King Features alone, and $500,000 from Hearst Consolidated Publications Inc.

FREEDOM THREAT

Seen in Press Rates

THREAT to world-wide freedom of information is inherent in regulations dealing with press communications adopted by the International Telephone and Telegraph Conference in Paris, FCC was told last week in statement by Gen. Julius Ochs Adler, vice president and general manager of the New York *Times*. The press communications are employed by both radio and newspapers.

His statement was presented to FCC by Cranston Williams, general manager of the American Newspaper Publishers Assn., of whose Press Communications Committee Gen. Adler is chairman. The statement was made part of the Commission's complex and long pending further hearing into overseas telegraph rates and practices, held last week.

Gen. Adler pointed out the conference had rejected the major proposals of the American delegation which had the support of both the U. S. press and carriers. These concerned revisions which would have extended on world-wide basis the general U. S. practice of handling press administrative traffic at press rate tariff and complete revision of the article regulating radio communications to multiple destinations to bring it into line with American practice, including authorized reception in all countries by private radio receiving stations.

Urging FCC to take measures to minimize the harmful effects of the new international regulations, Gen. Adler said "we cannot help feeling that the Paris conference was stacked against the press, not only the American press but the world press." He indicated the restrictions allowed would permit further limitations on news dissemination, especially from those countries favorable to such limitation.



EXECUTIVES of KRMG Tulsa and officials of John Blair & Co., Chicago, met in Tulsa Dec. 1 for a consultation on plans for the new station's opening, expected before the first of the year. L to r are: C. B. Akers, vice president of KRMG; John Blair, of John Blair & Co.; Robert B. Jones Jr., KRMG general manager, and Wells Barnett, Blair Co. Owned by Sen. Robert S. Kerr (D-Okla.) and associates, KRMG will be represented by the Blair Co. and will operate on 740 kc with 50 kw. Station will be an ABC affiliate.

LOBBYING REPORT

Basis for House Probers

A REPORT on lobbying activities, released last week by the Library of Congress, will serve as a working basis for the newly-formed House Select Committee on Lobbying Activities when it launches proposed hearings next January. The report, compiled by the Library's legislative reference service, found that lobbyists outnumbered Congressmen on Capitol Hill during 1947 and 1948 by at least three-to-one—placing the total lobbyists well in excess of 1,500.

Representatives of several government departments and agencies —among them, the Justice Dept.— will be asked to testify at the January hearings of the committee, whose chairman is Rep. Frank Buchanan (D-Pa.). The report said that $3,500,000 was spent by lobbyists during the first half of 1948 alone, and while representatives of many corporations had registered in compliance with the 1947 Lobbying Act, they felt no violation would be involved if they had failed to register. Misunderstanding over registration requirements will be explored during the hearings.

WNAX INGENUITY

Fast Coverage of Gun Battle

THE ingenuity of two newsmen at the Sioux City studio of WNAX Yankton-Sioux City was severely taxed last week, but before the day was over the pair had come through with flying colors.

A desperado who had terrorized the Midwest during an 11-day manhunt was shot and killed at 10:30 a.m., Sunday, Dec. 4, on a country road in Southeast Nebraska. While preparing his 12:45 p.m. news show in Sioux City, WNAX Newsman Bob Buchanan learned that the gunman had been killed by W. W. Smith, Kansas state patrolman. From his home in Sioux City, Newsman Bill Slattery began making phone calls all over the area of the capture in an effort to contact Patrolman Smith. Finally Mr. Smith was located but by this time Mr. Buchanan had already gone on the air.

Mr. Slattery set up a three-way conference telephone hook-up between his home, Patrolman Smith and the WNAX Sioux City studio. He was cued into the broadcast by a radio tuned in to Newsman Buchanan. By use of the phone hook-up, WNAX listeners were able to hear Mr. Slattery's interview with Patrolman Smith, less than three hours after the gunman was killed.

FULTON LEWIS

Starts Chain Reaction

CHARGES that the late Harry Hopkins gave vital atomic secrets to Russia during the war, brought out during the Dec. 2 MBS commentary of Fulton Lewis jr., stirred the nation last week as an investigation was started by the Joint Congressional Atomic Energy Committee.

Mr. Lewis presented on his program George Jordan, former Air Force major. Mr. Jordan supplemented his charges last week with allegation that Mr. Hopkins was instrumental in sending uranium to Russia as well as radar secrets.

The revelations brought mixed editorial reaction. The liberal *New York Post* started a series of articles titled "Reaction's Golden Voice" and castigated Mr. Lewis editorially. The more conservative *Washington Star* said the charges "are serious enough to warrant a thorough investigation to determine whether there is factual justification for them or whether they are merely a lot of irresponsible poppycock."

Newspapers everywhere devoted large amounts of space to reports of the atomic committee's investigation as well as to further charges by Mr. Jordan in a news conference.

ABC'S TOP TEN

A-Bomb Story Heads List

THE discovery that Russia has the atom bomb, and the pennant races of the New York Yankees and Brooklyn Dodgers were voted last week by coast-to-coast ABC news editors to be 1949's top news and sport stories, respectively.

Top 10 news stories according to the ABC poll are:

1. Russia Gets the A-Bomb
2. Lifting of the Berlin Blockade
3. Chinese Communist Victory
4. Formation of North Atlantic Alliance
5. Tito's Break with Moscow
6. Devaluation of British Pound
7. Conviction of 11 Communist Leaders
8. Pickup in Business
9. Fight over Unification of Armed Forces
10. Kathy Fiscus Tragic Death in Well

NARND MEET

Set for Chicago in 1950

CHICAGO has been chosen as site of the National Assn. of Radio News Directors 1950 convention, it was announced last week by First Vice President Ben Chatfield of WMAZ Macon, Ga. The city was selected from nine nominations, including Denver, Minneapolis, Boston, Washington, Miami Beach, Louisville, Dallas and Jekyll Island, Ga.

Mr. Chatfield, who will plan the convention program, will announce names of his committeemen "in a few weeks." Convention dates in the fall will be chosen at a board of directors meeting in Chicago after the first of the year.

NARBA Recess

(Continued from page 23)

tol Hill and a feeling within the State Dept. that the proposal was untenable, were given credit for the ultimate decision to risk the prospects of a treaty in hopes of securing a less disastrous one later on.

Lone Commissioner holding out for the course which the State Dept. later adopted was George E. Sterling, who argued that the Cuban terms were too high a price to pay and that the U.S. should know the demands of all nations—including Mexico, which did not participate in the conference—before signing an agreement.

Opposing him within the Commission were Chairman Wayne Coy and Comrs. E. M. Webster, Robert F. Jones, and Frieda B. Hennock (Comr. Paul A. Walker was absent). Their position apparently stemmed from a desire to back up their fellow-Commissioner, Delegation Chairman Rosel H. Hyde, in his efforts to reach agreement, and also the belief that a charted course would be better than an uncharted one.

The final turn of events inspired a growing belief among observers that FCC would reactivate work on its long-pending clear-channel decision, in hopes of getting it out before the April 1 resumption of negotiations with Cuba. The case dates to early 1945.

The move for a recess in the conference's deliberations was made by Mr. Hyde at an 11 o'clock plenary meeting Thursday morning, which was followed by lengthy and often heated sessions in the afternoon and evening before the final recess was taken.



CELEBRATING his 10th year in radio, Jay Stewart, m.c. of *ABC Suprise Package*, prepares to do some "cutting up." Group observing the anniversary includes (l to r) Frank Samuels, vice president in charge of ABC Western Div.; Mr. Stewart; John Jones, general sales manager of Globe Mills, sponsor of program; William Galbraith, Globe advertising manager.

Mr. Hyde cited the U.S.-Cuban differences as "probably the outstanding reason" for the delay in conference progress but said "it does appear that further consultation between these two delegations can lead to a resolution of these difficulties." He continued:

"However, the time that would be required is uncertain and therefore it does not appear to us that other delegations should be expected to remain in conference while the U.S. and Cuba continue their discussions. Under the circumstances, it is the belief of my delegation that the wise course for us to follow at this point would be to recess the conference until a date in the not-too-distant future and we so move."

Mr. Hyde praised "the cooperative spirit shown by all delegations" and observed that "I think we can properly say that we have accomplished much and overcome many obstacles that earlier seemed to be virtually impossible of solution."

Throughout the final sessions, some observers held the belief that Cuban delegates, their hand called by the U.S. rebuff, hoped to delay further negotiations.

Little Reservation Apparent

The Cubans appeared to accept Mr. Hyde's recess proposal with little reservation. But at least in some quarters it was feared they would seek to postpone the resumption until next summer when Congressional leaders are engrossed in re-election campaigns and may be expected to have less active interest in the negotiations.

Capitol Hill pressures were credited with a substantial role in the current developments.

A week ago Senate Majority Leader Scott W. Lucas (D-Ill.) served notice he would fight against ratification of any treaty incorporating the Cuban proposals [BROADCASTING, Dec. 5].

This declaration was followed up last Wednesday by Sen. Warren G. Magnuson (D-Wash.), a member of the Senate Interstate and Foreign Commerce Committee, who wired Under Secretary of State James E. Webb that "radio listeners and broadcasters in my section are badly upset by reports of acceptance (of) Cuban proposals which will open the door to chaotic conditions in radio reception."

Obviously referring to Mexico's failure to take part in the conference, he said: "If Mexico follows Cuba, there will be chaos in radio reception on the Pacific Coast and in my state of Washington—not only in the cities, but in sparsely settled areas where radio is an all-important factor in day-to-day living."

Sen. Magnuson called attention to Sen. Lucas' position and said "I sincerely hope this matter can be straightened out."

Given a channel-by-channel breakdown of the Cuban demands the previous week with the understanding that they were Cuba's minimum, FCC and the State Dept. on Monday commenced deliberations in earnest.

Chairman Coy conferred with Under Secretary Webb at noon Monday, and the Commission went into executive session at 2 p.m. Comr. Hyde, awaiting word in Montreal, was kept informed by both FCC Chairman Coy and State Dept. officials. Meanwhile Charles R. Denny, executive vice president of NBC and former FCC chairman, also conferred with Under Secretary Webb.

FAST WORKERS
On KLMX Transmitter

WHEN it comes to getting a transmitter ready for operation in record time, KLMX Clayton, N. M., says it can take its place among the champions. Three engineers from KVOR Colorado Springs, Colo.—Cozy Strang, Milton Norton and Bud Edmonds—were engaged to ready the KLMX transmitter. When the trio arrived on Sunday night, they found only a building and a tower. All the countless mechanisms were still in the shipping boxes. The men caught a few hours sleep and went to work early Monday morning.

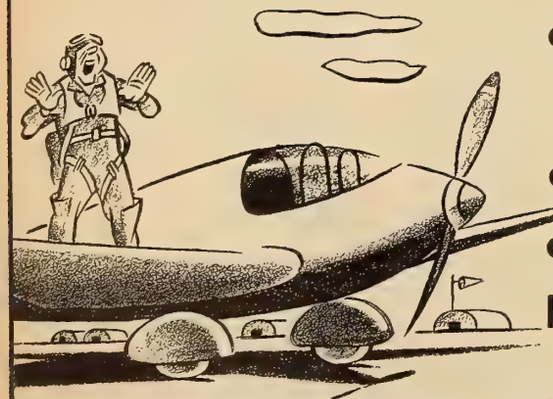
Mr. Norton took over installation of the operating and music controls; Mr. Edmonds assembled the transmitter and frequency modulation monitoring equipment, and Mr. Strang laid the coaxial cable to the antenna and made the tower measurements. This was the first day's work. Tuesday morning, corrections and cleanup work was finished.

Just 41 hours and 20 minutes after Messrs. Norton, Edmonds and Strang walked onto the grounds, KLMX was ready to go on the air. The three attributed part of the speed they attained to the expert coffee brewing of Mike Dillon, a former KVOR announcer.

REVENUE from commercial programs on Canadian Broadcasting Corp. stations and networks, increased from $773,521 in 1939-40 to $2,217,129 for 1948-49 fiscal years, according to a report tabled in the House of Commons at Ottawa on Nov. 30.

FIGURE THE ODDS... by KXOK

it's only 200 to 1 against your owning a plane by 1956



BUT THE ODDS ARE IN YOUR FAVOR when you pick Charley Stookey's "Town and Country" program on KXOK to sell farm products. Persuasive salesman, Charley Stookey, is widely known in KXOK-land, with legions of listeners from 6:00 to 7:30 a. m., Monday through Saturday. To build sales in the vital-to-advertisers 112-county, 5-state coverage of KXOK . . . phone, wire, write for availabilities today . . . or call your John Blair man.

630 KC 5,000 WATTS FULL TIME BASIC ABC

IN BIG ST. LOUIS

KXOK

Revised List

(Continued from page 23)

tions, power increases were shown for many of the higher frequencies.

In submitting the "corrections," Dr. Jose R. Gutierrez, head of the Cuban delegation, said the changes conformed with assignments agreed upon by the U. S. delegation. U. S. officials reportedly were preparing a formal denial of the assertion that they had agreed to any assignments. When Cuban delegates were challenged on the point, they were said to have claimed privately that it was a mistake made in translating their statement from Spanish to English.

Channels on which the new Cuban list shows revised demands are listed below. Included are all channels originally marked as Cuban 1-A's, since the original list did not specify what powers would be used on many of them. "DA" means a directional antenna is proposed.

550 kc—Havana: Changed from Class 1, DA, to Class 1-B or a new class between 1-B and Class 2, with 10 kw, DA.

560 kc—Oriente: Changed from 250 w to 5 kw DA.

570 kc—Las Villas: Changed from Class 1, DA, to Class 1-B or new class between 1-B and 2, with 10 kw DA.

590 kc—Havana: Changed from Class 1, DA, to Class 1-A or 1-B with 25 instead of 50 kw.

630 kc—Havana: Changed from Class 1, DA, to Class 1-A or 1-B 25 kw, DA.

640 kc—Las Villas: Changed from Class 1, DA, to Class 1-A or 1-B, 15 kw, DA, instead of 50.

660 kc—Havana: Changed from 10 to 5 kw, DA.

690 kc—Havana: Changed from Class 1, DA, to Class 1-A or 1-B, 50 kw, DA.

730 kc—Havana: Changed from 10 kw to 5 kw DA; Oriente assignment from 250 w to 1 kw.

810 kc—Oriente: Changed from 5 kw DA to 1 kw; new 1 kw assignment at Santa Clara.

830 kc—Havana: Changed from 5 kw DA to 5 kw day and 1 kw night, DA-N.

850 kc—Oriente: Changed from 2 kw DA to 250 w.

860 kc—Havana: Changed from Class 1, DA, to Class 1-A or 1-B, 50 kw.

900 kc—Delete Matanzas 250 w assignment; 5 kw at Oriente unchanged.

910 kc—Las Villas: Changed from 5 kw or 10 kw with DA to straight 5 kw.

920 kc—Havana: Changed from Class 1, DA, to Class 1-B or new class between 1-B and 2, with 10 kw.

950 kc—Havana: Power remains 10 kw, DA, but classification changed from Class 1 to Class 2.

980 kc—Havana: Power remains 10 kw, DA, but classification changed from Class 1 to Class 1-B or new class between 1-B and 2.

1000 kc—Oriente: Changed from 1 kw or 10 kw with DA, to 1 kw or 5 kw with DA; Matanzas and Camaguey 250 w assignments remain.

1010 kc—Havana: Changed from Class 1, DA, to Class 1-A or 1-B, with 25 kw, DA, instead of 50 kw.

1030 kc—Pinar del Rio: Changed from 250 w fulltime to 250 w daytime only; Las Villas: Changed from 250 w to 1 kw day and 250 w night; Oriente: 250 w unchanged.

1110 kc—Camaguey: Changed from 250 w to 1 kw day and 250 w night; Havana: 250 w unchanged.

1220 kc—Add Las Villas with 250 w; Oriente with 1 kw remains.

1230 kc—Camaguey: Changed from 250 w to 1 kw; Havana: 250 w unchanged.

1250 kc—Add Las Villas with 250 w; Oriente with 1 kw remains.

1300 kc—Camaguey: Changed from 1 kw to 2 kw.

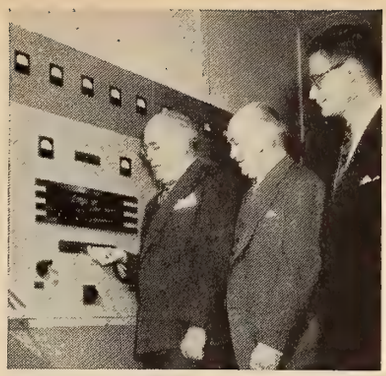
1340 kc—Camaguey: Changed from 250 w to 1 kw: Matanzas with 250 w remains unchanged.

1370 kc — Camaguey: Changed from 250 w to 1 kw.

1470 kc—Camaguey: Changed from 250 w to 500 w; Matanzas with 250 w added.

1490 kc—Havana: Changed 250 w to 1 kw; Oriente with 250 w remains unchanged.

1560 kc—Havana: Changed from straight 5 kw to 5 kw or 50 kw DA; Oriente with 250 w remains unchanged.



PITTSBURGH's Mayor David L. Lawrence (l) makes it official as he presses the button turning on equipment that put WWSW Pittsburgh's new 5 kw transmitter on the air Nov. 27. With Mayor Lawrence are Allegheny County Commissioner John J. Kane (center) and O. M. Schloss, WWSW president and general manager. Station also switched from 1490 kc to 970 kc.

ASCAP Attorney

FRED E. AHLERT, ASCAP president, announced Thursday the board of directors has designated Herman Finkelstein as general attorney. Mr. Finkelstein, Yale Law School graduate, has been the group's resident counsel for the past seven years. He is a member of the Copyright Committee, American Bar Assn., Assn. of Bar of the City of New York, International Law Assn. and Inter-American Bar Assn. Mr. Ahlert also said that the firm of Schwartz and Krohlich, New York, will continue as general counsel.

Giveaways

(Continued from page 23)

the most ambitious is *Hollywood Calling*, NBC's somewhat faltering answer to the CBS snatch of Jack Benny. The first Hooper rating of *Hollywood Calling* last Sept. 15 was 4.1. By last week it had climbed to 5.6.

Gruen Watch Co., however, did not consider the rating improvement spectacular enough to justify its continued investment in the show. *Hollywood Calling* in another couple of weeks will be without a sponsor.

Hollywood Calling is the only NBC giveaway now using the telephone to permit participation by the home audience. ABC has three such shows—*Betty Crocker, Chance of a Lifetime* and, of course, *Stop the Music*. CBS has two, *Hit The Jackpot* (which will be dropped the first of the year by Plymouth-DeSoto) and *Sing it Again*, sponsored by Ludens Inc. and Carter Products. Mutual has no shows using a telephone.

Following is a list, by networks, of giveaways now on the air. In the case of those which were also broadcast a year ago, Hooperatings for this year and the same time last year are given. For purposes of definition, BROADCASTING has considered a program a giveaway only if the principal ingredient of the show is the giving of prizes.

PROGRAM	Nov. 30 1949 Hooperating	Nov. 30 1948 Hooperating
ABC		
Betty Crocker Magazine	3.7	3.3
Breakfast in Hollywood	1.4	2.1
Bride and Groom	3.6	4.4
Chance of a Lifetime	7.3	. .
Dr. I. Q. (moved from NBC)	3.9 (ABC)	7.4 (NBC)
Ladies Be Seated	2.3	4.2
Stop The Music	10.6	16.9
Share The Wealth	4.0	. .
Pick A Date	2.8	. .
Pillsbury Houseparty	4.0	. .
Talk Your Way Out Of It	2.6	. .
Think Fast	2.6	. .
CBS		
Hit The Jackpot	8.6	11.1
Bob Hawk Show	15.0	13.6
Sing It Again	9.2	8.8
Give And Take	7.0	4.9
County Fair	4.8	6.7
Grand Slam	5.9	7.3
Groucho Marx (moved from ABC)	16.6 (CBS)	9.8 (ABC)
MBS		
Queen For A Day	2.6	3.6
Ladies Fair	1.5	. .
*Quick As A Flash	7.6	4.1
Take A Number	4.0	2.7
Meet Your Match	2.8	. .
NBC		
Truth or Consequences	14.3	13.3
People Are Funny	15.0	13.9
Take It or Leave It	14.2	12.7
Hollywood Calling	5.6	. .
Double or Nothing	3.6	3.9
Welcome Traveler (moved from ABC)	2.9 (NBC)	4.2 (ABC)
Break the Bank (Moved from ABC)	11.7 (NBC)	12.7 (ABC)

* Quick as a Flash being dropped on MBS by Helbros Watches and picked up by Quaker Oats for a transfer to ABC.

WOC

FIRST IN THE QUAD Cities

DAVENPORT, ROCK ISLAND, MOLINE, EAST MOLINE

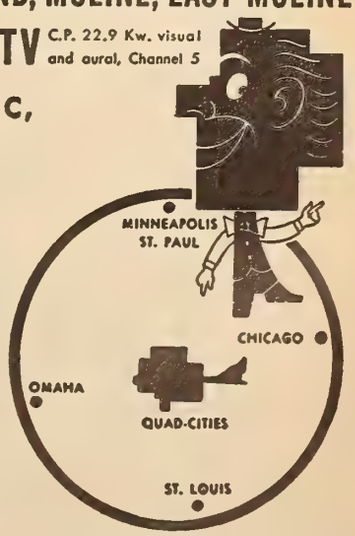
AM 5,000 W 1420 Kc. FM 47 Kw. 103.7 Mc. TV C.P. 22.9 Kw. visual and aural, Channel 5

Basic Affiliate of NBC, the No. 1 Network

Monday through Sunday . . . morning, afternoon, evening . . . WOC Hooper Ratings average as much as 5.9 points higher than the national averages for the same programs. That's the story told by the last Fall-Winter Quad-City and Comprehensive Hooper Reports. Thus WOC gives NBC Network and spot advertisers bonus audiences in this wealthy industrial area . . . proof of the listener-loyalty that makes WOC the Quad-Cities' FIRST station.

Col. B. J. Palmer, President
Ernest Sanders, Manager,

DAVENPORT, IOWA



FREE & PETERS, INC., National Representatives

RATE CARD CUTTING

Can 'Smash' Spot Campaigns, Says Timebuyer

TIMEBUYER for one of the large automotive account agencies has condemned the practice by some smaller city and rural town stations of going to the local car dealer and quoting him a "local" rate after the agency has already set up a spot program. Speaking in an interview in Detroit, this buyer stated:

"If [this is] not stopped, spot radio will exist only in the metropolitan areas for factory-dealer programs. We will continue to buy this time, but may be forced to turn to other media in the rural belt."

His first experience came last winter when he presented an integrated spot program to the dealers' convention.

"When I quoted a rate of, say, $12, for spots in one area, a dealer stood up and said, 'I can get it for $5. How come?' How can you set up a program under those circumstances?"

Another evil that was mentioned was that of stations going to local dealers and trying to get existing campaigns changed to include their station rather than the first choice of the agency. Many times, because of personal relationships, great pressure can be brought to bear on the factory and its agency. He went on to say that a few forced changes like that could "riddle" a program.

"If the small towns are to be equal with a big city list, this practice must stop. Local rates can smash a program."

While admitting that the problem of deciding what was "national" and what was "local" was a tough problem for a station to solve, he gave this rule of thumb to apply to a situation:

Entitled to National Rate

"Any time buying that is done on a national, country-wide basis, and is supported in part, or in the main, by a factory budget should get the national rate, regardless of the fact that the local dealer's name appears in the commercial or ad. On the other hand, if it is a local or area campaign, unconnected with any national program in progress, paid for by the dealer, naturally he should get the rate earned by any local merchant."

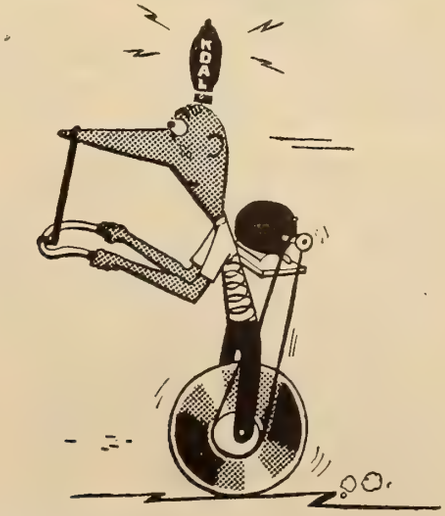
He cited the worst evil of this action to be the doubts that it casts in the minds of the client and dealers, of the agencies' sincerity in planning the most effective program at the lowest cost. He said:

"Anything that is even remotely a national account should get the national rate. In the long run it will mean more income and more business for all stations, than the present short-sighted actions can possibly bring."

Evidence that this practice was not yet industry wide was given by two other automotive spot buyers who claimed that they had had no trouble along this line as yet. Still another gave his opinion that, "We know the situation exists in radio, just as it does on many newspapers, but we don't know of any answer to it. It's always a ticklish question for media to decide."

BIG WHEEL

DULUTH, MINN.—"Never a truer word has been spoke. Ouch! But KDAL *is* the big wheel in the Duluth-Superior Market," says Otto Mattick as he hurries along on his rearpulsion unimotodisc. No point in being modest about it. . . . C. E. Hooper shouts KDAL's audience dominance to the winds anyhow. And KDAL's Certified Promotion speaks for itself to advertisers who have enjoyed its sales-producing push! Why not put this combination to work for you in Duluth-Superior?



Details? Ask Avery-Knodel. They'll tell you the whole KDAL story. Then get their ideas on how to have KDAL sell for you.

ALASKA'S KIFW

Opens 45 Days After CP Issue

SOMETHING of a speed record for station construction was set by Alaska Broadcasting System when in 45 days it built and opened KIFW Sitka. Construction permit was granted Oct. 4, 1949, and the station officially took the air on Nov. 27.

Sitka has a population of more than 5,000 and is the fifth largest city in Alaska. KIFW operates with 250 w on 1230 kc and is owned and operated by ABS President William J. Wagner, who also operates five CBS-affiliated Alaska Broadcasting System stations in Alaska. All six stations are represented by Pan American Broadcasting, New York.

TRANSIT BUSINESS

Three Contracts Are Added

TRANSIT Radio Inc., last week announced the addition of three more contracts in four markets. They are:

Cowles Publications Inc., New York, for *Quick* magazine, using "music to ride by" in St. Louis and Cincinnati. Contract calls for 20 spots per week for eight weeks. Lydia Pinkham's vegetable compound and tablets has contracted for 40 spots per week in Wilkes-Barre, Pa., for a four-week test campaign. Agency is Erwin Wasey Inc., New York. Bristol-Myers for Ipana tooth paste has added Worcester, Mass., to its current Transit Radio test campaign. Agency is Doherty, Clifford & Shenfield.

KXOK Buys KWK Tower

KXOK-AM-FM St. Louis, *Star Times* station, has purchased from KWK St. Louis the tower atop the local Boatmen's Bank Bldg., C. L. (Chet) Thomas, KXOK general manager, has announced. Also purchased from KWK were an FM transmitter and equipment. Mr. Thomas said the tower will be used also for television transmission when FCC approves the station's pending TV application. Purchase of the new transmitter also is subject to FCC approval and, Mr. Thomas said, KXOK will occupy the new quarters as soon as approval is received. The tower is 574 ft. above street level.



PARAPHRASING the old saying that the proof of the pudding is in the eating, A. Siegler (r), executive of A. Siegler & Sons, builders, contracts for increase of his firm's radio advertising budget to a 400 spot announcement campaign over WSRS Cleveland. With him is Willard L. Dougherty, account executive. The home-building firm decided to expand its ad budget after the success scored by a five-minute program on WSRS.

Walter B. Wooden

WALTER B. WOODEN, 67, associate general counsel and head of Federal Trade Commission's appellate proceedings division, died last Tuesday in his Washington, D. C., home. He had been a government attorney for over 40 years. Mr. Wooden joined FTC in 1914 when it was organized, rising to assistant chief counsel in 1939 and to associate general counsel in 1946. He frequently represented FTC before congressional committees on legislation dealing with the commission. He wrote several articles covering aspects on monopolies.

WIRE's Wires

WIRE Indianapolis wires were nearly too hot to handle for the Indianapolis telephone company fortnight ago when Art Mooney, guest on Jim Lowe's *The Lowe Downe*, offered listeners who called the station copies of his records and passes to the theatre where he was appearing. An estimated 500 calls swamped WIRE switchboards. The telephone company asked the station to have calls stopped because WIRE wires were so hot they feared the exchange might catch fire. Jim Lowe then asked listeners to stop calling, but not before the police department notified WIRE that it couldn't use its phones because it shared WIRE's exchange.

PRESS-RADIO

Ginzburg Opposes Quarton's Views

By BENJAMIN GINZBURG

President and General Manager
WNLK Norwalk, Conn.

THE ARTICLE of William B. Quarton on "Radio-Press," which is featured in BROADCASTING, Nov. 21, says in effect that when a policeman pinches a wrong-doer, the thing to do is to strike up an alliance with the wrong-doer and join together to fight the policeman.

The policeman in this case is the Federal Government, which is suing the *Lorain* (Ohio) *Journal* as a wrong-doer, on the ground that the paper sought to injure WEOL Elyria by refusing to accept advertising from merchants who advertised on the station. According to Mr. Quarton, WEOL did a very thoughtless thing in summoning the government policeman to take action against the *Journal*, and the result is likely to be a "knock-out blow" for both press and radio. . . .

I know that the big newspaper publishers and the big broadcasting networks sincerely believe that the freedom of the press is a mantle that covers all sins. Of course we daily hear from the genial president of the National Assn. of Broadcasters that any regulation by the FCC of the manner in which private licenses use the public's air waves is an interference with the freedom of the press and radio.

I am not surprised, therefore, to find Mr. Quarton, contending that Federal enforcement of the anti-trust acts—against a newspaper and on behalf of a little radio station—is also an interference with the sacred freedom of the press and radio. But I am a bit amazed that the editor printed Mr. Quarton's screed against the government without allowing himself at least an editorial twinkle in a footnote.

[Editor's Note: BROADCASTING did its twinkling on the "Lorain Journal" case in its issue of Oct. 3—immediately following the Dept. of Justice action.]

If the people of the United States allowed themselves to be guided by the pseudo-logic voiced by the big newspaper and radio interests, not only would they be powerless to regulate the newspaper and radio businesses, but they would be powerless to regulate other businesses as well.

It so happens that as the operator of a small radio station I am up against the same discriminatory situation as affected WEOL. For the life of me, I cannot see why it is such a bad thing to call in the government to clean up a rotten situation after all other means have failed. Of course I believe that cooperation between radio and the press on a public interest basis is mutually helpful and is helpful to the community. (Such cooperation, which I have freely offered in our own situation, may develop after the situation is cleaned up.) But I do not believe in cooperation against the community—or against the government, as Mr. Quarton suggests.

My advice to Mr. Quarton is not to run down the virtue of the government, nor to run up—if I may use the expression—the virtue of the organized newspaper publishers and broadcasters. The Founding Fathers had a more balanced view of the relations of people and government when they said, through the pen of Alexander Hamilton, that if men were angels, no government would be necessary; if angels governed men, no restraints on government would be needed.

As long as publishers and broadcasters are not angels, it is necessary to call in the government from time to time to check their bad practices. As for the bad practices of government—well, we still have the checks and balances written into the Constitution. The courts still function, and the Constitution still stands. And the very fact that Mr. Quarton is afraid of what the courts will do, indicates, to me at least, that he is not so much fighting against the abuses of government, as fighting for the preservation of special privileges for his industry.

'MUSICAL BINGO'

Liberty Scores Success With Novel Show

BELOW the Mason-Dixon Line, Liberty Broadcasting System listeners are playing *Musical Bingo* and network officials report more than ordinary success for the two-hour afternoon show. Played like regular bingo, the radio program's new twist is broadcast of songs, each representing a number.

Original idea for the show, conceived as a replacement for time left vacant by termination of major league baseball broadcasts, belongs to two LBS officers, Gordon McLendon, president, and also executive director of KLIF Oak Cliff, Tex., and Liberty's general manager, Jim Foster, who worked out the details.

The radio game was introduced on the air Oct. 3. and two weeks later Liberty affiliates "had nearly sold out and the response was something most program directors just dream about," Liberty says. To date, the network has given away about $50,000 worth of prizes. When a person looks at his card (given out by sponsors) and believes he has "bingoed," he is instructed to send a telegram to LBS headquarters in Dallas giving the numbers scored and his name and address.

Mr. Foster says the network has appointed a national agency to handle the game outside the Liberty area and reports interest by station owners as far away as New York, Chicago, St. Louis and points on the West Coast. He says Liberty officials currently are working to satisfy requests from a Canadian network.

Affiliates' managers also heap praise on Liberty. According to Liberty's reports on testimonials: Hugh O. Jones, WGCM Gulfport, Miss., says several sponsors hold huge bingo parties in their stores; Lloyd Hawkins, KLTI Longview, Tex., finds program sold out after first broadcast week, and R. H. Moore, WKAB Mobile, calls the game "the hottest and biggest thing I have run into on radio."

Direct Line

WEGO Concord, N. C., "Radio Voice of the *Concord Tribune*," and the local Boys Club of America have combined to give both an unusual distinction. WEGO recently installed a direct line to the club gymnasium and other points for regular and special broadcasts featuring interviews with club members. In addition to the regular program aired Tuesday, 5 to 5:15 p.m., WEGO used tape recordings of the group's grand opening. Frank Wade, club regional director, feels it was the "first club in the entire nation to have installed a direct line . . . using the facilities of a local broacasting station," according to Bob Raiford, WEGO program director.

P&G SHIFT

Three Day Show Changes

EFFECTIVE Dec. 12, Procter & Gamble, Cincinnati, will shift products and agencies on three of its daytime radio shows. On that day *Lorenzo Jones* on NBC, formerly sponsored by Sterling Drug Co., will be taken over by P&G for its Dreft, through Dancer-Fitzgerald-Sample, New York.

Meanwhile, *Welcome Travelers* on NBC, formerly handled by DFS, will switch to Biow Co. for Lava Soap and Spic and Span. Another daytime serial, *Big Sister*, on CBS, currently produced by Biow Co., will be serviced by Compton Advertising for Ivory Soap. James J. Seaborne has been named director of the show.

WCSS Amsterdam, N. Y., awarded Disabled American Veterans' Distinguished Service Plaque for outstanding contributions to cause of disabled veterans.

It's a Great Combination

ABC **WEAV** 1000 W 960 kc

PLATTSBURG, NEW YORK

Joseph Hershey McGillvra,
Nat. Rep.

Monday through Sunday, morning, afternoon and evening, WEAV-WENT SELLS more for less in these two rich markets.

CBS **WENT** 250 W 1340 kc

GLOVERSVILLE—JOHNSTOWN

Joseph Hershey McGillvra,
Nat. Rep.

SESAC Purchase

(Continued from page 29)

Federation of Musicians apparently waiting for television to get into the black before starting a new welfare fund drive.

Warning that the Washington trend, while mildler, still moves toward a philosophy in which government seeks a larger share in control of broadcast content and supervision, Judge Miller said Blue Book advocates are watching for new opportunities "to throw that book at broadcasters."

Richard P. Doherty, director of the NAB Employe-Employer Relations Dept., addressed a well-attended session on station cost analyses and labor problems. Dr. Kenneth H. Baker, BMB acting president, was unable to attend the meeting because the second BMB study is nearing the final stage.

1950 Site

William T. Kemp, KVER Albuquerque, presented the case for Albuquerque as a 1950 meeting site and reminded that the sessions have never been held in the city. He felt it would "help the NAB cause" to let New Mexico broadcasters know that NAB recognizes there are 48, not just 47 states. He added that Judge Miller had assured him he favored Albuquerque as a site.

Like many other districts, the mountain group adopted a stiff resolution calling on the State Dept. and other government agencies to protect the rights of U. S. broadcasters and listeners through an equitable allocation of international frequencies [see NARBA story page 23].

The District 14 NARBA resolution noted encroachment of Cuban and Mexican stations on U. S. facilities, with resulting "unbearable and chaotic interference", emphasized the ill will created among U. S. citizens toward the Latin nations and called for return to the "good neighbor policy."

Resolution Approved

District 14 adopted a resolution approving the board reorganization project and commending Judge Miller and staff for their part in executing the plan. High praise was given Mr. Doherty for work of the Employe-Employer Relations Dept., including the station cost studies.

The district urged that ASCAP TV contracts include the principle of clearance at the source and per program payments. A personalized NAB membership drive was advocated.

Steps to insure operation of a bureau of audience measurement were urged, along with a study of methods.

Tribute was paid Mr. Terry for his service to District 14.

The district staged its convention with a registration fee of $1. No special luncheons were scheduled.

Colorado stations took first steps toward creation of a state association, with indication an organization meeting may be held early in 1950.

District 14 Registration

Gene Ackerley, KID Idaho Falls, Ida.; Burt Gordon Affleck, KSL Salt Lake City; D. J. Barker Jr., KVMV Twin Falls, Ida.; Victor V. Bell, Gillham Adv. Salt Lake City; Claude W. Cain, KWEI Weiser, Ida.; Frank C. Carman, KUTA Salt Lake City; Jim Carroll, KWYO Sheridan, Wyo.; Ed Cooney, KOPR Butte, Mont.; V. W. Corbett, KVOD Denver; George Cory, KUBC Montrose, Col.; Charles Crabtree, KEIO Pocatello, Ida.; Jack Crowley, KOTA Rapid City, S. D.; L. H. Curtis, KOVO Provo, Utah; Walter B. Davison, Lang-Worth, Hollywood; Robert J. Dean, KOTA Rapid City, S. D.; Marion Dixen, KSVO Missoula, Mont.; Paul S. Dixon, KSL Salt Lake City; R. P. Doherty, NAB, Washington; Glenn Dolberg, BMI, New York; Henry H. Fletcher and Ruthe A. Fletcher, KSEI Pocatello, Ida.; S. S. Fox, KDYL Salt Lake City; Robert D. Ellis, KGHF Pueblo, Col.; Norman Engstrom, KRJF Miles City, Mont.; Mr. and Mrs. J. P. Ernst, KWRL Riverton, Wyo.; C. Richard Evans, KSL Salt Lake City.

Florence M. Gardner, KTFI Twin Falls, Ida.; Earl Glade Jr., KDSH Boise, Ida.; Roscoe A. Grover, KSUB Cedar City, Utah; Wm. C. Groves, KFBC Cheyenne, Wyo.; D. Spencer Grow, KEXO Grand Junction, Col.; Kolin Hager, SESAC, New York; Lou Haller, KEYY Pocatello, Ida.; Eugene M. Halliday, KSL Salt Lake City; Ralph W. Hardy, NAB, Washington; Donald L. Hathaway, KSPR Casper, Wyo.; Carl Haverlin, BMI, New York; Bart Hazlett, Harry S. Goodman Co., New York; Con. Hecker, KVOD Denver; Arthur L. Higbee, KSUB Cedar City, Utah; Benj. H. Hollingworth, KSL Salt Lake City; Bert Horswell, C. P. MacGregor Inc., Hollywood; Rex Howell, KFXJ Grand Junction, Col.; Frederic Hufsmith, KSPR Casper, Wyo.; Frank E. Hurt, KFXD Nampa, Ida.; Eugene Jelesnik, KDYL Salt Lake City; Noel L. Jordan, U. of Denver, Denver; Douglas Kahle, KCOL Fort Collins, Col.; Wayne Kearl, KSL Salt Lake City; Wm. T. Kemp, KVER Albuquerque, N. M.; Keith Kerby, Keith Kerby Ltd., San Francisco; E. B. Kimball, KSL Salt Lake City; Mark Knight, AP, Seattle; C. N. Layne, KID Idaho Falls, Ida.; Dick Litfin, UP, Portland, Ore.; Bert Lown, Associated Program Service, New York.

Arch L. Madsen, KOVO Provo, Utah; Lorus A. Manwaring, KSL Salt Lake City; Don F. Martin, AP, Denver; Maynard Marquardt, World Broadcasting System, Hollywood; Paul McAdam, KPRK Livingston, Mont.; Frank C. McIntyre, KLIX Twin Falls, Ida.; Frank B. McLatchy, KSL Salt Lake City; Al G. Meyer, KMYR Denver; Al Meyer, KPOW Powell, Wyo.; Elwood Meyer, KYOU Greeley, Col.; Justin Miller, NAB, Washington; Maurice B. Mitchell, BAB, New York; Murray M. Moler, UP, Salt Lake City; George B. Morgan, KLO Ogden, Utah; Art Mosby, KGVO Missoula, Mont.; Lennox Murdoch, KSL Salt Lake City; R. J. Newman, RCA, San Francisco; Ken Nybo, KBMY Billings, Mont.; Clifford E. Ogden, Capitol Records Inc., Hollywood; Milo J. Petersen, KGEM Boise, Ida.; Donald R. Pinney, KBIO Burley, Ida.; R. Russel Porter, U. of Denver, Denver; George A. Provol, KDYL Salt Lake City; John R. Rider, SESAC, Inc., New York; Franz J. Robischon, KBMY Billings, Mont.; Joseph H. Rohrer, KROO Colorado Springs, Col.; James D. Russell, KVOR Colorado Springs, Col.; Helen Ryan, KGVO Missoula Mont.

Sal Scarpino, KFXJ Grand Junction, Col.; S. John Schile, Rock Mt. Broadcasting, Salt Lake City; Alex de Schweinitz, KBIO Burley, Ida.; Paul Segal, Washington; Russel Shaffer, KBOL Boulder, Col.; Ivor Sharp, KSL Salt Lake City; Juneau H. Shinn, KLIX Twin Falls, Ida.; Dewain Silvester, KOVO Provo, Utah; George Smith, Washington; O. P. Soule, KTFI Twin Falls, Ida.; Don Tannehill, KWYO Sheridan, Wyo.; Sherrill Taylor, KSL Salt Lake City; Lewis C. Teegarden, Standard Radio, Hollywood; Hugh B. Terry, KLZ Denver; Abbott Tessman, KEXO Grand Junction, Col.; Walt Varnum, RCA, Kansas City, Mo.; Walter E. Wagstaff, KIDO Boise, Ida.; Bill Warner, KSVC Richfield, Utah; Leonard Wasden, KID Idaho Falls, Ida.; Ralph C. Wentworth, BMI, New York; Mel Whitmire, KPOW Powell, Wyo.; Joe Wilkins, KFBB Great Falls, Mont.; J. E. Williams, KID Idaho Falls, Ida.; Lloyd E. Yoder, KOA Denver.

RADIO WRITERS

Sign New Terms With Nets

RADIO WRITERS Guild and ABC, CBS and NBC reached an agreement Wednesday on a new contract for staff news and continuity writers in New York. Concessions were won in job security and in commercial fees but there were no increases in basic pay scales.

At the final settlement, J. R. Mandelbaum of the Federal Mediation Service, was present. He brought the two sides together after they had reached an impasse and RWG had threatened a strike.

Job security provisions consist of new grievance procedures and increases in severance pay allowances. Under the grievance procedure, the RWG is said to have a 10-day period before a layoff becomes effective. In that period, RWG can take up the case with higher network executives. In the case of news staffers, a layoff of a man with four years standing can be taken to arbitration. The grievance machinery does not cover layoffs for "just cause."

For the first time, commercial fees were provided by contract for continuity writers who do shows which go commercial. Some staffers already have been paid such fees in spite of the absence of contracts providing for them.

A clause also provides that RWG can reopen the contract to negotiate for staffers doing scripts if RWG can show it has jurisdiction over television writers. The contract runs retroactively to Oct. 1 and will continue to Sept. 30, 1950.

Edgar Bill Improves

EDGAR L. BILL, president of WMBD Peoria, Ill., and National Radio Personalities, is reported in "much better condition" at Chicago's Palmer House after a serious heart attack there Dec. 1 [BROADCASTING, Dec. 5]. The office of the house physician reported Mr. Bill will remain at the hotel for at least another week under 24-hour nursing care. Mrs. Bill joined her husband early last week.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

BUSINESS *is* GOOD!

*January through September, 1949, the Roanoke Market appeared among the Top Ten in the U. S. three times:

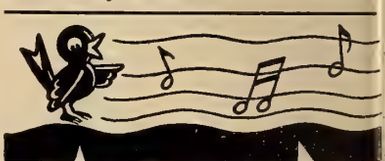
5th in March
8th in April
6th in September

**Roanoke, same nine months, was a Virginia Preferred-City-of-the-Month *every* month. Business is *UP* 4½% over the same period in 1948!

WDBJ is a *preferred* medium in a year-'round *preferred* market! Ask Free & Peters!

* Rand-McNally
** Sales Management

WDBJ CBS · 5000 WATTS · 960 KC
Owned and Operated by the TIMES-WORLD CORPORATION
ROANOKE, VA
FREE & PETERS, INC., National Representatives



WREN
-ABC-
is the PEAK in TOPEKA
REPRESENTED BY
WEED & COMPANY

WNEW SALE

Formal Application Made To FCC

FORMAL APPLICATION for the sale of WNEW New York by Arde Bulova and associates to a new company headed by William S. Cherry Jr., Rhode Island industrialist and broadcaster [BROADCASTING, Nov. 21], was filed with FCC last Thursday.

The sale price is $1,500,000 plus net quick assets of $500,000—the largest price ever commanded by an independent station.

The purchasing company, WNEW Inc., is headed by Mr. Cherry as president and 49.2% owner with the remaining interests divided among some nine stockholders. Mr. Cherry heads The Cherry & Webb chain of ladies clothing stores in New England and owns WPRO Providence.

WNEW General Manager Bernice Judis and Sales Director Ira Herbert have signed five-year contracts as executive vice president and vice president and sales director, respectively, with options to acquire minority interests up to about 7% each.

Consummation of the sale, FCC was told, will permit Mr. Bulova, chairman of the Bulova Watch Co., to carry out his original intention, announced in 1944, to relinquish all radio ownership interests. He has been identified with ownership of a half-dozen stations during the past 13 or 14 years, and recently sold WOV New York in a transaction predicated upon FCC's duopoly rules but delayed for several years by litigation.

Associated with Mr. Cherry in the ownership of WNEW Inc. are the following:

Harry R. Playford, St. Petersburg, Fla., banker and principal owner of U.S. Airlines, approximately 20%; Charles W. Knowles, minority stockholder in Cherry & Webb and in WPRO, treasurer and 5%; Harold Tanner, Providence attorney, secretary and 3.5%; Clem J. Randau of New York, broadcaster and publisher, one-time vice president and director of Marshall Field Enterprises and former vice president of United Press, 3.5%; George V. Meehan, New England textile manufacturer, 8.3%; Albert H. Baer, Providence certified public accountant, 3.3%; Alfred Buckley and Godfrey B. Simonds, Providence businessmen, 2.5% each; and Russell C. Smith, Cranston, R. I. businessman, 1.7%.

WNEW Program Director Ted Cott is a vice president but owns no stock.

Mr. Herbert's contract as vice president and sales director under the new ownership pays him 4% of net receipts from the sale of station time and talent, the payments to continue for one year after termination of this or any extended agreement.

Miss Judis' contract, also for five years, is at $40,000 a year plus 6/10 of 1% of the first $1 million in time sale receipts for each fiscal year and 5/10 of 1% of all such receipts over $1 million per year.

Last year WNEW is understood to have had gross time sales in excess of $2,300,000, with net income of more than $500,000 before taxes.

The application, filed by the Washington law firm of Dow, Lohnes & Albertson, showed current assets of $1,134,944 and current liabilities of $557,059. Total assets were listed as $2,015,262.

The present owners of WNEW in addition to Mr. Bulova, who owns 61%, are Milton Biow, president of the Biow Co., who has 29%, and Vincent Dailey, New York businessman and associate of Mr. Bulova, who owns 10%.

No changes in the WNEW staff are contemplated under the new ownership. WNEW operates with 10 kw on 1130 kc and is recognized as one of the nation's most successful independents.

KXLJ Renewal Issue

KXLJ Helena, Mont., last week petitioned the FCC to reconsider and grant without hearing its request for license renewal. Earlier the station had asked FCC to designate the renewal for hearing if more details on programming were desired [BROADCASTING, Nov. 14]. KXLJ indicated last week it believed full information could be secured best without hearing procedure and details on programming and other matters were submitted.

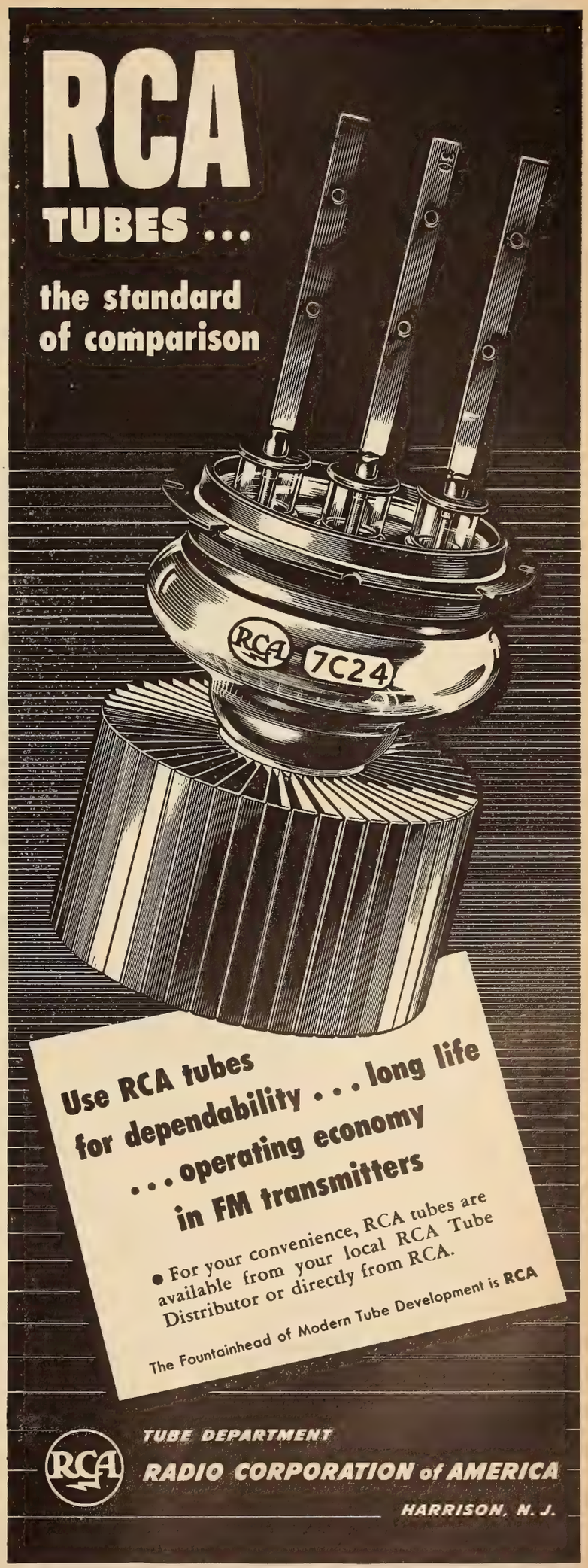
S. C. BASEBALL

WORD Helps Gate Receipts

THERE is no lack of attendance at baseball games played by the Spartanburg (S. C.) Peaches despite broadcasting by WORD and WDXY(FM) Spartanburg, reports Walter Brown, stations' general manager.

While finishing in second place, Peaches not only led all other Tri-State League cities with 128,490 paid-in admissions for the season but also drew better than any other South Carolina city, regardless of league affiliation or size. This "clearly demonstrates that radio broadcasting, when properly used, increases attendance of baseball games," Mr. Brown said. He pointed out the stations promote the games by carrying announcements and publicity about the team.

WORD and WDXY have exclusive broadcast rights for all games of the Peaches and four sponsors: The Aug. W. Smith Co., The Spartanburg Coca-Cola Bottling Co., Cudd & Coan Co., and the White Dot Stores. All have signed up for sponsorship again next season under a $20,000 package agreement carrying with it a year-around program to add to baseball games, Mr. Brown said.



Open Mike

(Continued form page 16)

call "qualified" newsmen on his staff? . . .

A news director who, as you suggest, is qualified only as the news or copy editor, isn't worthy of the title—and the management hiring such a man deserves all the problems that follow. . . .

. . . As for editorializing and forming editorial policy by news directors—that's a little fantastic. I doubt if there's a station manager in the country who, if he caught his news director—or any other of his news men—giving out with opinions—especially opinions which could develop into policy—would have him on the payroll for long. Believe me, the average radio news director has enough problems keeping a newsroom on top—without spending several hours a day writing station editorial policy that he's dreamed up. . . .

Bill Tompkins
Day News Editor
WKBN Youngstown, Ohio

* * *

WMOU Format Sample

EDITOR, BROADCASTING:

. . . WMOU, a 250 watter since . . . October 1946 . . . is today an independent by choice, not by necessity. The primary concern of the management is to employ a program format that recognizes the requirements and preferences of an audience that overwhelmingly relies on WMOU for service. . . .

. . . It is therefore an interesting fact that although we have no network affiliation, we do regularly schedule the following network programs:

Tuesday, 8-8:30 p.m., *Carnegie Hall* from ABC.
Wednesday, 9-10 p.m., *Break the Bank* and *Mr. D. A.* from NBC.
Thursday, 7:30-8 p.m., *Guy Lombardo* on transcription.
Friday, 8:30-9 p.m., *This Is Your F. B. I.* from ABC.
Friday, 10 p.m., *Gillette Cavalcade of Sports*
Sunday, 3-3:30 p.m., *Favorite Story* on transcription.
Sunday, 9-10 p.m., *Old Fashioned Revival Hour,* from Keystone.

In addition to these, we run the Boston baseball games all summer, the World Series, the Atlantic football games from NBC, and special events like the Army-Navy game, Bowl games, and so forth. . . .

. . . WMOU has recently modernized its technical plant.

. . . You may find in the foregoing some answer to the question, "How Independent Can An Independent Station Get?" . . .

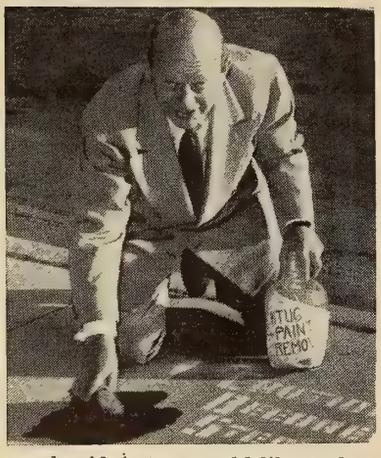
Charles S. Holbrook
President
WMOU Berlin, N. H.

* * *

Signs for Sale

EDITOR, BROADCASTING:

Some time ago you carried a story and picture of me painting CBS on Tucson sidewalks. Enclosed is a picture showing how we will wash CBS off the sidewalks. I wonder how long it will take us to remove 1,024 signs? And, I



wonder if Autry would like to buy the Caution Before Speed signs around the city?

Lee Little
General Manager
KTUC Tucson, Ariz.

[EDITOR'S NOTE: On Jan. 1, KOPO, the Gene Autry station, will become the CBS affiliate in Tucson.]

* * *

Cites FM Progress

EDITOR, BROADCASTING:

. . . BROADCASTING has always meant a great deal to me as my background has been in promotion. Now, handling sales and some of the programming at WMCP, it is my right arm. We are mighty proud here . . . that WMCP is the first FM station to be in the black. . . .

. . . We have found that FM listening audiences in this area have been improved in number by TV rather than the opposite. . . . A great number of sets have continuous FM dials and from our mail, which is increasing daily, a great number of music lovers who have TV have found us. . . . We would also like to exchange all promotional releases that FM stations are sending out now with ours so that the best interests of FM can be rightfully promoted. . . .

A. Alan Levin
WMCP (FM) Baltimore

Miller

(Continued from page 27)

week's show. When calling on the network stations, he makes sure they are supplied with recordings of the Miller High Life commercial ditty, featuring the Miller "Girl of the Moon" as songstress. The arrangements were made by Mr. Welk and played by his orchestra, and enough pressings were turned out for 200 stations. Last week, indications were that all of these will be needed. The show, starting with 38 stations, now is carried by 105.

"The *High Life Revue* has proved successful because of several factors," Mr. Long says. "It has shown how a comparatively small budget—some $400,000—can produce a top-flight national radio show. The *Revue* has brought Miller distributors closer to the brewery because of their participation on the program. And the program has shown how a sponsor can take an active part in a show, thus doing a better job of 'selling' itself to its customers."

While Miller declines to release exact figures on its advertising budget, sources close to the company estimate it totals "well over $2 million." Radio and television get nearly one-third, it is reliably reported.

ABC's account man for Miller is William Wilson Jr., who notes that the company, through its own promotional activities, "seems to be getting at least twice as much for its money as any other network sponsor." He observes that Miller, "heretofore a small advertiser—never in network, and restricting its radio to sectional activity—is doing an amazing job of fanning out."

In addition to Mr. Long, another non-musician is with the band for every broadcast. He is John Weigel, well known Chicago free-lance announcer, who flies out to meet the band every Wednesday at 10 p.m. EST.

SOME major cities that have rolled out the red carpet for the *High Life Revue* are New York, Chicago, Detroit, Des Moines, Kansas City, Omaha, Salt Lake City, Hollywood, Seattle, Portland, Ore., and, of course, Miller's birthplace—Milwaukee. Some of the most enthusiastic celebrations, however, have been in some such smaller centers as Sacramento, Wichita, Ft. Wayne, Springfield, Ill., and Sheboygan, Wis. Even in Peoria, Milwaukee's young rival among beer centers, the response was reported good.

Miller's experience in television has included sponsorship of ABC's co-op boxing show Tuesday nights on WJZ-TV New York and, currently, a half-hour local talent show titled *High Time* on WTMJ-TV Milwaukee.

STA BAN STICKS

FCC Tells Daytimers

REQUEST of five daytime only stations that FCC amend its rules to allow special temporary authorizations for limited night operation was denied by the Commission last week. The ruling reaffirmed the Commission's decision of a year ago to abolish STAs.

WOI Ames, Iowa, WKAR East Lansing, Mich., WNAD Norman, Okla., WNYC New York and WHCU Ithaca, N. Y., following the ban, petitioned for waiver of the new rules under certain special circumstances to be determined on a case to case basis. Fortnight ago the group petitioned FCC for action on this request since the failure to act in itself constituted effective denial [BROADCASTING, Nov. 28].

FCC indicated its earlier conclusions still stood and that because of the increased number of stations any limited service night operation by daytime outlets would seriously degrade much needed service of fulltime stations. It pointed out this had been proven in practice before the ban had been adopted.

WTNB Resumes

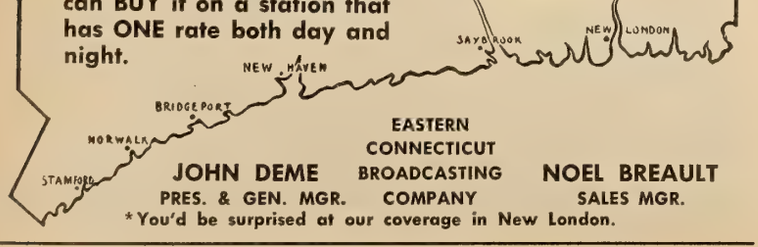
WTNB Birmingham, Ala., off the air since last July because of labor difficulties and ordered by FCC fortnight ago to resume operations within 15 days or relinquish its license, has resumed broadcasting according to report by the Commission last week. FCC's ultimatum was issued when the station asked another 30 days' leave to remain silent [BROADCASTING, Nov. 28].

Telecasting Insert
Pull Out for Filing

We do not cover all of Connecticut, but we DO cover* NORWICH and most of New London county . . . 1948 retail sales $129,364,000.00.

Have you been bypassing this market? Remember you can BUY it on a station that has ONE rate both day and night.

WICH
FULL TIME
1400 KC 250 W
NORWICH



EASTERN CONNECTICUT BROADCASTING COMPANY

JOHN DEME, PRES. & GEN. MGR.
NOEL BREAULT, SALES MGR.

*You'd be surprised at our coverage in New London.

WBAL means business in Baltimore

DECEMBER 12, 1949

TELECASTING

A Service of BROADCASTING Newsweekly

WOR-tv

one of America's great television stations, on channel 9, in New York,

announces with delight that the following very bright people have used,

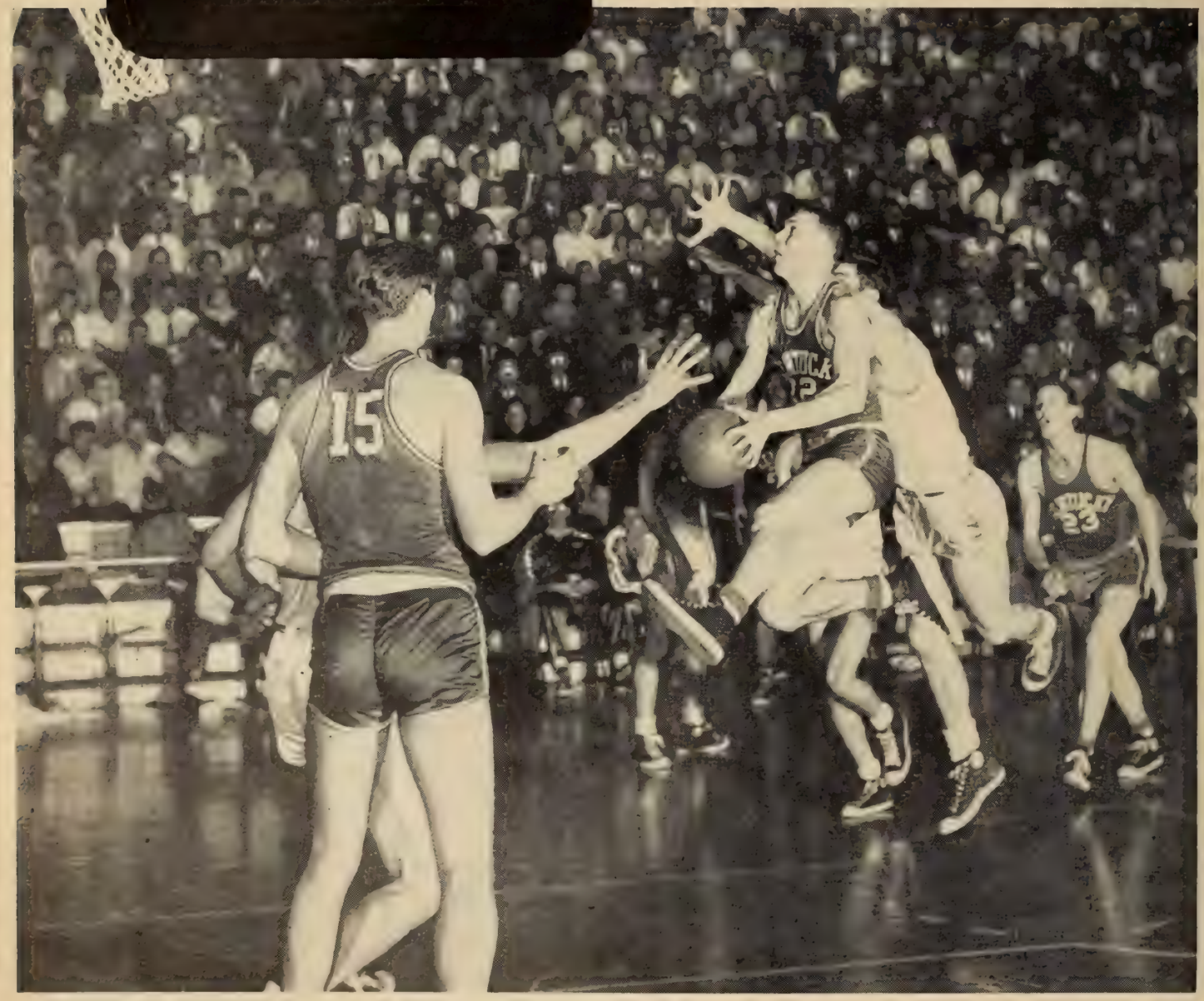
and are using, this station to s-e-l-l

F. & M. Schaefer Brewing Company
I. Lewis Cigar Mfg. Company
Pequot Mills, Inc.
American Tobacco Company
George W. Luft Company
R. T. French Company
U.S. Tobacco Company
American Cigarette & Cigar Co.
Chrysler Corporation—Dodge Division
Greystone Press
Bedford Television & Radio Sales & Service
La Primadora Cigar Corporation
Petri Wine Company
E. V. Carley & Company
B. Eichwald & Company, Inc.
Mahoney Troast Company
Life Electronic Sales
Aaron Lippman Company
Sexauer & Lemke Company
Piel Brothers
Walco Products Company
Oldsmobile Division of General Motors
D'Arrigo Brothers Company
Longines-Wittnauer Watch Company
Flagstaff Foods
Schick, Inc.
Fischer Baking Company
United Air Lines
United Fruit Company
Local Chevrolet Dealers Inc. of N. Y.



GEORGIA TECH *basketball games—*
the entire home schedule—are telecast
exclusively by WSB-TV.
The sponsor is General Electric
Supply Corporation and
Hotpoint Dealers.

wsb-tv
ON PEACHTREE STREET



WSB, AM AND FM, AND WSB-TV
AFFILIATES OF THE ATLANTA JOURNAL,
ATLANTA, GEORGIA

A Service of Broadcasting Newsweekly

National Press Bldg.
Washington 4, D. C.

DECEMBER 12, 1949

BROADCASTING, Telecasting
$7 annually, 25c weekly

TELECASTING

ZENITH'S PHONEVISION

FCC Sets Jan. 16 Hearing

AN INQUIRY into the long-range prospects and present development of Phonevision, Zenith Radio Corp.'s proposed system of subscription television, was earmarked by FCC last week for hearing Jan. 16.

The Commission, after a 3-2 vote designating the case for hearing, said it would consider whether Zenith shall be authorized experimental Phonevision operation in Chicago on a limited commercial basis as requested in its petition [BROADCASTING, Aug. 8].

FCC Chairman Wayne Coy registered a dissenting opinion, concurred in by Comr. George Sterling, favoring a grant of the Zenith petition for the test demonstration prior to the January hearing. Comrs. Frieda Hennock, Robert Jones and Edward Webster voted for the hearing. Comrs. Rosel Hyde and Paul Walker did not participate.

C'assification Problem

Also slated for FCC exploration are non-technical aspects of such operations as use of telephone facilities and, whether such a service, if authorized, should fall under "broadcast," "common carrier" or some other classification.

Zenith proposes waiver of any rules to permit its experimental TV station, W9XZV, to test Phonevision on TV Channel 2 (54-60 mc) on a commercial basis for three months. It proposes to serve 300 test subscribers, each furnished with a Zenith TV receiver equipped for Phonevision, most of them located within ten miles of Illinois Bell Telephone Co.'s Lakeview Exchange in Chicago.

The Commission's hearing order noted that FCC rules and regulations apparently make no provision for "subscription radio or television services," and that the proposed experimental tests seek primarily to develop Phonevision as a new commercial service. Further, it is "not clear" how Phonevision should be classified as a service, or what frequencies, if any, are appropriate for experimental use, FCC added.

The commission also said it will seek full information on the relationship between Zenith and Television Entertainment Co. Inc., organized by certain officers and stockholders of the radio manufacturer. TECO would have exclusive right to license others to manufacture and use Phonevision transmitting equipment, and arrange programs and fees for the service. Zenith would retain all rights to manufacture and sell devices embodying receiving portions of Phonevision.

The Commission noted that while Illinois Bell indicated its willingness to participate in the test, the company felt the demonstration should in no way be construed as a "commitment to provide telephone or bookkeeping facilities on a going basis for Phonevision or other type of fee television." The telephone firm will lease facilities to Zenith for the proposed test.

Chairman Coy, in dissenting from the Commission majority vote, felt that Zenith's proposal represents "a new approach to the method of meeting the many financial expenses of programming a television station and that a fair opportunity should be afforded the applicant of testing its system."

The Commission will be in a better position to determine the issues involved in a hearing held after rather than before the Zenith experiments, having the benefit of data and facts of actual operation, he contended.

Experiment in VHF

Comr. Coy said it would be better to have the tests conducted in the experimental band rather than on a regular TV channel, but that, as a practical matter, the experiment should be in the VHF band to be successful, since TV receivers are available only in that band.

He explained that he would favor grant of the petition for a three-month period, making it plain to Zenith that no consideration would be given to establishment of the service without a public hearing at which all issues would be explored.

Comr. Hennock will preside over the January hearing. The Commission will look into the following issues:

1. Full information concerning the technical aspects and operations of petitioner's system of Phonevision.

2 Full information concerning the nature of the proposed experimental operations, including:

(a) The objectives of and necessity for such experimental operations;

(b) Transmitting and receiving facilities and services to be employed;

(c) Telephone company facilities and services to be employed;

(d) Maximum, minimum and weighted average airline distances of test subscribers from the central Phonevision control switchboard;

(e) Charges to be collected from test subscribers and the basis upon which such charges were determined:

(f) Contractual or other arrangements between petitioner and TECO, on the one hand, and test subscribers, persons supplying program material, and the Illinois Bell Telephone Co. on the other hand.

3. Full information concerning the contemplated non-technical aspects of Phonevision operations, if authorized on a regular basis, including the relationship of petitioner and TECO to each other and to stations transmitting Phonevision, subscribers, persons supplying program material, and telephone companies.

4. Whether under the Communications Act of 1934, as amended, Phonevision, if authorized by the Commission, should be classified as a "broadcast" service, a "common carrier" service, or some other service classification.

5. Whether the conduct of the proposed experiment on the requested frequency band (54 to 60 mc) would be consistent with the Commission's Rules and Regulations, the Communications Act of 1934, as amended, and existing treaties; and whether the experiment could not be conducted effectively on frequencies available under the Commission's Rules and Regulations for experimental operations looking toward the development of a new service.

6. In the light of the evidence adduced on the foregoing issues, to determine whether a grant of the petition would serve the public interest, convenience and necessity.

NBC-TV AFFILIATES

New Contracts Issued

NBC TELEVISION last week was busy distributing its new station affiliation contracts, and several stations reportedly had already signed. Others were expected to do so soon.

The contract, radically departing from past practices in several provisions, was known to be a modification of that originally proposed —and seriously criticized—to NBC affiliates at the network's convention last September.

At that time NBC advised affiliates it would have to set its "free" commercial time at 30 hours per 28 days. The contract now in circulation provides only for 24 hours of network commercial time to be telecast without compensation by the stations.

Sustaining programs, it was learned, will be provided free. Former plans contemplated an assessment against stations based on a formula involving size of market and number of receiving sets.

After the 24 hours of free commercial time, stations will be compensated for network commercials at 33⅓% of their local rate.

Details of the contract were scrupulously withheld at NBC headquarters, but from other sources it was learned that the network was hoping to encourage stations to sign for two year terms, a proposal to which some objected.

The network also has proposed that future rate changes be accommodated by individual negotiation with the stations. Some stations, it was learned, have countered with the suggestion that a formula be established to provide rate improvements automatically.

One unique provision of the new contract covers what is regarded as a blanket contract deal on music clearance. The contract provides for music clearance at the source whenever possible by the network, and specifies that a percentage of 4.225 be subtracted from station compensation for this purpose. Of that amount 3.025 would be for ASCAP clearances and the balance for BMI.

Many of the stations were reported to have stated a preference for per-program music clearance.

WXYZ-TV Day Trial

WXYZ-TV Detroit this week joins the ranks of TV stations using early afternoon time. James G. Riddell, general manager, announced that WXYZ-TV would schedule a 2:30 p.m. opening for 30 days, beginning today (Dec. 12.)

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Telefile:

WTMJ-TV, Pioneer Wisconsin Outlet, Puts A Second Candle on Its Birthday Cake



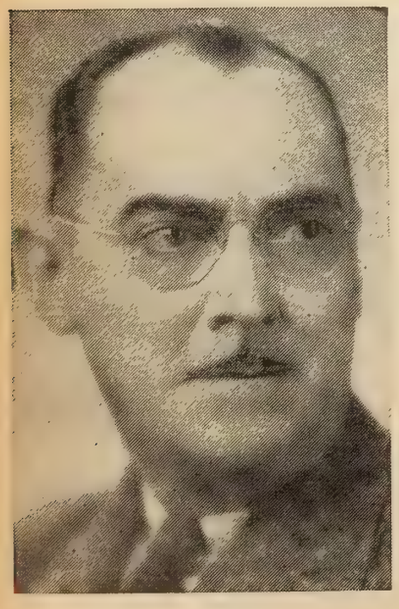
RADIO CITY, home of the *Milwaukee Journal* stations—WTMJ-AM-FM-TV—is located on the outskirts of town. The television tower and transmitter house are located in the rear of the main building.

By BILL THOMPSON

WISCONSIN'S FIRST and only television operation—WTMJ-TV, the *Milwaukee Journal* station—observed its second anniversary Dec. 3. But it was exactly 19 years ago that the *Journal* began experimenting with TV, and when its famous Radio City was built seven years ago, a television studio, control room, and tower were part of the original plans.

Ten months before WTMJ-TV took the air on Dec. 3, 1947, a 19-page outline called "Developmental Plans for the *Journal* Television Station" was prepared. This detailed operational schedule of program, technical, and personnel projects leading up to, and following, "T-Day," set up a goal, with deadlines to observe, and nothing was left to haphazard chance.

* * *



Mr. DAMM

Included in the plan were television training classes and visits of key personnel to TV centers and other stations on the air throughout the country. Then, four months before WTMJ-TV signed on, a complete promotion and publicity plan was set in motion. There were a display advertising campaign, dealer meetings, on-the-air promotion of TV on the *Journal's* AM and FM stations, actual TV demonstrations for leaders of the community, card displays, window displays, truck cards, and demonstrations of commercial possibilities for agencies and advertisers.

On "T-Day," Milwaukee *really* knew about WTMJ-TV.

This was typical Walter Damm planning. Mr. Damm, vice president and general manager of radio for the *Journal* and manager of the company's 5 kw WTMJ since 1927, always has been an exponent of pre-testing. Many of his first ideas for WTMJ-TV were discarded as he sought a consistently high-level TV operation. Here are some of the station's achievements:

● When it took the air, there were less than 500 TV sets in the Milwaukee area. Today, there are 60,000, and Milwaukee area ranks second, behind Lancaster, Pa., among U.S. one-TV-station cities in sets per thousand families (40-mile coverage area). Milwaukee and Cleveland are tied for sixth place in sets per thousand families in all U.S. cities, regardless of the number of stations in each city.

● Its original five-day-a-week schedule, with less than 30 hours of weekly programming, has grown to seven days and a 55 to 60 hours-per-week average.

● Starting with local programs only, it boasts today "the finest array of local and network programs in America," picking the "best available programs" of all four TV networks—NBC, ABC, CBS, and DuMont.

● Production facilities which, at the outset, consisted of one large studio (30 by 54 feet) with no overhead lighting, two RCA field cameras (used both in the studio and on remotes), and one film camera, now include, in addition: An auditorium studio with a production stage 28 by 36 feet, and accommodations for 389 spectators; two studio cameras; a third field camera; a second film camera; a Zoomar lens; a well-equipped TV mobile unit; overhead lighting in both studios; and new testing, analyzing, and operational equipment.

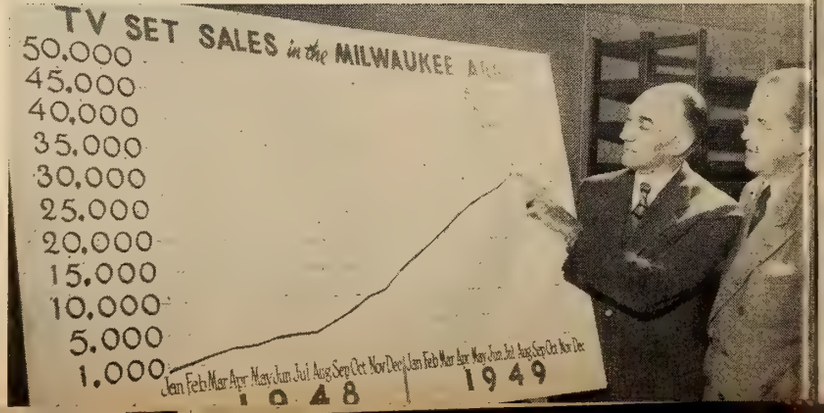
But WTMJ-TV's major attainment in two years is its fiscal independence. With an initial investment of $400,000, and not enough commercials per week to cover the daily operational cost, it claims to have gone "in the black" last Oct. 16. However, Mr. Damm is careful to point out that even though the station is making money now and probably will continue to do so for the remainder of 1949, it will be "in the red" for the year. The present "black ink" situation is no indication that WTMJ-TV will remain out of the red during 1950, he says, because the small profit now showing is not enough to build up the sizable reserve necessary to absorb the effects of a TV summer hiatus or some other unforeseen revenue losing complication.

Mr. Damm has strong opinions on the subject of using red and black ink in television station bookkeeping. He believes there is no such thing as a station showing a true profit unless and until proper charges are made for amortization and depreciation; rent is charged off for space occupied by TV; and all time spent on TV by personnel who previously had devoted all their time to AM is charged to TV. In his opinion, the station manager ignoring such charges is "only kidding himself" and is in for a rude awakening.

* * *

WTMJ-TV is owned and operated by the Journal Co., publisher of the *Milwaukee Journal*. A pioneer in Wisconsin radio operation, the company also owns and operates WTMJ-AM-FM in Milwaukee and WSAU-AM-FM in Wausau, Wis. WTMJ-AM, a basic NBC station, and its FM and TV affiliates are housed in Milwaukee's Radio City, the first structure in America to be planned and built

MILWAUKEE area set sales chart is studied by Mr. Herzog (l) and Mr. Winnie.



by an independent station to accommodate the three types of broadcasting under one roof.

* * *

MR. Damm, as vice president of radio for the Journal Co., heads all radio and television activities of the organization. L. W. Herzog is assistant general manager and R. G. Winnie is station manager for the three operations. Neale V. Bakke is local sales manager for the three.

The television department includes both staff members who devote their entire time to WTMJ-TV and those who also work on the AM and FM affiliates. The fulltime exclusive TV staff consists of Program Manager James Robertson, four program directors, a production manager and two assistants, a special events director, an artist, a film clerk, two secretaries, a traffic clerk, and, in the commercial department, two salesmen. On the technical side are 26 fulltime TV engineers, headed by Chief Engineer Phillip Laeser and his assistant, Ed Cordes, whose work is in FM and TV only.

Working on all three stations are personnel in the continuity, promotion, publicity, and news departments, the general office staff, and eight announcers, headed by Chief Announcer Bob Heiss.

"The present WTMJ-TV organizational set-up is the result of advance planning, experimentation, and practical experience," says Mr. Damm. "The best thing that can be said about it at the present time is that it fulfills the needs of WTMJ-TV today. As new problems arise, there is every possibility that the organizational set-up will be altered to meet and cope with changing conditions."

* * *

PROGRAMMING highlights of WTMJ-TV's two years include:

—Coverage of local wrestling and boxing matches and basketball games of both Marquette U. and local high schools during the first year.

—A 1949 sports line-up of all Milwaukee Brewer home baseball games; first TV showing of the World Series in Milwaukee; Green Bay Packer football; U. of Wisconsin football (for which a three-point relay system was set up between Milwaukee and Madison); Marquette U. football; Wisconsin and Marquette basketball; and local hockey, polo, swimming, and track meets.

—Coverage of the 1948 spring elections, including a League of Women Voters *Introduction of Candidates* show, a four-hour continuous telecast from the *Journal* city desk, and complete inaugural ceremonies from Milwaukee's city hall.

—Film coverage of last June's U. of Wisconsin commencement exercises at Madison.

—An outstanding TV public service record that includes local origination of civic and state programs, *City of Milwaukee* shows, Foreign Policy Assn. forums, discussion groups, and many others.

Red letter days for WTMJ-TV programming were Sept. 20, 1948, when the station first began receiving live midwest network shows, and Jan. 12, 1949, when the midwest and eastern networks were joined.

WTMJ-TV has no set formula for the operation of a local, independent TV station.

* * *

"THE only thing I can say for sure along that line," Mr. Damm says, "is that in the growing-pains stage of television, the most important thing for a TV station manager to remember is *keep both ears to the ground and be ready and able to shift to any new position and adjust to any quick change.* This calls for an alert, quick-thinking program, sales, and technical staff."

Mr. Damm's theories are put into practice at WTMJ-TV. Station management is constantly on the alert to find out viewers' likes and dislikes, and takes the initiative in conducting surveys and explaining frankly just why certain TV program conditions exist.

An outstanding example is its consumer survey, titled "What the WTMJ-TV Area Viewers Think of TV and How They Use It." This was based on the number of sets in use in the Milwaukee area Sept. 1, 1948, which at that time was 32,830. A questionnaire was sent to 1,445 set owners. There was a return of 527, or 36.3%. Although there was considerable constructive criticism, the results showed that Milwaukee area viewers were overwhelmingly in favor of WTMJ-TV programming.

Another sampling of public opinion was taken this year when the station sought to gauge the reaction of Milwaukeeans to baseball on TV. About the middle of the baseball season, during which WTMJ-TV telecast all 77 Milwaukee Brewer home games, a few scattered protests started coming in complaining of too much baseball. Near the end of the season, the "squawks" had developed into a deluge, so the station broadcast six announcements asking for comments. Did viewers want complete baseball coverage, partial coverage, or no baseball at all? A total of 3,381 persons replied, with 31.6% voting for complete coverage, 45.3% for partial coverage, and 23.1% for no coverage at all.

Another problem which WTMJ-TV has in common with other one-TV-station cities carrying programs from the four major networks is that of scheduling when two or more popular network shows are available for the same time period. The station has dealt with complaints on this subject in a frank manner, inferring, "You can't have your cake and eat it too." In announcements on both its AM and TV stations and in the *Journal* it points out that national popularity ratings and viewer reaction dictate what show to carry. Use of kinescopes for delayed telecasts also is fully explained.

Local programming has developed into a fairly definite pattern. The day opens at 3:15 p.m. with afternoon programs built and produced to appeal to a general women's audience, with emphasis on easy-to-see-and-listen-to presentations. Local talent on afternoon shows are established personalities with large personal followings. Titles of a few afternoon shows give some indication of this type of programming: *George Comte Show* (poetry-readings-interviews); *Gadget Gazette* (about usable household gadgets); *What's New in the Kitchen?* (recipes, demonstrations, interviews with persons interesting to women); *Schuster's Song Shop* (pianist and singer in light popular songs and chatter).

* * *

NETWORK schedule starts at 4:30 p.m. with *Howdy Doody*, followed by *Cactus Jim*, then *Kukla, Fran & Ollie*, although the 5:30 spot usually is filled with such local child-appeal shows as *Your Library Story, Museum Explorers Club, Little Amateurs*, and such network shows as *Roar of the Rails* and *Lucky Pup*. A local *Sports Picture* show is on at 6:30 Monday through Saturday.

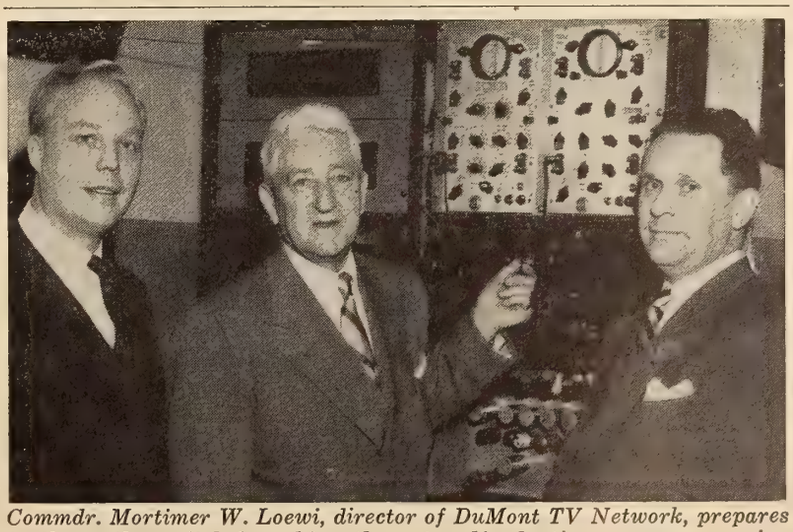
Network shows dominate the nighttime schedule, with one or more local shows usually telecast early and late in the evening. These are tailored for the Milwaukee area. Most popular are *Vi and Jerry Wagner* (piano-organ duo), *Square Dance Jamboree, Salute to Wisconsin, Guessing Game*, and *Gay Rancheros* (Pan-American music group). Wrestling is presented every Thursday night, and WTMJ-TV's *Grenadiers*, TV version of the AM show by the same name that has been on the station for 18 years, goes on Sunday afternoon. News is on every night at 10:30, and the day always ends with a promotion program, *Tomorrow's Television.*

* * *

THERE has been a growing acceptance of television as an advertising medium by advertisers and agencies in the Milwaukee area ever since WTMJ-TV took the air. TV is not taking money away from radio in the Milwaukee market, nor is it drawing from other media. It is attracting *new* money.

WTMJ-TV has issued five rate cards. At present 128 advertisers are using spots and programs, 67 of them local, 39 network, and 22

(Continued on Telecasting 11)



Commdr. Mortimer W. Loewi, director of DuMont TV Network, prepares to throw the switch launching the network's daytime program service. With him are Chris J. Witting (l), assistant network director, and James L. Caddigan, network director of programming and production.

DUMONT DAYTIME

'Shoppers' Series Starts

DuMONT TV NETWORK launches its two-hour *Shoppers Matinee* this afternoon (Dec. 12) extending to its interconnected affiliates the fruits of a year's experience with daytime telecasting at the network's key station, WABD (TV) New York [TELECASTING, Nov. 28].

Set in a department store background, the new program will include 21 portions of entertainment and 12 one-minute "store bulletins" (news and service announcements) which may be replaced at individual outlets by commercials for local advertisers.

This first network co-op show of television will utilize the "subjective" camera technique, in which the camera takes the place of the woman shopper, making the home viewer feel as if she were in the store in person.

Minnie Jo Curtis, impersonating a store service employe, will tie the show's various segments together. These include the "Glamour Shop" featuring Susan Raye, songstress; "Kitchen Fare"; "Bite Shop," a fashion information and advice period, and the "Sky Line" set in the store's restaurant.

Although *Shoppers Matinee* will go on the DuMont Network Monday through Friday, 2-4 p.m., the network will start its afternoon programming at 1 p.m. with the half-hour *Okay Mother*. Sterling Drug Inc., sponsor of the latter show, today extends to the network after a year on WABD only. The 1:30-2 p.m. period will be filled with a sustaining program which had not been definitely scheduled last week.

They Read The Signposts . . .



CHEVROLET'S *Winner Take All* combines all the elements of showmanship that have assured its success.

. . . Campbell-Ewald's $2 Million Placement In TV Reflects A Decade of Spadework



SCRIPT conference on a television commercial by Campbell-Ewald is attended by (l to r): Program Supervisor Tom Hanlon, Writer-Supervisor Ray Mauer, Senior Vice President Winslow H. Case, Don Benkhart, account executive, and Leo Langlois, production chief.

RISING in three years from a TV billing of $50,000 to one of $2 million, the Campbell-Ewald Agency, New York, has burst to the fore as one of the most active and successful proponents of the video medium.

The success of the agency's operations can be attributed to a decade's planning and work in the field; a search for original programming and selling; and accounts such as Chevrolet which have been quick to recognize and utilize the advantages of TV.

The shows currently produced by the agency range from drama *(Tele-Theatre)* and high budget musical revue *(Inside U.S.A. With Chevrolet)* to network football (Notre Dame) and the Roller Derby.

Campbell-Ewald's television history dates back to the late 1930's when its top executives first began to think of video. Its home office in Detroit and the New York branch were constantly promoting the potential of television to clients. But it was in 1946 that the agency actually moved into the medium with *Fit for a King* to inaugurate an impressive series of "firsts."

The show *Fit for a King* was the *first* studio production which used six stages and four cameras. It was sponsored by Chevrolet, the *first* of the automotive companies to add TV to its advertising list on a sustained basis. The musical program was telecast in collaboration with ABC-TV using the facilities of WABD (TV) New York, DuMont outlet.

One year later the agency chalked up another innovation when three of its accounts became the *first* sponsors on the inaugural telecasts on WWJ-TV in Detroit.

* * *

The advertisers were Detroit Edison (service), Norge Co. (refrigerators) and Chevrolet Dealers.

Another first was set by the agency early in 1947 when it bought for Chevrolet a series of western films on WABD.

The signing of the contract was a tradition breaker in itself. Representatives of the stations, the sponsor and the agency, sitting in separate studios in New York and Washington used television to consummate the deal—the first time that a business deal had been concluded and a contract actually signed via TV.

Favorable reactions to this path-finding in video by C-E's clients motivated an increased entry into the medium.

During the remaining months of 1947, Chevrolet dealers in Philadelphia, Baltimore and Washington and Norge distributors in New York sponsored the telecast of Princess Elizabeth's wedding via film rushed by air from London. In Detroit, another client, Edison Co., sponsored the opening of the city's Symphony Orchestra. The same winter, Chevrolet and its dealers combined to put the first for-video-only newsreel on the air—the INS-Telenews shown in eight cities.

The success of the newsreel led the agency to exploit the day-to-day film reports on the 1948 Winter Olympics for the Chevrolet dealers in Chicago, St. Louis, Detroit, New York, Philadelphia, Washington, Baltimore and Los Angeles. The films were flown by air from Switzerland to New York. Despite bad flying weather and the need for subsequent dispatching of the edited film each day, a TV hour deadline from shooting to showing was maintained with only minor deviations.

Meanwhile, early in 1948, the Chevrolet dealers of the New Jersey, New York and Connecticut area established an association and earmarked a half-million-dollar

(Continued on Telecasting 8)

A DECADE of planning, imaginative clients and bold innovations—those are the ingredients that have catapulted Campbell-Ewald into the fore-ranks of television agencies with an annual video billing of $2 million. From a three-man office in 1946, the New York branch has expanded to encompass two entire floors of a large building with more than a ten-fold increase in personnel. And what's more, the agency is still growing.



high glee!

Look up the TV surveys in Boston
and you'll find that WBZ-TV
has cause to be gleeful!

According to one recent check,
WBZ-TV had 83.5% of the area's sets-in-use,
while other channels had only 16.5%.

That's even better than
the 1949 World Series figure
(67.4% for WBZ-TV,
30.5% for the other series station)
and far better than in 1948
(58.9% for WBZ-TV,
37.3% for the other series station).

For a great and still growing share
of the television audience
in the high-income Hub market..
check WBZ-TV or NBC Spot Sales!

WBZ-TV

..the station preferred by most video-viewers in and around BOSTON, MASS.

WESTINGHOUSE RADIO STATIONS Inc
KDKA • KYW • WOWO • KEX • WBZ • WBZA • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

They Read Signposts

(Continued from Teleacsting 6)

budget for use in television. This move, together with the growing domination of New York as a production center, sparked the establishment of Campbell-Ewald's TV branch in the east.

Until that time the TV office was a suite in the Ambassador Hotel with Senior Vice President Winslow H. Case, Robert M. Dudley and a secretary as full operating personnel.

Augmented by staff members from Detroit and specialists chosen in New York, the force quickly took shape. By the time the Local Chevrolet Dealers Assn. was ready to buy its first video series—stake races brought in by WCBS-TV from New York area tracks during the spring and summer of 1948—the eastern branch of Campbell-Ewald had moved to 1 East 57th St.

Since that move, completed little more than a year ago, floor space has more than trebled and personnel increased ten-fold. Today, occupying two complete floors of the building, the New York group handles the major portion of the agency's heavy television schedule.

* * *

THE agency's programming kept pace with additions to the staff under a carefully charted progress plan. After the stake races, the New York-New Jersey-Connecticut Chevrolet Dealers picked up coverage of the 1948 New York Yankee football games on WABD.

In September the agency coordinated the New York association and similar groups in the six other cities on the eastern co-axial cable to launch the Monday night dramatic series, *Chevrolet on Broadway*. The program has proved to be an effective salesman for Chevrolet cars and service.

In January 1949 the Chevrolet dealers nationally assumed sponsorship of the show and changed its name to *Tele-Theatre*, now seen on a live and kinescoped network of 37 cities on NBC-TV. It is among the Top 10 in the latest Hooperating.

With both Chevrolet dealers nationally and the Local Chevrolet Dealers Assn. as enthusiastic TV clients, Campbell-Ewald's video activities in the current year have influenced both the national and local picture. Programming for the dealers association via New York City outlets makes it television's leading local sponsor.



EDISON's *Kitchen Karnival*, placed on WWJ-TV Detroit by Campbell-Ewald, offers opportunities for innocuous demonstrations of sponsor's appliances. Before its camera are Marian Ryan, assistant director of home service, and her assistant, Marjorie Hepburn.

* * *

The list includes Saturday night's *Winner Take All*, WCBS-TV; Roller Derby on Friday via ABC-TV; Mike Stokey's *Pantomime Quiz*, the charade show kinescoped on the West Coast and telecast on WCBS-TV Tuesday; a Saturday afternoon football schedule which was used to round out the Chevrolet-sponsored Notre Dame coverage; and *Famous Jury Trials* on WABD Wednesday night.

Pending is another in the list of sports specials when the dealers will present the Golden Gloves on WPIX (TV) New York for the second year.

The weekly shows, plus a constant spot schedule, put the association's messages on New York screens every night of the week. Scheduling of these diversified programs mirrors Campbell-Ewald's belief that a local sponsor can best achieve his purposes through a number of medium-budget series with good rating potentials that appeal to a number of different types. Successfully applied, it has delivered heavy viewer dividends for the group by garnering large and varied TV publics at a total cost below that of a single major, high-budget show.

An important factor in the success of this principle has been C-E's ability to spot and develop programs with high viewer-returns per dollar. And to do this, the agency has again and again prosecuted its design to get there "first with the best."

Through Campbell-Ewald, the Chevrolet dealers were the initial sponsors of the Roller Derby on video, as well as the first to back a musical revue put on in Broadway-Hollywood style when Arthur Schwartz produced the one-shot *Surprise from Santa* for them last Christmas Eve. Last spring, the local association bought *Pantomime Quiz*, first program originating in Hollywood to be signed for sponsored showing in the east on kinescope.

As outlined by Mr. Case, every program considered for the dealer organization must meet entertainment standards that include family appeal, novelty, and freshness of approach. By careful choice of a number of shows, instead of plunging most of the funds on a single one, the video schedule for a local bankroller can be kept elastic.

* * *

NATIONALLY, Campbell-Ewald and its clients also have set precedent. On Sept. 29, *Inside U. S. A. With Chevrolet* premiered on CBS-TV as one of the most lavish and elaborately integrated reviews yet staged in television. It was the first series to bring a top-flight stage-screen producer-showman, Arthur Schwartz, to the new medium on a long-range basis.

The Notre Dame games, this year sent to DuMont affiliates in 22 cities, marked the first full TV network coverage of a football series.

Other Campbell-Ewald projects in the past year include production of *Transportation Unlimited* for General Motors and Detroit video. *Transportation Unlimited* was a half-hour film version of the annual GM Auto Show especially shot for video.

Filmed, edited, scored and distributed in record time, the video motion picture was seen in 16 cities, reaching many of them while the show was still going on in New York.

In Detroit, Edison continues in television with the daily *Our Story Book*. Other local programming included fall football for the Chicago groups.

Equally as important as the heavy schedule of programs in building Campbell-Ewald's television position is the film commercial conceived and produced for its clients. Here again, originality has been constantly stressed, with its staff among the first to incorporate story-line, humor, specially-conceived songs, strong character identification—among other techniques—into video selling.

Its commercial department, headed by Producer Leo Langlois and Writer-Supervisor Raq Mauer, has utilized every advantage the new medium offers. Sight, sound, animation, stop-motion, surprise, pictorial beauty—all the facets of video showmanship and salesmanship have been put to work.

* * *

SOME outstanding results are the weather spots featuring Carl Ritchie, actor, as Mr. Guber, the eternal "little man"; the musical "See the U.S.A. in your Chevrolet," and the slick integration of commercials into the text and mood of the entertainment in *Inside U.S.A.*

Today, with Chevrolet dealers near the top among national TV sponsors and the Local Chevrolet Dealers Assn. Inc. the country's most active local sponsor, Campbell-Ewald's New York office, led by Mr. Case, is in a position to greatly effect future trends in television.

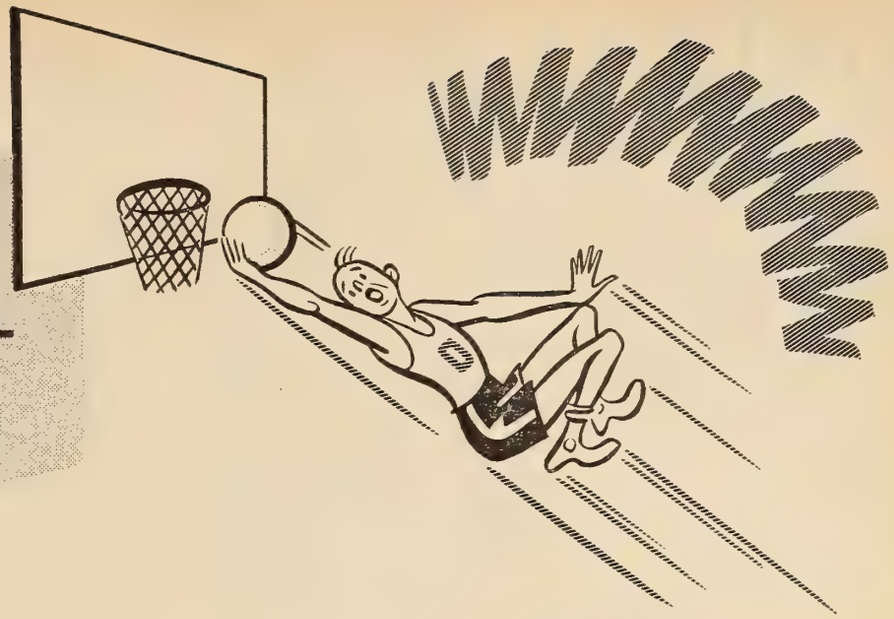
Merging its history of carefully-planned "firsts" and its philosophy of pioneering leadership, the agency's large video staff should continue as a strong force in a medium where the signposts are only now coming into clear focus.

* * *

SPORTS, drama, music and comedy highlight Campbell-Ewald placement as typified by (l to r): Mary Healy, Peter Lind Hayes and David Niven on *Inside U.S.A. With Chevrolet;* Thespians Margaret Jennings and Ed Jerome in *Famous Jury Trials;* the action of the spill-a-minute Roller Derby; Vincent Price on *Pantomime Quiz*, doing just that very thing.



WE'RE JUST NUTS ABOUT BASKETBALL IN INDIANA



● Along about this time of year—every year—all Indiana goes a little wacky over basketball . . . both collegiate and high school basketball.

The so-called Hoosier hysteria lasts from late fall—after the football season—until early spring. It's been that way for 25 years or more.

Located as we are in Bloomington, the home of Indiana University which also has two good-sized high schools, we're right in the middle of things. It's just good programming to give the people all the basketball they want . . . in great big doses.

WTTS (the designated sports station for I.U.) is the ONLY station carrying ALL Indiana University games, both at home and away. And, that isn't all. WTTV is televising EVERY home game of the two Bloomington high schools. Our listeners tell us they like it. And, so do our sponsors, for we're really delivering the audiences.

LET OUR NATIONAL REPS. GIVE YOU THE COMPLETE STORY

WTTS
A Regional Station on the Air 20 Hours a Day.

RADIO AND TELEVISION CENTER • BLOOMINGTON, INDIANA

Owned and Operated by Sarkes and Mary Tarzian

WTTV
Indiana's Second TV Station.

Represented Nationally by
WILLIAM G. RAMBEAU CO.
360 N. Michigan Avenue, Chicago

National Representatives
BARNARD & THOMPSON, INC.
299 Madison Avenue, New York

HOSPITAL COLOR
AMA Views Intercity Telecasts

INTER CITY telecasts of medical operations in color were shown for the first time last week before the clinical convention of the American Medical Assn., held at the National Guard Armory, Washington.

Convention delegates also saw telecasts of local operations on a 6x8-foot black-and-white screen.

The CBS color system developed by Dr. Peter Goldmark, CBS research director, was used by Smith, Kline & French Labs to bring operations from Johns Hopkins Hospital, Baltimore. Signals were transmitted from the hospital, a distance of 35 miles, via 4000 mc AT&T microwave link.

Black-and-white demonstrations were staged by Remington-Rand, using its own Vericon equipment, from Gallinger Hospital ¼-mile away. A 4000 mc link was used.

Reaction to the tests was obtained by Dunlop & Assoc. interviewers. It is understood CBS paid for the survey, conducted at the FCC's request presumably in connection with its color television study.

Viewers were asked to compare monochrome and color television; if they would pay more for a TV set providing color service, and finally to compare 16-inch monochrome and 12-inch color television after looking at still photographs of a red-headed girl.

Sets in Use

About 1,000 doctors could see the color pictures at a time. Smith, Kline & French had 15 12-inch sets purchased from CBS and using Zenith and Webster parts. A CBS owned 16-inch receiver also was shown.

At the particular program observed by TELECASTING, four operations were depicted with exceptional clarity, according to some of the doctors present. Operations observed were cancer of mouth, removal of uterus and cervix, iridencleisis for glaucoma (eye surgery) and pulmonic stenosis (blue baby). In the eye operation, the eye itself appeared six inches in size, permitting close observation of every step. When service was switched momentarily to black-and-white the loss of detail was startling, observers agreed.

John W. Christensen, CBS chief engineer, was in charge of the demonstrations, with Chester Shelp, CBS engineer, directing the Johns Hopkins end of the proceedings. Dr. Kenneth Elson served as m.c. at the hospital. Operating surgeons kept up a running fire of commentary via small mikes concealed in their masks.

200 Viewers At a Time

A gall bladder and bile duct exploratory operation was observed at the Remington-Rand demonstration, accommodating 200 viewers at a time. With the large screen the actual tissue was greatly magnified though lack of brightness and contrast was noted by many observers.

The black-and-white showings were directed by Col. William Norvell, of Remington-Rand. The equipment used two-way sound. It was described as simple, adaptable and practicable. Col. Norvell said it is the only system in actual use for TV surgery instruction, being installed at the U. of Kansas medical school as a permanent part of the teaching facilities.

MUSIC LICENSES
Final Settlement Seen By First of Year

COMMITTEES negotiating per-program license terms between ASCAP and the TV broadcasters are pleased over indefinite extension of temporary TV licenses to run until permanent license form is set [BROADCASTING, Dec. 5] as it relieves them of pressure of definite deadline and need for frequent extensions.

Committee members now expect windup of negotiations shortly after the first of the year, when per program and blanket license forms will be mailed to stations for their consideration. Meanwhile, ASCAP is expected to begin the task of securing new long-term video rights from its members.

Interim scale of fees which video broadcasters are to pay pending determination of final terms ranges from $50 to $250 a month, depending on station income. TV stations with gross revenue from non-network advertisers of less than $50,000 a year will pay $50 a month for the right to use ASCAP tunes in its telecasts. Those with an annual gross of $50,000 to $150,000 will pay $100 a month. Stations grossing $150,000 to $300,000 a year will pay $175 a month and those grossing more than $300,000 annually will pay $250 a month.

These interim payments will be deductible from whatever fees are called for under the terms of the blanket or per program license ultimately accepted by each station. Such fees are retroactive to Jan. 1, 1949, when ASCAP cancelled its gratis licenses for the use of its music on television.

Almost all TV broadcasters are expected to sign one or the other form of ASCAP license. To date, only one video station operator has indicated that he is not using ASCAP music, does not plan to use it and does not intend to take out a license from the society.



ARNOLD MAGUIRE
FC&B Video Chief Dies

ARNOLD MAGUIRE, 49, West Coast television director of Foote, Cone & Belding, Hollywood, died last Monday (Dec. 5) at his home in North Hollywood after a lingering illness. Mr. Maguire first joined the agency in 1941 as producer, working on such network shows as *Kay Kyser Show*, *Johnny Mercer Show*, and *Charlotte Greenwood Show*. He was made the agency's first television director in 1945.

Before joining FC&B he had been associated with network radio in San Francisco and Hollywood for 11 years. He was for five years producer-writer with NBC Hollywood; one year before that with NBC San Francisco in the same capacity; and five years previous to that with KFRC San Francisco (Don Lee outlet) first as writer and then as production manager.

Mr. Maguire is survived by his wife, Evelyn, and a daughter, Susan, 18.

COLOR SESSIONS
Two-Week Delay Ordered

A TWO-WEEK DELAY in the February resumption of FCC's color television proceedings was ordered last week by the Commission, which simultaneously rejected a manufacturer's plea for at least a year's semi-public testing of the various color systems.

The new dates on resumption of the color phase were fixed on the basis of (1) CBS petition asserting its equipment would otherwise be in use under prior commitments, and (2) a Radio Mfrs. Assn.'s request for a delay beyond Feb. 17 because of the Feb. 15-17 RMA board meeting in Chicago. New dates:

Demonstration of Color Television Inc.'s color system—Feb. 20 instead of Feb. 6;

Second comparative demonstration of the rival color systems—Feb. 23-24 instead of Feb. 8;

Resumption of further direct testimony, followed by cross-examination—Feb. 27 instead of Feb. 13.

The Kit Division of Arco Electronics, New York, had asked FCC to base its decision on the color question on the experience of "250,000 or more" experimenters [BROADCASTING, Nov. 14]. This would involve demonstration of each of the systems for at least a year to permit "fans" with home-built sets to signify their preference.

FCC ruled that such a plan "would cause an indefinite and unnecessary delay" in the final decision. It was brought out that Color Television Inc. is not a licensee and that the facilities of CBS and RCA, advocates of the two other principal color systems, are "very limited."

"It is extremely difficult to estimate how long it would take them to build additional facilities for an adequate demonstration among 'the major cities or metropolitan markets,'" FCC said.

Additionally, the Commission noted that it has already called upon the principal color proponents to conduct a series of field tests embodying "a representative cross-section of the public" [BROADCASTING, Nov. 28].

First phase of the color proceeding was completed the week of Nov. 21 with comparative demonstrations of the RCA and CBS color systems and black-and-white as handled by Allen B. DuMont Labs.

Columbia's request for a short delay in resumption of the sessions was premised on plans involving use of its color equipment in medical demonstrations in Atlanta on Feb. 8, original date for the second comparative showings.

Color Television Inc. as well as RCA and CBS will participate in the comparisons now scheduled for Feb. 23-24, along with black-and-white by DuMont.

Film Report

ANIMATION ART FESTIVAL, featuring animated films for TV, recently held by **United Productions of America** at its Burbank, Calif., studios, will be presented at Museum of Modern Art, New York, after first of year. . . . **Jim Moran,** the "Courtesy Man," of Courtesy Motors, Chicago, says excellent reception given *Courtesy Television Theatre* on WGN-TV Chicago, makes it possible to continue present series of top movie releases with another group of films. Included are: "Abraham Lincoln," "Green Cockatoo" and "It Happened Tomorrow."

Six spots advertising **Pall Mall** cigarettes have been completed by **RKO Pathe.** One-minute television commercials are extension of company's newspaper and magazine campaign conducted by Sullivan, Stauffer, Colwell & Bayles. Spots are being run over NBC-TV network on Pall Mall TV program *The Big Story.* . . . **Jerry Fairbanks Productions,** Hollywood, has scheduled 26 quarter-hour television musicals for early 1950 filming. Series, to have western theme, will star Danny O'Neil, singer. Filming tentatively slated for producer's Mexico City, Churubusco studios.

Cloverland Dairies, Baltimore, has purchased **Telemount Productions,** Los Angeles, *Magic Lady and Boko* series of 13 ten-minute films. Program will be telecast weekly over WAAM (TV) Baltimore starting Dec. 11. KPIX (TV) San Francisco also currently running series. . . . **United Videogram Inc.,** 11 East 47th St., New York, has just completed TV film commercial for **Schwartz Bros. Cigar Corp.,** Philadelphia, for ALCAZAR cigars. Commercial will be run on WTMJ-TV Milwaukee. Agency, **Moser & Cotins Inc.,** Utica, N. Y.

Edward Ruby of **Ruby Editorial Service Inc.,** 729 Seventh Ave. at 49th, New York, has announced construction is now in progress for series of editing rooms for use by producers and cutters. Facilities, to be ready in few weeks, will have all modern equipment with every mechanical device for securing various effects in sound and image phases, he says. Rooms will be available for renting by the day or longer periods.

Sarra Inc., Chicago, has produced series of 20-second spots for **Pepsi-Cola** using theme "more bounce to the ounce." Series combines live-action and stop-motion with musical background of jingles, and is to be released to TV stations through **Biow** agency as station-breaks. **Sarra,** New York, has completed spots for **Thorofare Markets,** Pittsburgh, for telecasting on WDTV (TV) that city. Series includes 20- and 60-second commercials featuring Penny Fare, puppet. Agency is **Ketchum, McLeod & Grove,** Pittsburgh.

Telepix Corp., Hollywood, planning production of two one-minute films featuring Art Baker, for **California Federal Savings.** Agency, **Elwood J. Robinson Adv.,** Los Angeles. Same firm preparing 60-second film for **United Technicians Calif.** (television set maintenance and insurance firm). Film to be placed first on Los Angeles and later on San Francisco and San Diego stations.

Telefile: WTMJ-TV

(Continued from Telecasting 5)

national. Local advertisers cover a wide range of enterprises, including banks, breweries, department stores, furniture, radio and television stores, general retail establishments, dairies, restaurants, women's apparel shops, automobile dealers, coal and fuel companies, packing houses, gas and oil companies. Two salesmen spend full-time on local accounts.

In its technical and art departments, WTMJ-TV has originated several devices used in TV commercial presentations. It claims to have built the first usable baloptican. Cards used on the device are made to a size 4 by 5½ inches, with a half-inch bleed all around, and the cards can be photos, regular art work, or a new type of animated card.

The latter was conceived by a station artist, Joe Fox, and is patented by WTMJ-TV. It is fabricated of cardboard, paper, brass, and plastic, and can be operated by the projectionist by means of levers protruding beyond the camera limit. Possibilities of diversion on the animated cards are endless. Several hundred have been especially designed and used over and over again for various commercial accounts on WTMJ-TV.

Are you looking for
WELL TRAINED MEN
. . . to operate and maintain TV, FM or AM station equipment?

Tell us your needs! Our graduates have thorough, technical training in one of the nation's finest Television-Radio - Electronics training laboratories.
These men are high grade . . with F.C.C. Licenses and are well qualified to operate and maintain Television and Radio Broadcast equipment. Our graduates are employed by many of the best known TV-Radio-Electronic concerns across the nation. Write, phone or wire:

DeFOREST'S TRAINING, INC.
2533 N. Ashland Ave., Chicago 14, Ill.
Phone Lincoln 9-7260

Only $2.98 helps put new "sell" in television advertising



Sponsor of television show had to refilm his commercials to meet a new selling problem. New films picked up at the studio 4 P.M., delivered to TV station 800 miles away 8:47 P.M. same evening. Air Express cost for 11-lb. carton, $2.98. (In *undramatic* fashion Air Express keeps radio, television or any business rolling.)



Remember that $2.98 bought a complete service in Air Express. Rates include door-to-door service and receipt for shipment—plus the speed of the *world's fastest* shipping service.



Every Scheduled Airline carries Air Express. Frequent service — air speeds up to 5 miles a minute! Direct by air to 1300 cities; fastest air-rail to 22,000 off-airline offices. Use it regularly!

Only Air Express gives you all these advantages

Nationwide pick-up and delivery *at no extra cost* in principal towns, cities.
One-carrier responsibility *all the way;* valuation coverage up to $50 without extra charge. And shipments always *keep moving.*
Most experience. More than 25 million shipments handled by Air Express.
Direct by air to 1300 cities; air-rail to 22,000 off-airline offices.
These advantages make Air Express your best air shipping buy. Specify and use it regularly. For fastest shipping action, phone Air Express Division, Railway Express Agency. (Many low commodity rates in effect. Investigate.)

SPECIFY AIR EXPRESS
AIR EXPRESS
GETS THERE FIRST



Rates include pick-up and delivery door to door in all principal towns and cities

AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND THE
SCHEDULED AIRLINES OF THE U.S.

Telestatus



CBS-TV Issues Rate Card No. 3

(Report 89)

CBS TELEVISION Network comprises 54 stations, according to Rate Card No. 3, dated Nov. 1, 1949. Of the total, 26 are interconnected, with a combined evening hour rate of $10,750; 28 are non-interconnected, with a combined evening hour rate of $6,500.

New card standardizes daytime rates as half the evening rates, with the 5-6 p.m. hour, Monday through Friday, set at 75% of the evening rates. For time periods of less than one hour, 45 minutes is charged at 85% of the hour rate; 40 minutes at 80%; 30 minutes at 60%; 20 minutes at 50%; 15 minutes at 40%; 10 minutes at 33⅓% and five minutes at 30%.

Studio live rehearsal charges are $250 an hour, with an extra charge of $450 for any program originating from a theatre studio. Film pre-broadcast run-through charges are $150 an hour, with a minimum charge of $50. Remote telecasts carry a fee of $800 per pickup.

These facilities charges "establish a new and more realistic set of standards, based on more than three years of operating experience," David V. Sutton, general sales manager of the CBS-TV Network, noted in a letter sent to advertisers and agencies with the new rate card. Letter pointed out that advertisers using the video network's facilities prior to Nov. 1 will be protected until May 1, 1950, on all changes contained in Rate Card No. 3.

* * *

Five Stations Announce New Rates

NEW rates have been announced by five television stations: KSTP-TV Minneapolis-St. Paul: WAVE-TV Louisville; WICU (TV) Erie, Pa.; WPIX (TV) New York, and WTMJ-TV Milwaukee. The new KSTP-TV and WICU rates were effective Dec. 1 and the other three stations will put their revised schedules into effect Jan. 1, 1950.

KSTP-TV has increased its rates to a one-time one-hour Class A base rate of $325. In announcing the higher rate, Miller C. Robertson, vice president in charge of sales, said the station is keeping within the policy of lining up rates with expanding circulation.

Originally scheduled to take effect Nov. 1, the date was advanced because of a delay in printing of the new Rate Card No. 4. For this reason, he said, all business signed prior to that date with a starting date prior to Jan. 1, 1950, will be at the old rate, with six months protection from Dec. 1. All current users of KSTP-TV's service, he added, also will be given this protection.

Base transmitter charges, on which WAVE-TV sets its rates, start at $250 for a one time hour in the periods Monday through Friday, 6 p.m. to closing and Saturday and Sunday, 12 noon to closing. For all other times the base transmitter charges for a one time hour are $187.50. With a frequency discount for 104 times or more the hour rate scales down to $200 and $150 in the different time periods.

Announcements of one minute or less go from $50 for one time to $40 for 104 or more times in the first time period and from $37.50 to $30 in all other periods. Program facilities drop from $90 for a one hour live studio program to $18 for a five minute live studio show. The film studio facilities charges are $30 for an hour down to $6 for five minutes.

At WICU the one-time Class A hour (weekdays, 6-11 p.m., and Saturday and Sunday 12 noon-11 p.m.) is $300 and scales down to $217.50 on a frequency discount for 260 times or more. A Class A minute goes from $40 for one time down to $31 for 260 or more times. In Class B time (weekdays prior to 6 p.m.; Saturday and Sunday prior to 12 noon) the hour rate is scaled from $200 for one time down to $170 for 260 times or more. On the same frequency basis a Class B minute goes from $27.50 to $21.

In the first rate increase since it took the air in June 1948, WPIX also is changing its discount system and time classifications. New rate for a one-minute spot will be $200, $50 more than the current charge. A 20-second announcement increases from $90 to $150. Frequency discounts for spots will be: 13 times, 5%; 26 times, 10%; 52 times, 15%; 104 times, 20%; 260 times, 25%. New time classifications will be Class A, 6:30-10:30 p.m.; Class B, 5-6:30 p.m. and 10:30 p.m. to closing; all other times are Class C. The new Class B rate will be 75% of basic Class A rate and Class C will be 50% of Class A. Commitments made prior to Jan. 1 will be completed at current rates for 26 weeks, according to Robert L. Coe, station manager who announced the new schedule.

On WTMJ-TV a basic hour will cost $450 when Rate Card No. 6 goes into effect Jan. 1. For one-minute or less the charge will be $65. These basic rates are for the time period 6-11 p.m. Monday through Friday and 1-11 p.m. Saturday and Sunday. Monday through Friday, 5-6 p.m., is charged at three-fourths of the base and all other periods are one-half the base charges. When 52 consecutive weeks of broadcasting are completed, a bonus discount of 10% will be allowed on the lowest net weekly billing for time service only. Programs and announcements cannot be combined for the purpose of a bonus discount.

* * *

N. Y. Program Trend Reported by Ross

NEW YORK televiewers are getting slightly fewer video programs in December than they did in May —251 now, 253 then—and slightly more hours of service—1,093 quarter-hours a week now, 1,053 quarter-hours a week then—according to a comparison made by *Ross Reports on Television Programming.*

The increase in service which came with the inauguration of WOR-TV was offset by the end of the baseball season, WNBT's dropping its afternoon programming, WJZ-TV and WOR-TV staying off the air two days a week, etc., the report notes. WCBS-TV provides a counter-trend with the addition of daily UN session telecasts which boost its total quarter-hours to 253 a week as against 240 a week in May.

Programwise, the trend is to-

(Continued on Telecasting 14)

Weekly Television Summary

Based on Dec. 12, 1949, BROADCASTING Survey

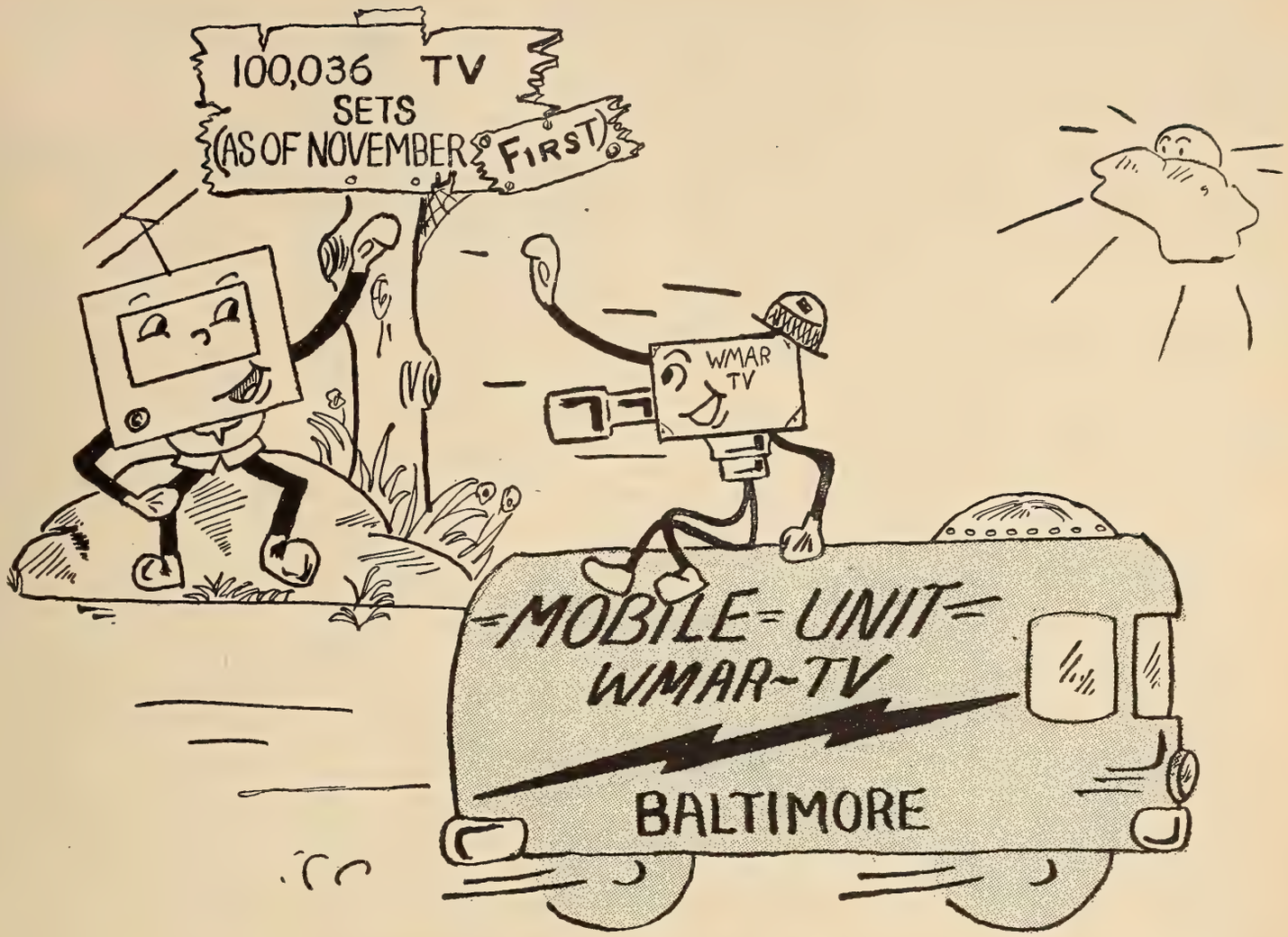
City	Outlets On Air	Number Sets	Source of Estimate
Albuquerque	KOB-TV	1,500	Station
Atlanta	WAGA-TV, WSB-TV	20,500	Distributors
Baltimore	WAAM, WBAL-TV, WMAR-TV	100,036	TV Circ. Comm.
Binghamton	.....	2,300	Dealers
Birmingham	WAFM-TV, WBRC-TV	6,750	Distributors
Bloomington	WTTV	300	Dealers
Boston	WBZ-TV, WNAC-TV	172,276	TV Comm.
Buffalo	WBEN-TV	44,132	Buff. Elec. Co.
Charlotte	WBTV	9,300	Distributors
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	266,460	TV Comm.
Cincinnati	WCPO-TV, WKRC-TV, WLWT	44,000	Distributors
Cleveland	WEWS, WNBK	119,103	West. Res. U.
Columbus	WBNS-TV, WLWC, WTVN	20,750	Distributors
Dallas, Ft. Worth	See Ft. Worth-Dallas listing.		
Davenport	WOC-TV	3,315	Distributors
Quad Cities:	Includes Davenport, Moline, Rock Island, East Moline.		
Dayton	WHIO-TV, WLWD	23,800	Stations
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	145,000	Distributors
Erie	WICU	14,700	Station
Ft. Worth-Dallas	WBAP-TV, KBTV, KRLD-TV	22,000	Dist. & Deal.
Grand Rapids	WLAV-TV	9,000	Distributors
Greensboro	WFMY-TV	7,325	Distributors
Houston	KLEE-TV	9,000	Distributors
Huntington	WSAZ-TV	2,750	Distributors
Indianapolis	WFBM-TV	14,000	Dist. & Deal.
Jacksonville	WMBR-TV	4,160	Wholesalers
Johnstown	WJAC-TV	7,850	Distributors
Kalamazoo-Battle Creek	.....	3,500	Dealers
Kansas City	WDAF-TV	20,434	Distributors
Lancaster*	WGAL-TV	15,974	Dealers
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV KTTV, KECA-TV	251,042	Rad. & Appl. Assn.
Louisville	WAVE-TV	13,104	Station
Memphis	WMCT	12,210	Distributors
Miami	WTVJ	12,000	Station
Milwaukee	WTMJ-TV	50,564	Distributors
Minn.-St. Paul	KSTP-TV, WTCN-TV	41,300	Stations
New Haven	WNHC-TV	55,100	Station
New Orleans	WDSU-TV	9,000	N. O. Pub. Serv.
New York	WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX	875,000	Stations
Newark	WATV	Incl. in N. Y. estimate	
Norfolk	.....	1,001	Distributors
Oklahoma City	WKY-TV	14,340	Distributors
Omaha	WOW-TV, KMTV	10,342	Distributors
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	315,000	Elec. Assn.
Phoenix	KPHO-TV	3,000	Station
Pittsburgh	WDTV	55,000	Dist. & RMA
Portland, Ore.	.....	606	Eng. Est.
Providence	WJAR-TV	19,750	Dealers
Richmond	WTVR	20,000	Distributors
Rochester	WHAM-TV	15,931	Distributors
Salt Lake City	KDYL-TV, KSL-TV	7,000	Station
San Antonio	.....	150	Distributors
San Diego	KFMB-TV	12,750	Station
San Francisco	KGO-TV, KPIX, KRON-TV	18,000	N. Cal. Elec. Assn.
Schenectady	WRGB	44,200	Distributors
Seattle	KING-TV	12,600	Distributors
St. Louis	KSD-TV	57,600	Union Elec. Co.
Syracuse**	WHEN	19,132	Distributors
Toledo	WSPD-TV	28,000	Dealers Assn.
Tulsa	KOTV	6,600	CPA Audit
Utica-Rome	.....	4,500	Dealers
Washington	WMAL-TV, WNBW, WOIC, WTTG	78,700	TV Circ. Comm.
Wilmington	WDEL-TV	21,804	Dealers

Total Markets on Air 55; Stations on Air 94; Sets in Use 3,195,541

* Lancaster and contiguous areas.

** Also claims coverage in Utica-Rome area.

Editor's Note: Sources of set estimates are listed for each city as available and since most are compiled monthly some may remain unchanged in successive summaries. Total sets in all cities surveyed is necessarily approximate since two areas may overlap. To offset this there are many scattered sets in areas not included in the survey.



100,000 IS A MILESTONE!

In a city, an audience or a fortune, 100,000 is an important milepost pointing to the future.

In 1840, Baltimore City passed 100,000 in the number of its residents. Now it tops a million.

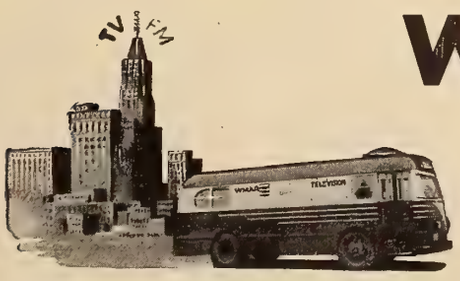
On November 1, 1949, Baltimore area residents had bought and installed 100,036 television receivers.

Baltimore has taken television to its heart, and the recent surveys by C. E. Hooper, Inc., show that Television attracts a greater percentage of the night-time audience in Baltimore than in any other city in the U. S.

Sagacious sponsors can find no more fertile territory for their TV advertising. And any survey will show them that . . .

IN MARYLAND, MOST PEOPLE WATCH

WMAR-TV



Represented by

THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Telestatus

(Continued from Telecasting 12)

ward dramatic shows, according to Ross, who points out that there are now 40 programs occupying 70 quarter-hours of New York TV air time a week, compared with 18 dramatic shows taking up 46 quarter-hours in May. Comedy-variety, forum, religious, news and sports programs are about on a par with May; films are up slightly and give-aways down slightly, while children's, musical, talent, interview and exposition programs have declined most.

* * *

Advertest Studies Product Use in TV Homes

TELEVISION advertising tends to increase the use of advertised items generally and specific products in particular. This conclusion may be drawn from a study of "The Advertising Effectiveness of Television" conducted by Advertest Research, New Brunswick, N. J.

The survey was made during the first 10 days of November when interviewers contacted 588 housewives in television homes throughout the New York metropolitan area. Each housewife was questioned as to use, brands and purchases of instant coffee, regular coffee, shortening, laundry soap, dish soap, facial tissue, cold creams and packaged breads. The eight categories were selected by Advertest Research because of frequency of purchase and because the housewife-respondent could be expected to have a full knowledge of brands used and planned purchases.

In the program influence analysis a higher percentage of viewers used the general products than did non-viewers in six of the eight classifications. In one, where two shows were listed for two different products, the general item was used by more viewers to one show and more non-viewers to the other. Taking the specific products advertised, more viewers than non-viewers had the product on hand in the case of nine of the 12 programs listed. In several of the product classifications there was more than one program and product included.

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AM FM & TV STATIONS

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KRLD-TV OPENS

Pools Football Telecast With Area Stations

TELEVISION in the Dallas-Fort Worth area put on a "united front" Dec. 3 when KRLD-TV Dallas became the third station in the area to start telecasting.

Following opening ceremonies, featuring top executives, the newest of the north Texas stations joined WBAP-TV Fort Worth and KBTV (TV) Dallas in putting the Notre Dame-Southern Methodist U. football game on the air, Saturday, Dec. 3. Thus, KRLD-TV's debut also marked the first television network for the Southwest.

WBAP-TV cameramen and equipment covered the game, feeding it to the other two stations, as the mobile units of both KRLD-TV and KBTV stood by at the Cotton Bowl.

An estimated 17,000 to 20,000 TV sets in the Dallas-Fort Worth area carried the same images of the big game on all three channels —a game watched by some 80,000 spectators inside the Bowl, including the governor of Texas, comedian Bob Hope and an array of sportscast talent feeding the networks.

One sponsor paid to present the game on the three stations—Humble Oil and Refining Co. of Texas.

KRLD-TV bowed on the air about an hour before the game telecast (at 12:25 p.m.) with an opening greeting by Tom C. Gooch, president of the *Dallas Times Herald* and chairman of the board of KRLD.

John W. Runyon, KRLD president, told the TV audience: "No expense has been spared in the purchase of equipment, the training of personnel nor in program contracts." Clyde W. Rembert, KRLD managing director, promised viewers and listeners the best of CBS shows.

KRLD-TV's advent was saluted by 50 pages of special television sections in the Sunday *Dallas Times Herald*, Dec. 4, and a 20-page Sunday section in the *Fort Worth Star-Telegram*, which combined a play for its own WBAP-TV affiliate along with the new Dallas outlet.

Popular interest in television spurted to a point where dealers were reporting difficulty in stocking sufficient receivers to meet the demand.

DRUG STORE TV

Plans Second DuMont Show

ANOTHER $1 million in drug advertising will be spent with DuMont TV Network by Drug Store Television Productions, a group of 14 major drug store chain operators, which last week signed for a second one-hour variety show to be placed on the network. The drug group is expected to spend $2 million with DuMont in 1950, the network said.

The group, which currently sponsors *Cavalcade of Stars*, featuring Jack Carter, on Saturday nights, will present a second program Tuesday, 9-10 p.m., title, format and talent for which has not been announced. Produced by Stanton B. Fisher Inc., New York advertising agency, which also handles the Jack Carter show, the program will be identified by local cut-ins in those cities where the individual drug chains maintain stores: In New York, Whelan Drug Stores will be identified; Sun Ray in Philadelphia; Read in Baltimore; Peoples in Washingon; Sun Drug in Pittsburgh; Gray in Cleveland; Cunningham in Chicago; Walgreen in Chicago; Gallagher in Dayton; Dow in Cincinnati, and Gray in Columbus. These cities will carry the program "live."

Other cities, which will carry the show two weeks later by teletranscription, include: Boston, where Liggett will cut in; Richmond for Peoples Drug; Atlanta for Jacobs store; Minneapolis and Louisville where Walgreen will be identified; Rochester for Dow's and Owl-Rexall will be identified in Los Angeles.

Stanton B. Fisher, head of the agency, has stepped up his weekly video billings on DuMont from $2,000 to $40,000. He started with *Charade Quiz* for Whelan's on WABD (TV) New York, network's flagship, in June 1948, and six months later acquired the DuMont-produced *Front Row Center*, currently a participating program. Later Mr. Fisher instituted *Cavalcade of Stars* for Drug Stores Television Productions, which just started its second 26-week cycle of sponsorship on the same basis as its second show is handled.

HELLER NAMED

Will Head TV Authority

GEORGE HELLER, executive secretary of AFRA, was elected chief executive of the newly formed Television Authority, the proposed one big union for video talent. The election took place at the TVA's first board meeting, held Wednesday at the Hotel Astor in New York.

To head the new organization, it will be necessary for Mr. Heller either to leave AFRA permanently or obtain a leave of absence. Until AFRA's own council acts, the Heller appointment to TVA will be on a tentative basis.

Other action taken by the meeting included the appointment of a committee to seek a TVA headquarters. It is a foregone conclusion that the national office will be in New York because of the concentration of video activity there.

The TVA board also discussed its relations with Screen Actors Guild and Screen Extras Guild, which voted against creation of TVA. TVA itself is composed of members of AFRA, Equity and Chorus Equity, American Guild of Variety Artists and American Guild of Musical Artists. All the guilds are themselves members of a parent group, Associated Actors and Artistes of America, AFL.

The discussion about the screen guilds concerned proposals looking toward a partnership arrangement between them and TVA. On the subject of such a partnership, the screen guilds have taken the position that they will agree to nothing but a "complete partnership," by which they mean to retain full jurisdiction over films for television, leaving the jurisdiction of live television appearances to TVA. The partners, however, under the screen guilds' concept, would sit at all negotiations together. The board members:

From AFRA—Clayton Collyer, Virginia Payne, Alex McKee, Alan Bunce, Ken Carpenter, Knox Manning, Frank Nelson, William Gavin, Harry Elders, Norman Barry (Alternates: Staats Cotsworth, Carl Frank, William Adams, Vincent Hayworth, Nelson Case, Ben Grauer).

From Equity — Sidney Blackmer, Marc Daniels, Mildred Dunnock, John Kennedy, Peggy Wood, Winston O'Keefe, Ezra Stone, Margaret Webster, Francis Reed, Mady Christians.

From Chorus Equity—Dennis King, Philip Loeb, Paula Purnell, Clara Cordery, Robert Spero, Frank Colletti, Neal Hamilton, George Bockman, Philip Bourneuf, Edith Atwater.

From AGMA—Lawrence Tibbett, Conrad Thibault, Felix Knight, Bea Tompkins, Elissa Minet, Henry Arthur, Donald Dane, Lanny Ross, Herbert Graf, Margaret Speaks.

From AGVA—Joey Adams, Jerry Baker, George Price, Dewey Barto, Gypsy Rose Lee, Rex Weber, Jack Carter, Paul Winchell, Margie Coates and Sid Stone.

FOSTER NAMED

Is Esty Co. Vice President

KENDALL FOSTER, head of television for William Esty Co., New York, has been named a vice president effective immediately.

Mr. Foster joined the agency six years ago as a publicity director. One year later he moved into the radio department where he produced and directed many of the agency's network shows.

He has been in charge of the television department since its inception four years ago. Currently he supervises the following programs: *Man Against Crime* on CBS-TV, *Camel News Caravan*, five times weekly on NBC-TV, and, effective Jan. 1, *The Ed Wynn Show* on CBS-TV, all sponsored by Camel cigarettes, as well as the *Colgate Theatre* on NBC-TV, sponsored by Colgate-Palmolive-Peet, and various sports programs.

Prior to his association with the agency, Mr. Foster was in the theatre as an actor, producer and manager.

KEYL (TV) San Antonio, Tex., has signed for DuMont telecasting equipment. Station is scheduled to start testing early in January.

SLANDER SUIT

TV No Exception, Court Rules

CALLING a government employe a Communist on a television program is slanderous *per se*, Judge Edward Conger ruled Wednesday in U. S. District Court in New York.

He dismissed a motion by Elizabeth T. Bentley, former Communist courier, NBC and General Foods Corp. to throw out a $100,000 slander suit brought by William W. Remington, government economist. Mr. Remington's action followed a telecast in September 1948 by Miss Bentley on *Meet the Press* sponsored by General Foods over NBC-TV.

Judge Conger passed over Miss Bentley's contention that her statements on the telecast were privileged as an accurate record of her testimony before a Congressional committee. He said he deemed it "more judicious" to leave that issue to be resolved by the trial judge.

UHF FUTURE

Craig Speaks in Montreal

A MINIMUM of two years before substantial UHF telecasting can be done was foreseen last Monday by John W. Craig, vice president of Avco Mfg. Corp. and general manager of its Crosley Division.

Mr. Craig, addressing the Canadian Club of Montreal, on "Television, Today and Tomorrow," urged that no hasty action be taken on color standards until the best possible system is ready for public acceptance.

"My own company," he said "has been working in this field—as well as the ultra high frequencies and other advanced problems—in our laboratories at Cincinnati. We have designed experimental color receivers—and we have developed color "sync" adapters and ultra high frequency adapters. We are convinced that *more work* remains to be done on color."

Mr. Craig pointed out that surveys show 75% of TV sets in use are owned by lower and middle income families. He predicted a 1950 set production of 3,200,000, and that by 1953, sets in the U. S. would exceed 20 million, with some 75 million persons in video's audience. By that time, he said, some 700 stations should be on the air. He predicted also that before the end of five years, video would offer employment, directly or indirectly, to more than one million persons.

WTTV (TV) To DuMont

WTTV (TV) Bloomington, Ind., owned by Sarkes and Mary Tarzian, has signed a network affiliation contract with DuMont TV network, it was announced last week by Mortimer W. Loewi, network director. The station is also affiliated with CBS-TV, and will shortly join ABC-TV, it was learned.



Drawn for TELECASTING by John Zeigler

Te-Ve

SCENIC RETURN

Terms End 14-Day Strike

BACK-TO-WORK movement began Thursday by 72 television set and costume designers at ABC, CBS, DuMont and NBC-TV networks and at WPIX (TV) New York to end a two-week strike. The managements and the union, Local 829, United Scenic Artists, AFL, said the settlement, reached Dec. 7, involved no change in basic minimum scales. The new contract will continue to Oct. 1, 1950.

Original demand of the union was for parity with set and costume designers in theatrical and motion picture work. Settlement formula, it was announced, will result in increased take-home pay for many of the artists as a result of a reshuffling of hours and merit review of individual employes' salaries.

It was learned that although minimum scales were not increased under the new contract, the men are to receive the same pay for 37½ hours that they formerly earned for 40 hours. Single time will be paid for the periods from 37½ to 40 hours while time and half will be given for time over 40 hours.

'CISCO KID'

Bakeries Take TV Series

INTERSTATE Bakeries, Los Angeles, through Dan B. Miner Advertising Agency, has become the first sponsor to sign for the new *Cisco Kid* weekly television series. Announcement was made Monday by John Sinn, of Frederic Ziv Co., which controls rights to the series, and Philip N. Krasne, motion picture producer of *Cisco* film for United Artists.

Video version is being produced by Messrs. Sinn and Krasne in 16mm kodachrome at the rate of 52 productions annually for the next ten years. Weber's Bread, an Interstate subsidiary, sponsors the *Cisco Kid* radio package series. Interstate plans to use California and midwest markets for the film series, which also will be made available to other TV markets.

TV SOUND

Amendment Proposed

PROPOSED amendment to further clarify its rule prohibiting separate operation of television sound and visual transmitters, except under certain conditions, was issued by FCC last week. The amendment would continue FCC's earlier announced policy that test patterns be accompanied only by single or series of varied tones [BROADCASTING, June 27, July 4].

Requesting comments on the amendment by Jan. 9, 1950, the Commission would provide separate operation of aural transmitters for test or experimental purposes, or for emergency fills upon failure of visual equipment. Limited pre-program operation of still material also was specified.

The proposed amendment, as well as typical examples as cited by the Commission, follow:

§3.661(b) (1) The aural transmitter of a television station shall not be operated separately from the visual transmitter except for the following purposes:

(i) For actual test of station equipment and for actual experimentation in accordance with Section 3.662; and

(ii) For emergency "fills" in case of visual equipment failure or unscheduled and unavoidable delays in presenting visual programs.

(2) During periods of transmission of a test pattern on the visual transmitter of a television station, aural transmissions shall consist only of a single tone or series of variable tones. During periods when still pictures or slides are employed to produce visual transmissions which are accompanied by aural transmissions, the aural and visual transmissions shall be integral parts of a program or announcement and shall have a substantial relationship to each other. Provided that nothing herein shall preclude the transmission of a test pattern, still pictures or slides for the following purposes and periods:

(i) To accompany aural announcements of the station's program schedule for a total period not to exceed 15 minutes in any broadcast day; and

(ii) To accompany aural news broadcasts or news commentaries not to exceed 5 minutes in length and for a total period not to exceed 15 minutes in any broadcast day.

Examples:

(1) Duplication of AM or FM programs on the aural transmitter of a television station while the same program is broadcast on the visual transmitter (i.e. a "simulcast") is consistent with this subsection.

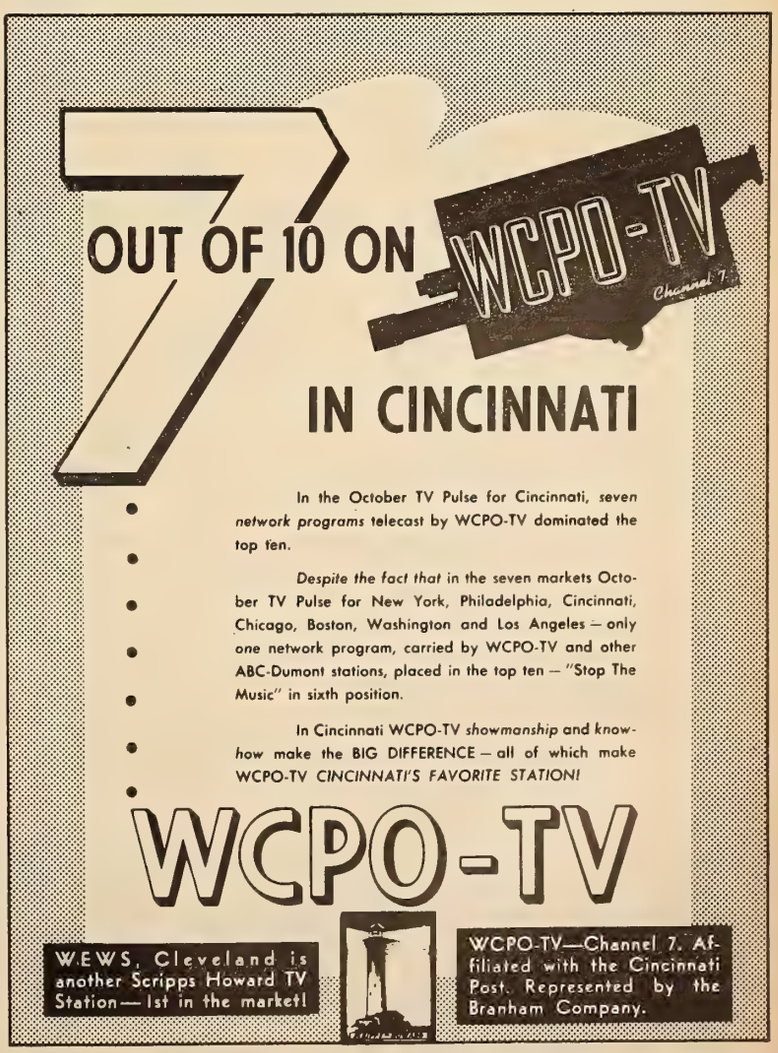
(2) Duplication of AM or FM programs on the aural transmitter of a television station while a test pattern is broadcast on the visual transmitter is not consistent with this subsection, except for the specific purposes and periods specified in subsection (b)(2).

(3) A travel lecture in which the words of the lecturer are broadcast simultaneously with still pictures or slides of scenes illustrating the lecture, and a newscast in which the words of the newscaster are broadcast simultaneously with still pictures or slides of the news events, are examples of programs in which the aural and visual transmissions are integral parts of the same program having a substantial relationship to each other, within the meaning of subsection (b)(2).

(4) The broadcast of a test pattern accompanied by a musical composition for the purpose of demonstration, sale, installation or orientation of television receivers or receiving antennas is *not* consistent with this subsection.

(5) The broadcast of a test pattern upon which is visually imposed a moving text consisting of continuous program material, such as a running newscast or news commentary, is consistent with this subsection.

(6) The broadcast of a test pattern upon which is visually imposed a clock indicating the time of day, or a text that is changed at spaced intervals, is not consistent with this subsection.



give to anyone in radio-tv



BROADCASTING

Merry Christmas

52 WEEKS A YEAR

. . . with **BROADCASTING• TELECASTING.** What better gift than that of business knowledge, of thought-provoking feature articles and lens-sharp reporting of all radio—AM, FM, TV—Monday every week. Profitable to give, BROADCASTING's practical and sensibly priced, too.

Wind up your Holiday gift-giving quickly and inexpensively by listing your clients, staff members, prospective advertisers, radio friends on handy-order form at right. Each gift announced with a full color Christmas card, hand-signed with your name. Subscriptions start with December 26 issue.

Remember, when you give **BROADCASTING • TELECASTING** you give the finest in radio for 52 weeks, plus the big 3½ lb. 1950 Yearbook.

at Special Christmas rates . . .
1for $7 4for $25 8for $45

Note Your own subscription may be renewed as part of this order. Simply list it first, as addressed, and we'll extend the subscription for one year from its present expiration. Special prices apply to both new and renewal subscriptions.



BROADCASTING TELECASTING

The Newsweekly of Radio and Television

PLEASE SEND BROADCASTING AN 1950 YEARBOOK AS MY GIFT TO-

1 for $7.00
☐ V IF RENEWA
Name .....
Firm .....
Address .....
City..... Zone..... State.....
Sign gift card: .....

2 for $13.00
☐ V IF RENEWA
Name .....
Firm .....
Address .....
City..... Zone..... State.....
Sign gift card: .....

3 for $19.00
☐ V IF RENEWA
Name .....
Firm .....
Address .....
City..... Zone..... State.....
Sign gift card: .....

4 for $25.00
☐ V IF RENEWA
Name .....
Firm .....
Address .....
City..... Zone..... State.....
Sign gift card: .....

5 for $30.00
☐ V IF RENEWA
Name .....
Firm .....
Address .....
City..... Zone..... State.....
Sign gift card: .....

6 for $35.00
☐ V IF RENEWA
Name .....
Firm .....
Address .....
City..... Zone..... State.....
Sign gift card: .....

7 for $40.00
☐ V IF RENEWA
Name .....
Firm .....
Address .....
City..... Zone..... State.....
Sign gift card: .....

8 for $45.00
☐ V IF RENEWA
Firm .....
Firm .....
Address .....
City..... Zone..... State.....
Sign gift card: .....

IMPORTANT—Mail today to:

BROADCASTING • TELECASTING

NATIONAL PRESS BLDG., WASHINGTON 4, D.C.

☐ $ _____ enclosed ☐ Bill me later

Signed .....

Firm .....

Address .....

Telecasting
Insert
Pull Out for Filing

FM REVENUE

Set Leasing Aids Stations

LEASING of FM receivers to business firms and public institutions offers FM stations a source of added revenue, according to a study of the NAB FM Dept. The study was conducted by Arthur C. Stringer, FM director, at the suggestion of NAB's FM Executive Committee headed by Cecil D. Mastin, WNBF-FM Binghamton, N. Y. Results of FM rental projects in three cities are reviewed. The stations are WMLL (FM) Evansville, Ind.; KWFM (FM) San Diego and WIBW-FM Topeka, Kan.

The NAB study shows that receivers are leased for fees ranging from $10 to $35 a month. Suscribers include hotels, restaurants, clubs, stores and similar institutions. Stations install the receiving equipment, generally at a price allowing a small profit. Portions of broadcasts are eliminated from the receivers by use of a supersonic signal from the transmitter.

WMLL has a program formula that has been found pleasing for the home audience, bus riders and lessors of FM sets. KWFM cuts in a wire recorder when the station is cut out, using a timing device. Cost of providing the service is low, according to the stations.

GEORGE McELROY

KTOW Stockholder Dies

GEORGE McELROY, 41, stockholder in KTOW Oklahoma City, died Nov. 30 following a heart attack in his office.

A prominent Oklahoma City attorney, Mr. McElroy helped organize the Sooner Broadcasting Co., licensee of KTOW and applicant for a television grant in that city. Active in politics, he served during the war in the office of the U. S. district attorney. He assisted Josh Lee when the latter was Congressman from Oklahoma and managed Mr. Lee's campaign in 1936 for the U. S. Senate. In 1943 Mr. McElroy was state president of the Oklahoma Junior Chamber of Commerce. He is survived by his wife and three children.

HAROLD FAIR

Is WHAS Program Director

HAROLD FAIR, director of the NAB Program Dept. throughout the section's 2½-year existence, today (Dec. 12) joins WHAS Louisville as program director. He will direct both AM and television program operations, though the TV station is not yet on the air.



Mr. Fair

Mr. Fair became director of the NAB department in April 1947 after a long term as program director of WHO Des Moines. The NAB Program Dept. was abolished last summer in the board's streamlining operation. Much of his time at NAB had been devoted to preparation and development of the Standards of Practice.

Born July 2, 1903, in Iowa, Mr. Fair entered radio on the talent side in 1921 when his dance orchestra appeared on the old WDAP, now WGN Chicago. He was a student at Northwestern U. at the time and his band was heard frequently on Chicago stations. In the mid-'20s he joined the Gene Goldkette orchestra as pianist and arranger.

His station experience started at KOIL Omaha in 1927 and included service at WBBM Chicago and later at WBEN Buffalo where he was general manager besides serving as associate conductor of the Buffalo Symphony. After CBS Chicago and Bozell & Jacobs, Omaha, tours he became WHO program director in 1934.

In 1945 when the Joskes of Texas retail-radio project was started by NAB, Mr. Fair was asked to serve as program adviser. He is still active in music as pianist and composer.



Management



ROGER BAKER, former commercial manager of WKBW Buffalo where he entered radio in 1928, promoted to assistant to the president, **DR. CLINTON H. CHURCHILL.** Mr. Baker was manager of KOB Albuquerque, N. M., in 1947, leaving it in August 1948 to become commercial manager of WKBW.

J. G. (Gil) PALTRIDGE, former owner and manager of KGIL San Fernando Valley, Calif., named local manager of KYA San Francisco. He was sales promotion manager for NBC in San Francisco in 1940, becoming director of promotion and assistant to manager of Blue network in split of Red and Blue. In 1943 he was acting manager of KGO San Francisco and later held same position with KFI Los Angeles, from which he resigned in 1946 to open KGIL.



Mr. Paltridge

EARL WITHROW, formerly manager of WAIT Chicago, joins KYOR (formerly KUCB) Blythe, Calif., in same capacity. He succeeds **ROBERT WAREHAM.**

D. W. HOISINGTON, formerly chief engineer and assistant manager of KMUS Muskogee, Okla., appointed general manager of KAYS Hays, Kan., replacing **CLEM MORGAN.** Mr. Morgan has not announced his future plans.

FRED A. TEED resigns as secretary-treasurer of KTSA San Antonio effective Feb. 1 to establish microfilming service organization Jan. 1 in San Antonio. He had been with Howe-Snowden organization for 23 years, from newsboy to executive of KTSA. Resignation followed transfer of KTSA to Express Publishing Co.



Mr. Teed

BLAKE TABOR appointed manager of Madison, S. D., studio of KISD Sioux Falls, S. D., succeeding **RALPH DOERR** (see Commercial).

JOHN PEARSON, formerly manager of KHUB Watsonville, Calif., joins KBUC Corona, Calif., in same capacity, succeeding **BUD COULSEN.**

PAUL SCHAFER, formerly program director of WANE Fort Wayne, Ind., and before that with WOWO and WGL Fort Wayne, appointed assistant manager of WNOR Norfolk, Va.

J. DUDLEY DEVINE elected chairman of WYBC New Haven (Yale U. Broadcasting Co.). WYBC is non-subsidized undergraduate organization, transmitting over wired wireless system to university.

WILLIAM GEDDES, formerly chief engineer of KROP Brawley, Calif., named manager of KICO Calexico, Calif. He replaces **JACK SHACKLETT,** resigned.

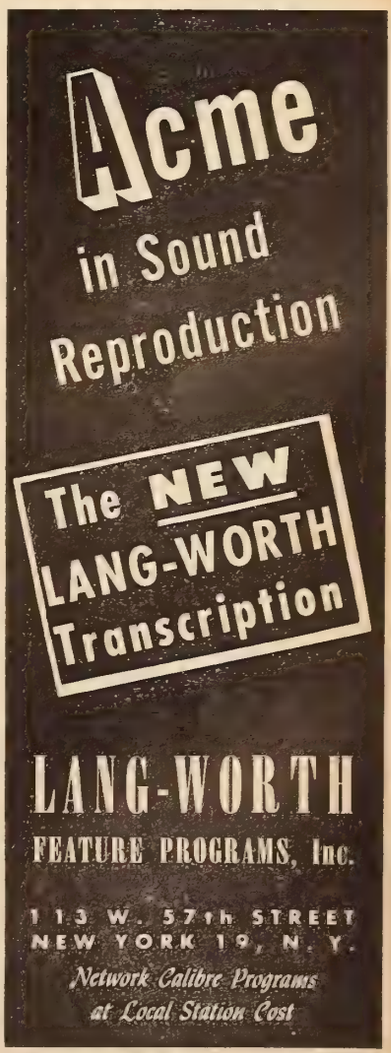
FRANK S. HOY, owner and general manager of WLAM Lewiston-Auburn, Me., appointed chairman of State Board of Education.

ISAAC D. LEVY, attorney and a founder of WCAU Philadelphia, appointed a member of Fairmount Park Commission on Dec. 1 for term expiring in June 1952.

RICHARD A. MOORE, assistant general manager and director of television operations for ABC Western Div., appointed member of television committee of Los Angeles Chamber of Commerce.

KIT To NBC

KIT Yakima, Wash., ABC affiliate, will switch its affiliation to NBC on Jan. 1, 1950, at the expiration of its contract with the former network. The station, which becomes the 172d NBC station, is owned by Carl E. Haymond. It operates on 1280 kc with 5 kw daytime, 1 kw nightime power.



FOR SOME INTERESTING INFORMATION ON RADIO IN IOWA, PLEASE SEE PAGE 31 OF THIS ISSUE

IDEAL VISUAL TRAFFIC CONTROL
Boardmaster



Your COMPLETE SCHEDULE at a GLANCE

Promote greater efficiency with this modern Visual Traffic Control Tool.

Across-the-Board for the week at one Glance — all Programs and Announcements in correct sequence — spotlighted by Color! Answers any traffic problem in 10 seconds.

No delay in getting the information you want! Your complete program picture in Full View. Shows all Open Time, Commercials, Sponsors, Sustainers, etc.

Simply write or type on interchangeable cards, anchor in grooves on board. Cards Flip In and Snap Out instantly. Simple to operate, easy to maintain. Saves time, prevents errors.

Accommodates 18 or 20 hours daily, 7 days a week. Separate cards for each quarter hour and stationbreak. Also, cards for participating, 5 and 10 minute shows.

Already used by over half of all AM, TV and FM stations. This valuable tool will prove a great help for every member of your staff. You will want a unit for every department.

MADE OF ALUMINUM WITH BLACK ANODIC FINISH. PERMANENTLY CONSTRUCTED OF PRECISION WORKMANSHIP. ATTRACTIVE ADDITION TO ANY OFFICE. CARD SUPPLY FURNISHED

PRICE $49.50

LEARN HOW THIS TOOL CAN SAVE YOU TIME!

Free BOARDMASTER BROCHURE Giving detailed description and showing how this system can serve you.

GRAPHIC SYSTEMS
155 WEST 42ND ST. NEW YORK 18, N.Y.

Commercial

RALPH DOERR, formerly manager of Madison, S. D., studio of KISD Sioux Falls, S. D., appointed commercial manager of KIJV Huron, S. D., succeeding REX KING who leaves radio for direct mail work.

PAN AMERICAN Broadcasting Co., New York, appointed representative for Radio Sarrebruck, 20 kw AM outlet in Germany.

EVERETT LANDE, salesman at WIND Chicago, is father of a boy, Everett Howard, born Nov. 23.

FORJOE & Co., New York, appointed national representative for KGST Fresno, Calif., effective immediately.

ATLANTIC CO.

To Sponsor Basketball

ATLANTIC REFINING Co., long time advertiser in both radio and television sponsorship of college and professional football and baseball games, has added an extensive basketball coverage to its sports programs for the 1949-50 season.

Seventy-seven games in four cities will be broadcast or telecast, Richard Borden, advertising manager, announced.

The schedule includes:

Five contests in Philadelphia between the U. of Pennsylvania and Villanova College on WPTZ (TV) Philadelphia. Byrum Saam and Claude Haring, will announce. Twenty-five scheduled by Syracuse U. will be broadcast on WAGE Syracuse. Bob Hendrechson will announce. Seton Hall College's 21 games will be broadcast on WNJR Newark with Bill Moore announcing. Canisius College's 19 games will be broadcast on WKBW Buffalo by Bill Mazer.

N. W. Ayer & Son, Philadelphia, is handling the entire project for Atlantic.

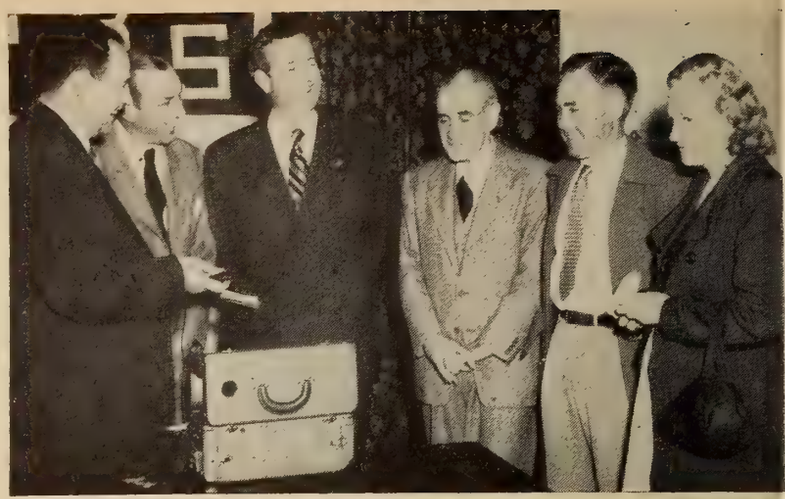
Spot announcements, newspaper advertising, car cards, etc, will be used to build interest for the games until the season is concluded next March.

TANGERINE BOWL

Rights Go to WYVE

EXCLUSIVE national broadcast rights to the Tangerine Bowl (Jan. 2, Orlando, Fla.) have been granted WYVE Wytheville, Va., for the nighttime game between the undefeated and untied teams, Emory & Henry vs. St. Vincent, Erle G. Howery, business manager announced last week. Authorization was received by Mr. Howery from Ed Mayo, Tangerine Bowl publicity director.

Mr. Howery said some 50 stations already were being considered for the game broadcast and that other interested stations may direct queries to his office in Wytheville. According to WYVE, commercial purchase on a national, regional or local basis or rebroadcast rights may be arranged, except for Pennsylvania and northern West Virginia.



RADIO records historic presentation of first loan check, under the Housing Act of 1949 authorizing loans to farmers, to a Scottsboro, Ala., veteran. John McDonald (l), farm director of WSM Nashville, Tenn., tape records proceedings in which participants include (l to r): Rep. Robert F. Jones (D-Ala.) and Sen. John Sparkman (D-Ala.), co-authors of the farm title of the Act; Administrator Dillard B. Lasseter, FHA, Washington, D. C., agency which administers the loan program, and Mr. and Mrs. Vaughn L. Jones, recipients. WSGN Birmingham arranged a state-wide hookup for a 30-minute recording made at WHBS Huntsville and relayed through FM. WAVU Albertville, Ala., also recorded the ceremony.

NAB VOTE LAWS

Arney Answers Mason

DOUBLE voting power in NAB affairs by stations having both AM and FM memberships is required by the by-laws, NAB Secretary-Treasurer C. E. Arney Jr. wrote Robert T. Mason, WMRN Marion, Ohio, last week. Mr. Mason, a former NAB director, had contended such voting power encourages divisions within NAB and the industry [BROADCASTING, Nov. 28].

Mr. Arney wrote that NAB follows the FCC's practice in treating AM and FM stations as separate facilities. He said the subject was discussed at length by the NAB board's By-Laws Committee.

Westinghouse Report

WESTINGHOUSE Electric Corp. has issued its stockholders' quarterly report which reviews operations in the field of electronics—radio, radar and television—"so the stockholder will know what we are doing with his money." This "On the Air" issue is accompanied by a financial statement.

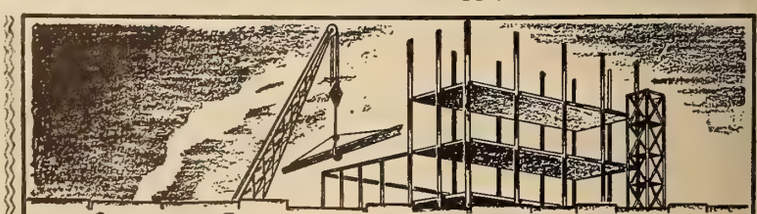
'SELL-A-VISION'

WTAG Has New Sales Pitch

DESCRIBED as a refinement of the commonplace "integration" of commercials into a program, a new sales pitch called "Sell-A-Vision" is used by WTAG Worcester.

On the *Julie 'n' Johnny* participation show, Julie Chase makes use of advertised merchandise which is displayed in the studio close to the microphone. Miss Chase unveils the products while the studio audience emits spontaneous "oh's" and "ah's".

All the while, Miss Chase describes the merchandise, talks about its fine points, etc. Idea was first used on a toy account which has a wind-up doll with a record inside so it cried and said "mama." When scented Christmas wrapping paper was given the "Sell-A Vision" treatment, with the cast sniffing and marveling at the scent, station reports the stationery store sponsoring the commercial sold out its supply in a matter of hours.



for a better-than-ever BUY
IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION
5,000 w AM 1390 KC
50,000 w FM 105.1 MC
WFMJ
BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

POEM concluding, "To find that all the sages said, is in the book our mothers read," is inspiration for new weekly show over KNBC San Francisco. Answers to modern-day problems and questions are found in Bible, and stories showing how people's lives are motivated by Bible are told. Show, titled *World's Best Seller,* is sponsored by Podesta-Baldocchi, San Francisco florists.

Game Given Triple Coverage

THREE broadcasts made up coverage by WLLH Lowell, Mass., of annual Thanksgiving Day Lowell-Lawrence football game. First show was rally with coaches, players, bands and baton twirlers from stage of local theatre. Later game itself was aired followed by awards to best player and crowning of victory queen from victory dance that evening.

Informal Beginning

FIRST live television show to originate in new studios of WOAI-TV San Antonio was as much a surprise to station personnel as to viewing audience. Show introduced WOAI-TV personnel to audience and brief line-up of their jobs was explained. Show was unrehearsed and unannounced. As audience reaction test, 13 names of San Antonio set owners were picked at random from file and those people were asked to call station if they had seen show. Twelve called within an hour. Show was designed as preview. Station began regular programming Dec. 11.

Preview of Popular Tunes

FEELING that listeners are most capable of predicting popularity of new tunes, Friday session of *Record Rack* on WCOP Boston is devoted to new releases exclusively. Disc Jockey Howard Malcolm encourages audience to phone him during or after show and state which record they think will reach heights of popularity. Response has been great, station reports. Local record dealers feature placards in their windows naming top four new records as voted on show.

World Wide Hits

BRINGING the popular music picture from various sections of the world, to its audiences KNX Hollywood has started *Your International Disc Jockey* for an hour and a quarter weekly. Featured are foreign versions of American popular songs and cabled reports on current music from foreign centers. Sterling Tracy is producer; Nancy Basche assists on research and preparation.

Hit Tune Contest

PROGRAM format of *Campus Shop* over WSUI Iowa City, Iowa, aided Campus Chest Drive conducted on U. of Iowa campus, that city. Campus was divided by housing units and each evening during week-long drive songs heard on show were dedicated to unit that had attained 100% contributions during the day. Each individual contributing to drive was allowed to cast ballot for "Best Song of 1949." At end of week, top ten tunes of year according to poll were aired on show. Non-campus listener interest was so high that poll was extended enabling all listeners to vote in second phase of contest.

Canine Citizens

DOBERMAN PINSCHER dog "Miss Safety" was star of two shows promoting traffic safety on WNBK (TV) Cleveland. Miss Safety, handled by police officer, demonstrated graphically rules of traffic safety. Dogs of similar or related breeds were contrasted with one another in second phase of show which was produced in conjunction with 32d Annual All-Breed Dog Show in Cleveland.

Educational Series

TWO new series with high educational value have been launched by WNOE New Orleans, La., and Tulane U., located there. First series is weekly *Looking at Books* in which major works of literature are reviewed in 30-minute round-table discussions by university faculty members. Second series, *The Doctor Who Tells,* gives weekly advice on health, diet and hygiene in form of 15-minute dramatic skits.

Pre-Game Celebration

IN ceremony held on ice before game celebrating 10th anniversary of hockey in Omaha, KOWH Omaha's sports director, Jack Sandler, recorded commentary on presentation of birthday cake to coach of Omaha team. Special 30-minute show consisting of recording and portions of previous hockey games was aired the following Sunday. Letters and wires of congratulation also were featured on show.

Final Run

RUNNING of last electric streetcars in Richmond, Va., was covered by WTVR (TV), WMBG and WCOD (FM) all Richmond. WTVR (TV) recorded entire story and ceremonies surrounding changeover from streetcars to busses. These films were incorporated in *Camel News Caravan* program that same night. Remote equipment from WMBG and WCOD (FM) recorded interview with city's oldest streetcar operator which was fed to NBC for *News of the World* program that evening.

Classroom Experiment

COLLEGE courses in psychology, world history and economics are now available to FM owners via WBMS-FM Boston. Courses are recorded in classrooms by Lowell Institute in cooperation with Boston College, Boston U., Harvard, M.I.T., Northeastern and Tufts. Show is heard six evenings weekly at 7:30 p.m.

Selected Music

RECORDED MUSIC of famous composers and artists and selections featuring rare and unusual musical instruments are being heard in new five weekly hour program on KFMV Los Angeles under sponsorship of Los Angeles Public Library. Music for program, titled *Library Concert Hour,* is provided from library's record collection.

Disabled Veteran Series

SIX five-minute stories based on hero selections by Disabled American Veterans and starring Cornel Wilde, screen star, put on transcription by DAV. Program is similar to former DAV series, *Story of the Week* and *Hero of the Week.* Stories concern disabled veteran and his successful adjustment to life. Series is available, without charge, on request to Julian J. Jackson, director of DAV publicity, 11 S. LaSalle St., Chicago 3.

KMTV (TV) Firsts

FIRST public showing in Midwest of 1950 Pontiac and first introduction of new car to Omaha public via TV took place recently over KMTV (TV) Omaha. Telecast from showrooms of local Pontiac dealer, Pontiac "crashed-through" paste-board door and was fully displayed, inside and out, by use of telephoto and wide angle lenses. Only lighting necessary was overhead fluorescent fixtures of dealer's showroom, station reports.

Education Booklet

TWELVE-page sample report on programming of Intercollegiate Broadcasting System stations has been prepared by Howard C. Hansen, IBS Program manager. Report covers such topics as world news, original dramatic programming, program exchange and examination week broadcasting.

Roland G. E. Ullman

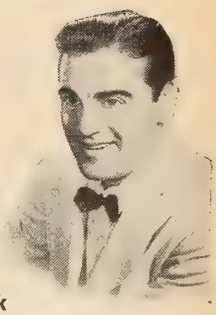
ROLAND G. E. ULLMAN, 61, president of the Ullman Organization Inc., Philadelphia, advertising and marketing counselors, died Dec. 1. He was president of the Eastern Industrial Advertisers from 1935 to 1937.







JUANITA HALL
Scarlet Ribbons
Blow Them Blues Away
DJ-813



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*"DJ" disks couple the cream of the RCA Victor hits for your convenience!

RCA VICTOR RECORDS

ACTIONS OF THE FCC

DECEMBER 2 TO DECEMBER 9

CP-construction permit | ant.-antenna | cond.-conditional
DA-directional antenna | D-day | LS-local sunset
ERP-effective radiated power | N-night | mod.-modification
STL-studio-transmitter link | aur.-aural | trans.-transmitter
synch. amp.-synchronous amplifier | vis.-visual | unl.-unlimited hours
STA-special temporary authorization | CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

December 2 Applications . . .

ACCEPTED FOR FILING

License for CP

WFIL-TV Philadelphia—License to cover CP new TV station.

KIFW Sitka, Alaska—License to cover CP new AM station.

Modification of CP

KAST Astoria, Ore.—Mod. CP change frequency etc. for extension of completion date.

KECA-TV Los Angeles—Mod. CP new TV station for extension of completion date to 6-30-50.

KGO-TV Los Angeles—Same to 3-30-50.

WJZ-TV New York—Same to 6-30-50.

WPIX-TV New York—Same to 7-8-50.

TENDERED FOR FILING

AM—850 kc

WNAO Raleigh, N. C.—CP increase D power from 5 kw to 10 kw.

AM—920 kc

KBMY Billings, Mont.—CP change from 1240 kc 250 w unl. to 920 kc 1 kw unl. DA-N.

December 6 Applications . . .

ACCEPTED FOR FILING

AM—1220 kc

Moberly Bcstg. Co., Moberly, Mo.—CP new AM station 1230 kc 250 w unl. AMENDED to request 1220 kc D.

AM—970 kc

WJMX Florence, S. C.—CP change from 5 kw D to 5 kw-D 100 w-N AMENDED to request 5 kw-D 1 kw-N DA-N.

AM—1250 kc

Lamar County Bcstg. Co., Paris, Tex.—CP new AM station 1250 kc 1 kw D AMENDED to request 500 w.

AM—1470 kc

James D. Sinyard, Moundsville, W. Va.—CP new AM station 990 kc 250 w D AMENDED to request 1470 kc 1 kw D.

Modification of License

KOBE Las Cruces, N. M.—Mod. license change studio location.

Modification of CP

WHHH Warren, Ohio—Mod. CP change frequency etc. for extension of completion date.

WCON-FM Atlanta, Ga.—Mod. CP new FM station for extension of completion date.

KCBC-FM Des Moines—Same.

WIS-FM Columbia, S. C.—Same.

WSPA-FM Spartanburg, S. C.—Same.

KGNC-FM Amarillo, Tex.—Same.

WEPM-FM Martinsburg, W. Va.—Same.

FM—106.5 mc

WFPG-FM Atlantic City—CP change from 98.5 mc to 106.5 mc.

License for CP

KNBC-FM San Francisco—License to cover CP new FM station.

KYBS (FM) Dallas—Same.

WBAP-FM Fort Worth—Same.

License Renewal

License renewal applications were filed by following AM stations: KATO Reno, Nev.; WGNI Wilmington, N. C.; KOCY Oklahoma City; WKRZ Oil City, Pa.; WBRE Wilkes-Barre, Pa.; KWKC Abilene, Tex.

TENDERED FOR FILING

AM—1420 kc

WLET Toccoa, Ga.—CP change from 1450 kc 250 w unl. to 1420 kc 1 kw unl.

SSA—1590 kc

WXLW Indianapolis—Request for SSA to operate from local sunset to midnight on 1590 kc 250 w for period of regular license.

APPLICATIONS RETURNED

Modification of CP

WSFL Springfield, Mass.—RETURNED application for mod. CP new AM station to extend completion date.

Assignment of license

KVLH Pauls Valley, Okla.—RETURNED application for assignment of license from James T. Jackson, Galen O. Gilbert, Phil Crenshaw, George A. Roundtree and Harley E. Walker d/b as KVLH Bcstg. Co. to partnership of same name composed of all but Mr. Gilbert.

License for CP

WRJW Picayune, Miss.—RETURNED application for license to cover CP new AM station.

License Renewal

WHED Washington, N. C.—RETURNED application for license renewal.

KOWB Laramie, Wyo.—Same.

December 6 Decisions . . .

BY THE SECRETARY

WGAI Elizabeth City, N. C.—Granted assignment of license and CP from The Advance Inc. to new corporation, WGAI Radio Co., the capital stock of which will be owned by same stockholders and in same ratio as their respective ownership of assignor. No monetary consideration involved.

KWED Seguin, Tex.—Granted assignment of license from Weldon Lawson to Mr. Lawson and Garfield Kiel; assignor sells 25% interest for $6,428.55. Licensee will be operated as partnership in which Mr. Lawson owns 75% and Mr. Kiel 25%.

KIT Yakima, Wash.—Granted license to use old main trans. for aux. with 1 kw.

KLMO Longmont, Col.—Granted license for new standard station 1050 kc 250 w D.

KECC Pittsburg, Calif.—Granted license for new standard station and specify studio location; 990 kc 1 kw DA-N unl.

WHYN Holyoke, Mass.—Granted mod. CP for extension of completion date to 6-14-50.

National Bcstg. Co. Inc., Area Washington, D. C.—Granted CP and license for new remote pickup KA-5004.

National Bcstg. Co. Inc., Area Chicago—Granted CPs and licenses for new remote pickups KA-5000, KA-4999.

National Bcstg. Co. Inc., Area New York—Granted CPs and licenses for new remote pickups KA-5001, KA-5002.

KDNT Denton, Tex.—Granted CP change trans. location.

WJCD Seymour, Ind.—Granted license new standard station 1390 kc 500 w D.

WGWR Asheboro, N. C.—Granted license mount FM ant. on top AM tower.

KRAM Las Vegas, Nev.—Granted license change hours, etc.

KNBH Los Angeles—Granted mod. CP for extension of completion date to 2-15-50 (subject to express cond. that it is without prejudice to any action Commission may take with respect to pending applications for renewal of licenses of broadcast stations licensed to grantee).

KGDM-FM Stockton, Calif.—Granted mod. CP for extension of completion date to 6-9-50.

WJZ-FM New York—Granted mod. CP for extension of completion date to 6-16-50 (subject to express cond. that it is without prejudice to any action Commission may take with respect to pending applications for renewal of license of broadcast stations licensed to grantee).

KFDA-FM Amarillo, Tex.—Granted relinquishment of negative control of Amarillo Bcstg. Co., licensee, through transfer of 2400 sh common stock from J. Lindsay Nunn to Gilmore N. Nunn, son, as gift.

WFHR-FM Wisconsin Rapids, Wis.—Granted involuntary transfer of control from William F. Hoffman Sr. deceased, to Louise Huffman, executrix of estate.

KMTR Radio Corp. Mt. Wilson (Los Angeles County), Calif.—Granted CP new remote pickup KMA-773.

KMTR Radio Corp. Area Los Angeles—Granted CP new remote pickup KA-4990.

Following were granted mod. CPs for extension of completion dates as shown: WFMY-TV Greensboro, N. C., to 6-2-50; WWJ-TV Detroit, Mich., to 3-15-50; WXEL Parma, Ohio, to 8-4-50; WATV Newark, N. J., to 7-9-50; KFI-TV Los Angeles, to 6-30-50; KPHO-TV Phoenix, Ariz., to 5-27-50; WITJ Ithaca, N. Y., to 3-18-50; WMVA-FM Martinsville, Va., to 1-1-50; WHO Des Moines, Ia., to 3-26-50; WREV-FM Reidsville, N. C., to 3-8-50; KOCY-FM Oklahoma City, Okla., to 6-25-50; KTRB-FM Modesto, Calif., to 6-15-50; KFYO-FM Lubbock, Tex., to 7-1-50; WXRC Buffalo, N. Y., to 3-2-50; WEIM-FM Fitchburg, Mass., to 5-23-50; WRCM New Orleans, to 5-27-50.

WBAY Green Bay, Wis.—Granted license install new ground system.

WSBA North of York, Pa.—Granted license change frequency, increase power etc.

Fort Worth Bcstg. Co., Area Fort Worth, Tex.—Granted license new remote pickup KA-4270.

West Central Bcstg. Co., Area Peoria, Ill.—Granted CP and license new remote pickup KA-4974 ; 26.47 mc, 50 w.

The Niagara Falls Gazette Pub. Co., Niagara Falls, N. Y.—Granted CPs new remote pickups KA-4970-1, KEA-791.

KRAM Las Vegas, Nev.—Granted mod. CP change studio location.

* * *

Following developmental stations were granted authorizations on temporary basis to March 1, 1950: KE2XCV, General Electric Co., near Syracuse, N. Y.; KS2XAP, Sarkes Tarzian, Bloomington, Ind.; KG2XAQ KG2XAR KG2XAS KG2XAT KG2XAU, Westinghouse Radio Stations Inc., Portable within United States. Following remote pickup stations were granted authorizations on temp. basis to March 1, 1950: KA-3417, Edwin H. Armstrong, area New York; KA-3089 KA-3090, Charleston Bcstg. Co., Charleston, W. Va.; KA-3420, Don Lee Bcstg. System, area Los Angeles, and KA-3055, area San Francisco; KA-3408, The WGAR Bcstg. Co., Cleveland; KQA-755 KA-4606 KA-4607, WJR The Goodwill Station Inc., area Detroit.

Following remote pickup stations were granted authorizations on temp. basis to March 1, 1950, subject to change in frequency which may result from proceedings in Doc. No. 6651: KA-3416, Albuquerque Bcstg. Co., area Albuquerque, N. M.; KA-3038, Charleston Bcstg. Co., Charleston, W. Va.; KA-3418 KA-3419, Don Lee Bcstg. System, area Los Angeles, and KA-3053 KA-3054, area San Francisco; KA-3407, The WGAR Bcstg. Co., area Cleveland;

(Continued on page 79)

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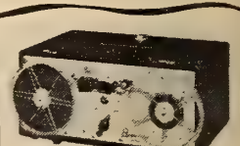
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WKVA OPENING

Myers Praises Industry

RADIO has played "an essential role in making Americans the best-informed people on earth" and television will serve to bring the citizenry "directly and intimately" in touch with government leaders, Sen. Francis J. Myers (D-Pa.) has informed his constituents.

Sen Myers' remarks were contained in a five-minute transcription prepared for delivery in connection with the opening of WKVA Lewistown, Pa. Station began operation Saturday, Dec. 3. Sen. Myers, a member of the Senate Interstate & Foreign Commerce Committee, lauded the entertainment and informational accomplishments of the radio industry and traced its history from "howling, crystal-set infancy into its mature and permanent place in the life of almost every single American."

WKVA, licensed to Central Pennsylvania Broadcasting Co., is assigned 1 kw daytime on 920 kc as an independent station. President is Paul J. Newton. Other executives include: Robert L. Wilson, general manager; Richard Wetzel, commercial manager; Elwood E. Erdman, program director; Lynn Bloom, promotion manager, and John Stormer, chief engineer.

CBM Montreal is to have new 50 kw transmitter, work having been started on enlarging transmitter building at Marieville, where 5 kw transmitter has been in operation since 1937.

Promotion



SUCCESSFUL campaign conducted for opening of *Meet the Menjous*, Frederic W. Ziv package, on WROW Albany, N. Y., included sponsor tie-in. Show is sponsored locally by Capehart dealers of Albany, Troy and Schenectady. Notice giving time and beginning date of show was flashcast 50 times daily for three weeks—two before and opening week of show. Capehart dealer windows carried posters and displays with pictures of stars of program featured. Banners reading, "Capehart brings television to Life! Capehart invites you to 'Meet the Menjous'," were utilized in window promotion.

Optimism Salesmen

WHITE card telling story of Tennessee Assn. of Broadcasting efforts to "sell optimism" to its listeners, being distributed by WAGC, WAPO, WDEF, WDOD and WDXB all Chattanooga. Stations inaugurated campaign to "influence the public to put its purchasing power to profitable use." Cards sent to local advertisers and merchants.

KSD-TV's 'Who's Who'

SINGLE-sheet promotion distributed by KSD-TV St. Louis is reprint from local advertiser's paper. It reads, in part, "For the advertiser . . . who is still uncertain whether television should be given any consideration when preparing his next promotion budget . . ." List of national advertisers using television and KSD-TV follows. "Any similarity between the above names and 'Who's Who in Advertising' should dispel further uncertainty," reads sheet.

Honors Team

FIFTH annual Football Award Dinner given by WPAY Portsmouth, Ohio, feted local high school teams and coaches. Held at climax of football season, most valuable player was given trophy indicating his merit as citizen as well as football star. Proceedings at dinner were tape recorded by station for rebroadcast.

Pillsbury Meeting

RED, white and blue folder has been mailed to more than 7,000 Pillsbury stockholders by company, Pillsbury Mills Inc., and WCCO Minneapolis. Folder concerns company and WCCO "first" in airing of annual stockholders meeting. Pictures of executives and stockholders who participated in broadcast meeting are included.

What's Up?

NOVEL promotion in form of folder showing man climbing ladder on cover is being sent to trade by CBS. Titled "What's Up?", folder announces addition of WCAU Philadelphia to list of stations carrying *The Housewives Protective League*, CBS participating program. Advertisers, to whom folder is directed, are told, ". . . Now the HPL can deliver your sales story to a total of 14,211,820 of the nation's radio families. Accounting for 38% of the nation's retail sales!"

Station's Warning

LETTER from WNAX Yankton, S. D., warns candy dealers to put in plentiful supply of Peter Paul candy before Christmas. Schedule of shows and announcements concerning product carried by station are given in letter. Second letter is directed to Heet jobbers who are told that more requests for Heet anti-freeze will result from company's placement of announcements on WNAX.

Cooking School

DAY-LONG promotion stunt at KDAL Duluth, Minn., recently took form of cooking school from which prizes were awarded and shows aired. KDAL cooperated with Hotpoint stove dealers and executives who were on hand for school in presentation of regular features, *KDAL Karnival*, half-hour audience participation program, and Singer Eddie Williams, who is sponsored by Hotpoint. Hotpoint range was presented as prize on *KDAL Karnival*.

Personnel

SEWELL CLARK, freelance writer, joins CBS Hollywood press information staff. He replaces **WILLIAM FROUG**, recently resigned to join Columbia Pacific Network writing department.

WINIFRED UELAND, formerly on Curtis Publishing Co. promotion staff, and **AUDREY WESTON**, formerly with MacManus, John & Adams Inc., Detroit, join promotion staff of KTTV (TV) Los Angeles.

WSAL DEDICATED

Capehart, Halleck Speak

FORMAL dedication of WSAL Logansport, Ind., was held Nov. 21 and featured speeches by U. S. Senator Homer E. Capehart, Rep. Charles A. Halleck, both of Indiana, and State Treasurer Shirley Wilcox, the station reports.

WSAL's new glazed tile building measures 43 x 72 and houses both a large and small studio, a large control room, transmitter room, music library, news room, general office and three private offices. Station, operating fulltime on 1230 kc with 250 w, is an independent outlet owned by John C. Cotner and Glenn L. Miller, both of Logansport, and Herbert M. Bingham, William A. Porter and Robert M. Booth Jr., Washington attorneys.

KFDM's Market Review

KFDM Beaumont, Tex., lends quantity to quality in a pictorial station-market review unfolding to the eye the beauty of station's studios and equipment. Booklet, of small album size, has a dozen pages. Cover features a photograph of KFDM's White House-style studio building with legend ". . . And in time the white house became a reality instead of a dream." It tells the story of how a one-man station arrived through a quarter century of development at a peak of operational efficiency. It also highlights the growth of its market area, called the Golden Coast by *Fortune* magazine, and sandwiches in charts of station's trading area and Hooper surveys. Book is being widely distributed to agencies and advertisers.

Baseball Coverage

BASEBALL's Philadelphia Phillies and Athletics will telecast and/or broadcast all of their home and away games in 1950, it was learned last week. Officials of both teams reportedly feel that broadcasts of all games will pay off at the gate, inasmuch as the teams will be kept before the public at all times. Stations which will carry games were not announced.

45.0
"HOOPER"*
*(average 5 periods, Winter, 1948)
proves the best buy in
DANVILLE, VA.
is
WBTM
5kw (d) ABC 1kw (n)
Rep: HOLLINGBERY

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There's no need to risk the irritation of a dubbing job where the levels aren't quite matched . . . or the timing is a little off. Not when you can have the benefit of RCA Victor "know-how"! At RCA you enjoy *all* the advantages . . .

- The most modern equipment and facilities in the trade, plus 50 years' experience.
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Send your masters to your nearest RCA Victor Custom Record Sales Studio:

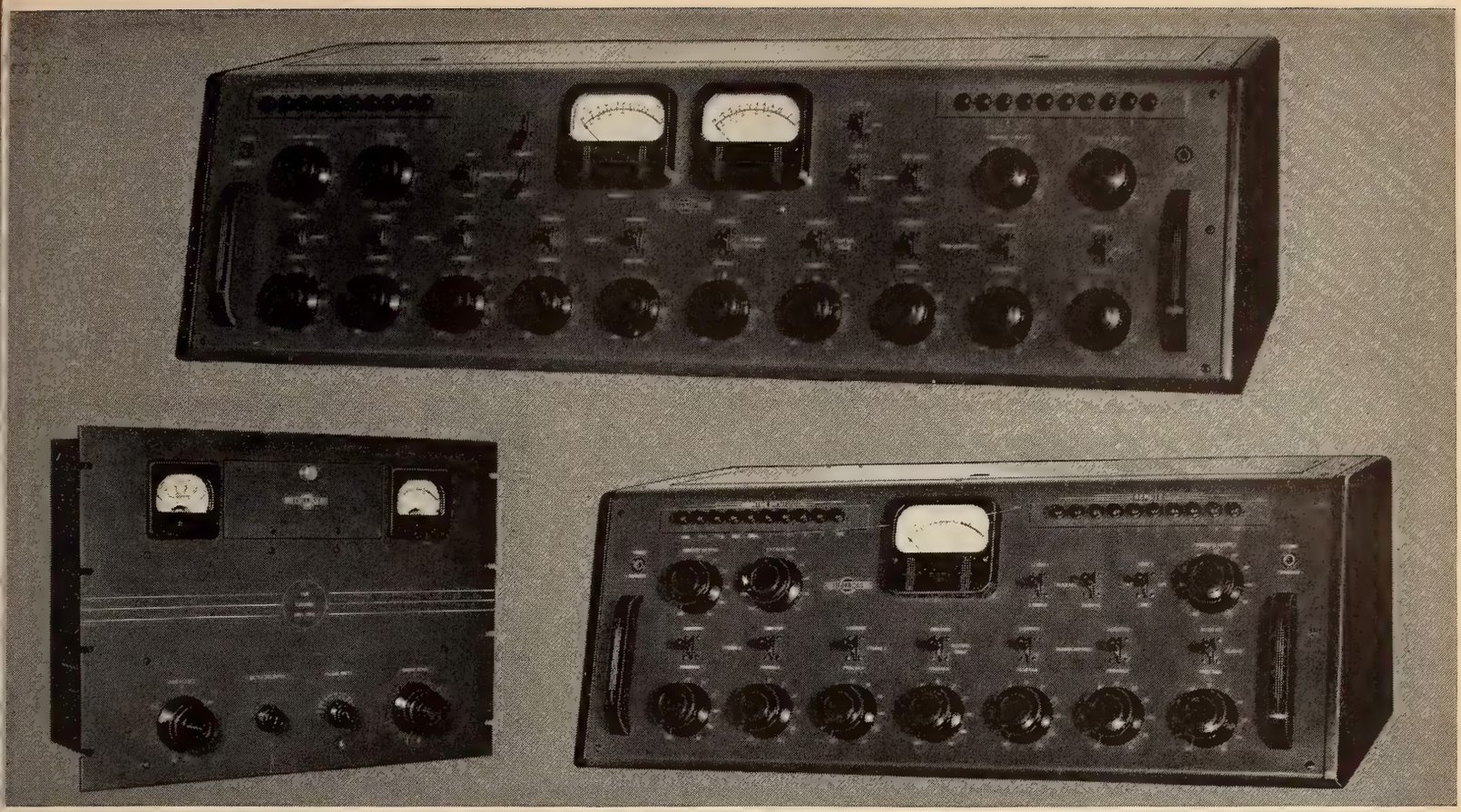
114 East 23rd Street
New York 10, New York
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Chicago 11, Illinois
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RCA VICTOR DIVISION
CUSTOM RECORD SALES



• 26W limiting amplifier • 212A dual channel console • 212B single channel console

"In response to your request..."

Collins offers studio equipment that embodies your specifications

The Studio equipment you get from Collins contains more than good components and workmanship. Your wishes and requirements, based on the experiences of Collins engineers that have designed hundreds of installations, are reflected in each unit or complete, specially engineered installation. Consult the Collins speech equipment catalog for every requirement. Everything from wire to custom built apparatus is described in it. Write to Dept. BC-5, Collins Radio Company, Cedar Rapids, Iowa, to obtain your copy.

26W FEATURES

- Low noise and distortion.
- Adjustable input and output levels.
- Complete accessibility without removing from cabinet.
- Two meters give visual indication of operating conditions.
- Limiting action (in db) indicated by meter on the front panel.

212A FEATURES

- Ten independent input channels (eight low level and two high level).
- High level mixing on all low level channels.
- Remote override for remote following a remote. Also remote cue.
- Studio talkback through interlocked circuits to prevent program interruption.
- Constructed for complete accessibility while in use.

212B FEATURES

- Seven independent input channels (six low level and one high level).
- High level mixing on all low level channels.
- Studio talkback through interlocked circuits to prevent program interruption.
- Constructed for complete accessibility while in use.

These units have many more features. Complete information is given in the Collins speech catalog which is yours for the asking.

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M & W Tower
DALLAS 1

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KNOXVILLE

SET SALE PLAN

ABC Offers AM to TV Mfrs.

ACTING on its belief that radio is a better medium than video for advertising of television receivers, ABC has set up a special 57-station AM network in cities where video is now in operation, and is offering the network for advertising purposes to TV set manufacturers.

In a letter to such firms and their agencies, ABC points out that within a 40-mile radius of these cities are 22,912,880 radio homes, or 19,887,880 more than the 3,025,000 TV homes in those areas.

The letter states that video itself is an inefficient medium for TV set sales since most viewers already are set owners, and that the 19,887,880 radio homes without TV in the 57 areas offer the best immediate prospects for the purchase of video receivers.

K&E's Gift

KENYON & ECKHARDT Inc. has adopted two children under the Foster Parents Plan for War Children as a Christmas present in the name of a group of newspaper and magazine people. Last year the agency adopted one child through the same plan and the year before sent CARE packages to needy families.

Mr. George Castleman
Bermingham, Castleman and Pierce
New York City

Dear Georgie:

Effen yer lookin' fer a place ter sell stuff (an' in th' radio game, who ain't?) why don't overlook th' home town o' WCHS. Noticed in th' paper t'other day thet folks here in Charleston is aspendin' in th' retail market at th' rate o' $1750 a year, whilst th' folks in th' country as a whole is only aspendin' at th' rate o' $891 a year. Now hit don't take no arithmetic shark ter see thet's nearly twict as much as they's aspendin' elsewhere. Looks like Charleston ud be a purty good place ter advertise, don't it Georgie? An' don't fergit, WCHS is West Virginny's Number One Station!



Yrs.
Algy

W C H S
Charleston, W. Va.

Production



LAVERN (Miff) COLTON resigns as announcer for WLAM Lewiston-Auburn, Me., to become program director of WHHH Warren, Ohio.

ART LAMB, formerly with WINX Washington, appointed to staff of WTTG (TV) Washington. He succeeds **CLARKE THORNTON,** who moves to WCUM Cumberland, Md., as program director.

VALENTINE DYALL, British radio actor, starring as *Man in Black* in new mystery series over WASH (FM) Washington and Continental FM Network, Wednesday, 8:30 p.m.

JIM DACEY, formerly on announcing staff of WBLM Elmira, N. Y., and WCBA Corning, N. Y., joins WRAK Williamsport, Pa., in same capacity. **JIM McCANN,** formally with KYW Philadelphia, joins announcing staff at WPEN Philadelphia.

MILTON GRANT, formerly with WTOP Washington and WARM Scranton, Pa., and for past year dividing his time between WINX Washington and WBAL-TV Baltimore, joins regular announcing staff of WINX. **TOM DONAHUE,** formerly with WTIP Charleston, W. Va., where he was known as **Thomas Coman,** also joins WINX announcing staff.

BOB POWELL, former announcer, newsman and disc jockey at WTAD Quincy, Ill.; WGAN Portland, Me.; WMTW Portland, Me., and WAAB Worcester, Mass., joins announcing staff of KDKA Pittsburgh.

JERRY GROVE, formrly of WIP Philadelphia, joins announcing staff of WHAT also Philadelphia.

DAVID BROWN appointed assistant television director at WNBQ (TV) Chicago after working as operations assistant. He has been replaced by **JOSEPH MORTON** of guest relations staff.

SCOTT DOUGLASS, former announcer at WFCI Providence, R. I., joins announcing staff at KGIL San Fernando, Calif.

JACK D. FUNK, formerly with KECK Odessa, Tex., KHMO Hannibal, Mo., and KSIL Silver City, N. M., joins KXOX Sweetwater, Tex., as program director.

BRUCE ANSON, formerly NBC Hollywood announcer, joins KTTV (TV) Los Angeles in same capacity.

GERRY HARRIS, senior student at Seton Hall College, joins WMTR Morristown, N. J. He has had announcing experience at school's station, WSOU-FM Seton Hall.

DANNY WEBB, m.c. for WPIX (TV) New York, given charter by National Laugh Foundation to conduct "School for Junior Comedians" beginning in January.

HARRISON T. (Chick) KIMBALL, artist bureau director for WSB Atlanta, is the father of a boy, J. Carlton.

PAUL SPEEGLE, program manager of KNBC San Francisco, named chairman of advisory committee on radio procedure for 1950 Easter Seals campaign for state of California.

MILTON BERLE, star of *Texaco Star Theatre,* sponsored Tuesday, 8-9 p.m. by The Texas Co. on NBC-TV, will take two-week vacation from his comedian-m.c. chores. Program will be viewed this week and next with guest emcees, and Mr. Berle will return Dec. 27. Kudner Agency, New York, handles show for Texaco.

BILL EDMONDS, WMGM New York announcer, is the father of a boy, James Meade, born Nov. 28.

MADELINE CHENOWITH, program secretary for WASH (FM) Washington and Continental FM Network, and **ROBERT M. FRAZIER,** radio engineer, have announced their marriage.

JOE WILSON, sports director at WBKB (TV) Chicago, re-elected president of Chicago chapter of Sports Broadcasters Assn. for second consecutive year.

PAUL HANCOCK, member of television station relations staff of NBC, is the father of a girl born Nov. 22..

DAVE GARROWAY, NBC-TV star, will receive third annual award of Junior Advertising Club of Philadelphia Dec. 15.

REINALD WERRENRATH Jr., television field director at NBC's Central Div., is the father of a boy, Peter Christian, born Nov. 17.

Darby Named Senator

HARRY DARBY, Kansas City industrialist, has been nominated by Kansas Governor Frank Carlson to succeed the late Sen. Clyde M. Reed (R-Kans.) in the U. S. Senate [BROADCASTING, Nov. 14]. Whether Mr. Darby will replace Mr. Reed on the Senate Interstate & Foreign Commerce Committee must be determined by the Republican Policy Committee when Congress reconvenes.

'ROSS' SHOW

MBS Okays Short Term

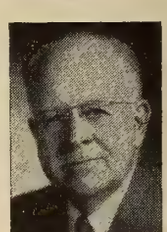
MBS DECIDED last week to allow affiliates to sell short-time cooperative contracts for its *Lanny Ross Show,* aired Mon.-Fri., 12:15-12:30 p.m. Contracts, to cover the period from Dec. 6 to Dec. 20, will enable local sponsors to advertise Christmas merchandise.

Departure from the usual policy of 13-week minimums was decided upon after numerous requests from MBS stations for permission to take advantage of the Christmas business opportunity. One day after requests had been granted, MBS announced, 20 local sponsors had signed.

'MR. KOA'

Moore Retires After 20 Years

CLARENCE C. MOORE, dean of Rocky Mountain radio, will retire on Dec. 31 as KOA Denver program manager to enter private business, Lloyd E. Yoder, station manager, has announced. Called "Mr. KOA" by his associates, Mr. Moore has been with the 50 kw NBC outlet since August 1929.



Mr. Moore

Succeeding Mr. Moore will be Earle C. Ferguson, 39, KOA production manager, and Mr. Ferguson's position will be filled by his present assistant, William G. Walker, 34. Mr. Moore joined the KOA staff in 1929 as an announcer, singer and dramatist, and in 1934, he relinquished microphone duties to become the station's program manager.

On Jan. 3, Mr. Moore will begin directing all his energies to a hardware business bearing his family name and of which he has been president for many years. A graduate of Case School of Technology and a World War I veteran, Mr. Moore is a part-time instructor at Denver U. He also is acting director of the Rocky Mountain Radio Council.

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RECORDING CORPORATION
Paramus, New Jersey
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THE WORLD'S FOREMOST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

Respects

(Continued from page 36)

programs originating from San Francisco. In fact, at one time, he was supervising slightly more than 400 programs weekly. He was overseeing such programs as *Carefree Carnival, One Man's Family, America Sings, Night Editor,* and *Spotlight Revue* among others.

Likewise during this period he was associated with talent who have since climbed the ladder to success—like Vera Vague, Meredith Willson, Al Pearce, John Nesbitt, Cliff Nazarro, Alvino Rey, Hal Burdick, Paul Martin, Tim & Irene Ryan. Several others, then talent, have moved on in the agency field—Cece Underwood of Warwick & Legler, Arnold Maguire of Foote, Cone & Belding, Don Cope of Ted Bates Co.

Takes New Post in 1936

In July 1936, the post of assistant to the vice president was created, and Lew Frost was assigned to these duties. When Hollywood began to grow as the western center of radio and the balance of NBC power shifted from San Francisco, in October 1937 he went south. In June 1944, he resumed the duties of program manager for the Western Division, combining them with his responsibilities as assistant to Mr. Strotz. This dual responsibility remained in force until November 1946.

Ever mindful of his own career, Mr. Frost is a boon to young men with talent other than those they are currently employing. He makes it a pat practice to keep informed on "the other talents" of NBC personnel and is constantly aware of "the importance of looking for young men who can do other things."

To him, the temperamental artist notion is just plain tom-foolery. Artists, he says, are anxious for honest criticism providing it is constructive; and, from him, many have learned that is the only type of criticism he is capable of giving.

When he feels it is necessary to criticize a program, he has always been known to say "why." "If I can't say why I think something is wrong, then I don't say it," he avers. "After all," he reasons, "I may not think a show is very funny but the public might disagree with me and the public is the one we are striving to please."

A native of Denver, Lew Frost was born Aug. 1, 1899. He married Fern Hobson May 22, 1927. Today they make their home in suburban Westwood.

Organizationally, Mr. Frost is a member of the Los Angeles Chamber of Commerce and the Hollywood Advertising Club. In addition he has taken an active part in numerous civic and charity drives in the community, serving as a member of the radio committee.

HOUSEWORK EASY?

WKYW D. J. Finds Out

DISC JOCKEY that he is, Del Roy of WKYW Louisville, Ky., finds talking part of his trade. In the future, however, he says he'll be more careful when he makes with the words.

On his disc program, *The Del Roy Show,* he commented: "Housework isn't so bad. There are a lot of days I'd trade discs for dishes. If any of you listening ladies think being a disc jockey is a lead pipe cinch, I'll change jobs with you any day." That did it.

The next mail brought an avalanche of housewives' comments, all to the effect that they'd like to see Del Roy change diapers instead of discs. Thereupon came the contest with the homemakers writing letters on the subject, "Why I'd like to trade jobs with Del Roy for a day." Contest winner was Mrs. Hugh Bailey, wife of a Louisville policeman and mother of three children.



'Housewife-for-a-day' Del Roy does a few dishes.

* * *

Duties performed by Mr. Roy included changing the baby, washing the breakfast dishes, wiping the stove, sweeping and dusting the apartment, defrosting the refrigerator, washing venetian blinds, bathing three-year-old Ray, baking a chocolate cake for supper, preparing the entire supper and finally, cleaning the supper dishes. Next day, Mrs. Bailey joined Mr. Roy at WKYW, and the show became the Jean Bailey program for the day.

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For the wise Broadcaster
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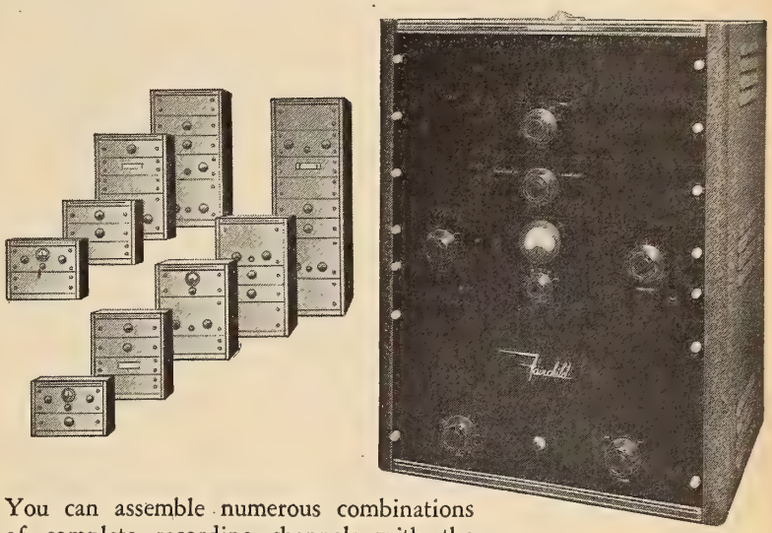
Employers Reinsurance Corporation
Insurance Exchange Bldg.,
Kansas City, Missouri

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SOLUTION:

***Select from 14 Basic Units of the* FAIRCHILD Unitized Audio System**



You can assemble numerous combinations of complete recording channels with the Fairchild Unitized Amplifier System, which includes 14 basic units.

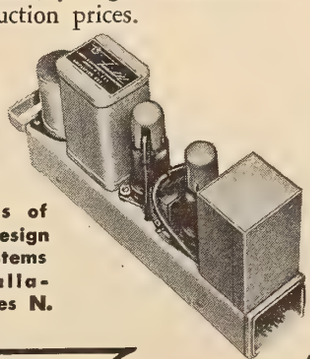
Related units are simply plugged in, or cabled together. It's that easy . . . that quick. Units can be combined to meet the special requirements of a given installation. If requirements change later, the units can be rearranged and the system expanded with no loss of initial investment. With this versatile Fairchild System, you get custom construction at production prices.

14 BASIC UNITS

- Power Amplifier
- Preamplifier
- Pickup Preamplifier-Equalizer
- Line Amplifier
- Output Switch Panel
- Input Switch Panel
- NAB Equalizer
- Variable Equalizer
- Diameter Equalizer
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- VU Meter Panel
- Bridging Device
- Auxiliary Power Supply
- Cuing Amplifier

Consult us about your specific needs.

Write for series of helpful articles, "Design of Recording Systems and Actual Installations." Ask for Series N.



Fairchild
RECORDING EQUIPMENT CORPORATION
154TH ST. AND 7TH AVE. WHITESTONE, L. I., N. Y.

JORDAN NAMED
President of Texas AP Assn.

CHARLES B. JORDAN, vice president of KFJZ Fort Worth, has been re-elected president of the Texas Associated Press Broadcasters Assn., the group announced last week.

Election was conducted by mail ballot pursuant to a decision made at the cooperative's Dallas meeting, Oct. 2. Others elected are: Pat Flaherty, KPRC Houston, vice president succeeding Joe Leonard Jr., KGAF Gainesville; Jim Alderman, WRR Dallas, re-elected secretary-treasurer.

Facsimile Gift

FACSIMILE equipment valued at $40,000 has been turned over by *The New York Times* to the Graduate School of Journalism, Columbia U., New York. The apparatus, which will be used for training journalism students in electronic communications, includes transmitters and console receivers which students will use for experimental development of news and printing for FM transmission. Elliot A. Crooks, vice president of Radio Inventions Inc., New York, will direct the experimental and teaching program.

ARE YOU SUITED FOR VEST (Ky.)?

We tip our hat to you if you can successfully button Vest (Ky.) into your promotion plans for Kentucky! Most merchandisers find that outer belt of the State too loose for their needs!

So at WAVE we roll up our sleeves and broadcast exclusively to our own tailor-made market, the Louisville Trading Area. This one concentrated market accounts for 76.5% *as great drug sales*, for example, as all the *rest* of the State put together!

Try WAVE for size, Sir. We'll give you a real fit, but no fits!

LOUISVILLE'S WAVE
NBC AFFILIATE . . 5000 WATTS . . 970 KC
FREE & PETERS, INC.
National Representatives

News

WILEY S. MALONEY, with United Press for 13 years, and most recently with public relations department of Pillsbury Mills Inc., Minneapolis, appointed director of news and special events for WCCO Minneapolis-St. Paul effective Dec. 15. He succeeds SIG MICKELSON, who becomes director of discussion division for CBS [BROADCASTING, Dec. 5].

JAY J. HEITIN, former program manager at WHYN-AM-FM Holyoke, Mass., appointed news and special events director for WNBC and WNBT (TV) New York. He joined WHYN as an announcer in 1942, later working in station's publicity, promotion, special events and program departments. He succeeds FRED S. HEYWOOD, who has resigned to join WBAL-AM-TV Baltimore, as publicity-promotion manager.



Mr. Heitin

ELBIE FLETCHER, first baseman for Boston Braves, signed to contract as sportscaster during off-baseball season by WBZ Boston.

EARLE ROSS, sportscaster for CKCW Moncton, N. B., and Elsie Jensen announce their marriage.

MEL ALLEN, sportscaster for CBS, awarded honorary membership in Alpha Epsilon Rho, national honorary radio fraternity, and in American Assn. for Education in Radio for his "high standards in broadcasting." Awards were made recently at U. of Alabama.

GRADY COLE, commentator and farm editor of WBT Charlotte, N. C., appointed member of North Carolina Communications Study Commission.

OKLA. AP OUTLETS
Pledge News Exchange

OKLAHOMA Associated Press radio stations have followed the trend of other state AP groups by pledging themselves to the exchange of news among members, the AP reported last week.

Following the keynote set by speaker James L. Todd of KSIW Woodward, the state group, meeting at Oklahoma City a fortnight ago, agreed to be on the alert for stories or tips to be turned over to AP bureaus there and in Tulsa for distribution to the cooperative's facilities. The members agreed that stations have the same responsibilities as AP newspapers in making news available to the group's wires.

PLANS for construction of FM transmitter are included in proposed five-year plan to be launched by the Polish Radio in 1950. Plan also includes contemplated five and half million radio radio licenses and one million loudspeakers, with existing tranmitters to be given increase in power.

WINS SALE HIT
Employes Petition FCC On Pope Purchase

A COMMITTEE of 64 employes of WINS New York petitioned FCC last week against the proposed acquisition of the station by Generoso Pope's Il Progresso Italo-American Publishing Co., owner of WHOM Jersey City [BROADCASTING, Sept. 26].

They noted that Il Progresso proposes to turn the 50 kw station, now owned by Crosley Broadcasting Corp., into a foreign-language outlet. This, they maintained, not only would "necessitate the dismissal of practically all of the present employes" but would "not be in the public interest."

"To devote such facilities (1010 kc, 50 kw day, 10 kw night; CP for 50 kw fulltime) to foreign-language broadcasting to relatively small minorities and, at the same time, to delete the present programming which is of such general and widespread public interest would be an inefficient and wasteful use of the facilities," the petition asserted.

WINS' sports and news coverage "are especially newsworthy" and the station ranked fifth in listeners among New York AM stations in the A.C. Nielsen Co. survey for June 1949, the Commission was told.

The petition, filed by former FCC Chairman James Lawrence Fly, maintained that "the very principle of foreign-language broadcasting is a questionable one." In support, the petition cited views expressed by FCC examiner Hugh B. Hutchison in an initial decision on applications for the facilities formerly used by WORL Boston [BROADCASTING, Nov. 7].

The only public-interest justification of foreign-language broadcasting, the petition continued, "is in terms of radio service to foreign-born persons who are presumed to be so unfamiliar with the English language and so unassimilated into the general stream of American life that a specialized approach is required if the various benefits of radio are to be accessible to them. Necessarily, as time goes by, this justification becomes less and less persuasive because the number of such unassimilated foreign-born is continuously being reduced. . . ."

New York City's foreign-born white dropped from 33.1% of the total population in 1930 to 27.9% in 1940, the petition continued. Since "many of the foreign-born have learned the English language and have become integral parts of the New York metropolitan community," it was argued, "the above figures exaggerate whatever need there still may be for such specialized broadcasting."

Any remaining need for foreign-language programs in the New York area, the committee continued, is "more than satisfied" by Mr. Pope's WHOM and by WEVD, WBNX, and WOV New York.

The petition also said Mr. Pope "has personally told the committee of petitioners that the assignee could do no more than absorb a few of the present employes."

The committee said it represented all WINS employes except supervisory personnel. It asked that the transfer application be set down for hearing with its representatives participating.

Counsel for Mr. Pope said they would file an answer to the committee within a few days. Under the proposed transfer Mr. Pope would acquire the station for $512,500. Under the duopoly rule he would be required to dispose of WHOM.

REL Merges Operations

RADIO ENGINEERING Labs., Long Island City, N. Y., has consolidated operations into its main plant, after completion of improved factory layout and office facilities expansion. REL manufacturers FM broadcasting and communications equipment. Firm's general offices are now located at 36-40 37th St., Long Island City, 1 N. Y., telephone Stillwell 6-2101, teletype New York 4-2816.



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WNAR'S HERO

Announcer Fights Fire

WNAR Pottstown, Pa., now has a hero on its staff. Charles M. McGregor, the station's news announcer and representative, acted to the demands of the moment when disastrous $350,000 fire raced through the downtown business section of the city and destroyed WNAR's studios recently. WNAR reports Mr. McGregor was alone in the station on the second floor when the fire started.

He stayed in the building and made certain that no one was trapped inside, then aided firemen in their efforts to combat the fire. Smashing his way to the third floor, the WNAR announcer led the firemen to a vantage point from which to check the blaze. Later, at the height of the blaze, Mr. McGregor single-handedly hoisted a fireman, who had been overcome from the smoke, across several roofs to safety. He then returned to the roof to assist in leading still another fireman to safety.

His fire-fighting heroics were broken off only long enough to reach Norristown 20 miles away where he announced the regular hour-long *Pottstown Hour* show. On the program he gave WNAR's listeners an eye-witness account of the fire. Later in the day, this man of unlimited energy provided Harrisburg's WHP with an eye-witness story for its evening news show, and finally was forced off the fire-fighting line when he was sent to Pottstown's Memorial Hospital for two-day treatment for smoke inhalation.



TOP national radio award in the second annual "Life Line of America Trophy" competition of the Grocery Manufacturers of America Inc. goes to Kay West, women's program director of Westinghouse's KEX Portland, Ore. Presenting the trophy is Paul S. Willis (l), president of GMA, is Walter E. Benoit, vice president of Westinghouse Radio Stations Inc., holds the accompanying commemorative plaque awarded to KEX.

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A Service of Radio Corporation of America
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AT SPEAKERS table during a luncheon of the NAB District 15 meeting in San Francisco are (l to r): Arthur Westlund, KRE Berkeley and head of California Broadcasters Assn.; NAB President Justin Miller; Glenn Shaw, KLX Oakland, district director; Carl Haverlin, BMI; Clyde Coombs, KARM Fresno and KROY Sacramento; William Smullin, KIEM Eureka.

* * *

NAB DIST. 15

Plan To Reduce Districts Meets Opposition

PROPOSED shuffling of the NAB's 17 districts to reduce the number of areas and effect operating economies met with opposition at the Dec. 1-2 meeting of NAB District 15. Meetings were held at the Mark Hopkins Hotel, San Francisco, with Glenn Shaw, KLX Oakland, presiding as district director.

District 15 adopted a resolution in which the membership "insists that the present number of districts of NAB be maintained." The re-districting idea has been studied for several months at NAB headquarters. New state alignments were submitted to the board last month but no action was taken.

The disturbed NARBA situation, which has brought resolutions from a number of NAB districts, drew action from the San Francisco group, which urged "continued NAB insistence that the State Dept. and other government agencies protect the rights of the American people in an equitable allocation of international frequencies."

Other resolutions commended the board and President Justin Miller along with the NAB staff "for the economy trend and practical approach to the problems of today's broadcasters in the NAB operation, as evidenced in the last six months." Broadcast Advertising Bureau and Director Maurice B. Mitchell, employe relations work of Richard P. Doherty and the research achievements of Dr. Kenneth H. Baker were praised as was President Miller's work on behalf of free speech.

The district urged that the per program-blanket music ratio be applied in TV music license contracts. Increased use of BMI music was favored and the FCC proposal to increase minimum FM hours was opposed. The regime of Director Shaw was commended.

Judge Miller, Mr. Doherty and Mr. Mitchell conducted their regular district meeting sessions, with many of the delegates terming the meeting the best in years. Official registration totaled 75 but another 50 persons actually took part in the sessions.

Philip G. Lasky, KSFO San Francisco, presided at the labor meeting. Jules Dundes, KCBS San Francisco, was chairman of the sales managers meeting.

REGISTRATION DISTRICT 15 DECEMBER 1-2

Sheldon Anderson, KCOK Tulare; George Arnold, KSMO San Mateo; Howard Bailey, KWG Stockton; Arden Booth, KDAN Oroville; Don Bowerman, United Press, San Francisco; Harold J. Brown, KMJ Fresno; Ira Cave, Pacific Tel. & Tel., San Francisco; L. E. Chenault, KYNO Fresno; Keith Collins, KFBK Sacramento; Clyde Coombs, KARM Fresno; Walter Davison, Lang-Worth, Hollywood; Ianthe Densmore, KROG Sonora; A. G. Diederichs, NBC, San Francisco; Richard P. Doherty, NAB, Washington; Glenn Dolberg, BMI, Hollywood; W. I. Dumm, KSFO-KPIX (TV), San Francisco; Jules Dundes, KCBS San Francisco.

Melton Ferris, C. P. MacGregor, San Francisco; George Greaves, KNBC San Francisco; Gayle V. Grubb, KGO San Francisco; Wilt Gunzendorfer, KROW Oakland; Carl Haverlin, BMI, New York; Kolin Hager, SESAC Inc., New York; Charles T. Haist, General Electric, San Francisco; J. M. Hall, KSBW Salinas; Ray V. Hamilton, Media Brokers, San Francisco; John J. Hamlyn, McClatchy Broadcasting System, Sacramento; Arthur H. Hayes, KCBS San Francisco; Carroll Houser, KHUM Eureka; Grant Holcomb, KCBS San Francisco; Hewitt Kees, KOH Reno; Ewing C. Kelly, KCRA Sacramento; Charles H. Kinsley Jr., KYOS Merced; Phil G. Lasky, KSFO-KPIX (TV) San Francisco; Joe E. Levitt, KXRX San Jose; Bert Lown, Associated Program Service, New York.

Charles F. Mallory, KSJO San Jose; Jack MacFarland, KECC Pittsburg; M. Marquardt, World Broadcasting, Hollywood; Mel Marshall, KECC Pittsburg; L. R. Matushak, McClatchy Broadcasting System, Sacramento; J. E. McKahan, KSUE Susanville; David McKay, KOLO Reno; Lee Mikesell, KSAN San Francisco; Justin Miller, NAB, Washington; Frances Miner, KROG Sonora; Maurice B. Mitchell, BAB, New York; H. Morgan, KSBW Salinas; Wellington Morse, KWBR Oakland; W. B. Murphy, KSUE Susanville; Richard O'Donnell, KSJO San Jose; Clifford E. Ogden, Capitol Records, Hollywood; William D. Pabst, KFRC San Francisco; Sol Paul, BROADCASTING, New York; C. F. Pendleton, KJBS San Francisco; Grant Pollock, KVON Napa.

Ken Randolph, KSBW Salinas; Leo Ricketts, McClatchy Broadcasting System, Sacramento; Bob Rogers, KSGN Sanger; Fred Ruegg, KCBS San Francisco; Charles P. Scott, KSRO Santa Rosa; John Schacht, KMOD Modesto; Paul M. Segal, Washington, D. C.; Glenn Shaw, KLX Oakland; Clint Sherwood, KSAN San Francisco; Bill Simpson, KTMS Santa Barbara; George S. Smith, Washington, D. C.; Wm. B. Smullin and Bert Speer, KIEM Eureka; George Statdmuller, KCBS San Francisco; Orville Stiff, KMOD Modesto; Ralph Stillings, KOLO Reno; Robert L. Stoddard, KATO Reno; Lewis Tee-Garden, Standard Radio Transcriptions, Hollywood; Hugh Turner, KTIM San Rafael; S. W. Warner, KWBR Oakland; Arthur Westlund, KRE Berkely.

Finally—By Heck

FOR ALMOST a year WWDC Washington couldn't give money away, but a D. C. housewife finally cracked a $1,060 jackpot, ending one of the longest local giveaways on record. Mrs. Warden H. Pike won the windfall by identifying "By Heck" on the station's daily Mystery Melodies. Jackpot had been mounting since Dec. 16, 1948, with amounts added each day on the five-minute show, aired at 1:15 p.m. Mrs. Pike was paid in cash, WWDC reported — just before the Thanksgiving holiday.

Gates *has it*

IF IT IS FOR A
BROADCASTING STATION
GATES RADIO COMPANY
QUINCY, ILLINOIS
TELEPHONE • 522
WASHINGTON, D. C.
TEL. METROPOLITAN 0522

TELEPHONE ADS

Radio Adaptable, Says Brown

IN a letter to the Southern Bell Telephone Co., Walter Brown, president of WORD Spartanburg, S. C., points out that radio is adaptable to telephone advertising and expresses the opinion that radio can do a much more effective job than newspapers. Mr. Brown sent the letter after reading a newspaper ad which explained the company's plan to have a pretty young lady call on telephone subscribers and teach them to use the dial system.

"More important," Mr. Brown stated, "the relationship between radio and telephone is so much closer than that between the telephone company and the printed word. We both operate through the ear, while newspapers operate through the eye."

New WJBC Facilities

NEW technical facilities of WJBC-AM-FM Bloomington, Ill., were dedicated last Wednesday with a three-hour variety show, featuring Jim Ameche as guest star. Developed under the direction of Chief Engineer Ted Bailey, the new construction includes a 400-ft. tower with FM pylon antenna, ground system for AM, transmitter building, AM and FM transmitters, control equipment and a technical workshop. AM power remains at 250 w on 1230 kc; FM, on 101.5 mc, is increased from 250 w to 3 kw with 15 kw ERP. WJBC-AM-FM is owned and operated by Bloomington Broadcasting Corp.



Share -of- Audience

Sept.-Oct. 1949

MORNING	41.3
AFTERNOON	37.2
EVENING	28.6

First By Far

● WFBL

SYRACUSE, N. Y.

Represented by
FREE & PETERS, INC.

Allied Arts



RICHARD GOLDEN, formerly of Schwerin Inc., New York research firm, joins Lester Lewis Assoc., New York television packaging and personal management firm, to write *Eliose Salutes the Stars* show on DuMont. **FLORENCE ROMAN,** formerly with ABC-TV, made production assistant for association, and **MARIE STROUD** promoted to casting director, succeeding **ROBERT QUARRY,** resigned.

AL STINE, TOM CUNNINGHAM, GERALD SWISHER and **MARK KNIGHT** named executive representatives of Associated Press.

BERT LIND rejoins Ted Hudes Radio Productions, New York, as associate producer of transcribed radio programs and television films. She formerly worked with company on production of series of transcribed radio shows on displaced persons.

HERB HARRIS, formerly with production department of NBC, New York, and **MARK SCOTT,** former sales production manager at WLOW Norfolk, Va., join sales division of United Artists Television, New York.

ALLAN H. GILLIS, president of Gillis-Edwards Productions, Hollywood, is the father of a girl, Nancy.

TELENEWS-INS, New York announces signing by KPHO-TV Phoenix, Ariz. and KPIX-TV San Francisco for its *This Week In Sports.* Show will be sponsored on KPHO-TV by TV Corp., Phoenix radio and TV set dealer.

CARDINAL Co., Hollywood (radio-television producer), announces it will distribute all unreleased program series submitted by radio packagers. Firm seeks not only to find immediate way to expand its supply of available transcribed programs but to provide national release for "capable independent packagers who have failed to obtain a sales outlet."

Equipment

JOHN D. SMALL, former administrator of Civilian Production Administration, and more recently president of Maxson Food Systems Inc., named executive assistant to president of Emerson Radio & Phonograph Corp., New York.

DAVID T. SCHULTZ, vice president and treasurer of Raytheon Manufacturing Co., New York, elected to firm's board of directors. He has been vice president and treasurer of Raytheon since its formation in 1928, and was treasurer of its predecessor company since the previous year.

HOFFMAN RADIO Corp., Los Angeles, purchases Hoffman Sales Corp., distributing agency for firm's products in Los Angeles and San Francisco.

INSULINE Corp. of America, Long Island City, N. Y., acquires additional factory space totaling 10,000 square feet, supplementing firm's present quarters. Facilities will be devoted to manufacture of television antennas and accessories.

R. M. (Bob) WARE, sales-engineer representative for Gates Radio Co., Quincy, Ill., resigns from company. He is former owner-manager of WBHB Fitzgerald Ga. and was responsible for construction of station. His future plans have not been announced.



Mr. Ware

NATIONAL RECORDER Co., Los Angeles, announces development of new tape recorder which features two hours recording time (at 7.5 inches per second) and needs no rewinding before play back.

Newsman Ed Murrow

PROFILE sketch of Edward R. Murrow, CBS' famed news analyst and commentator, is featured in the *Saturday Evening Post* issue of Dec. 10. Author Wesley Price, a *Post* associated editor, tells in "Murrow Sticks to the News" how Mr. Murrow sifts facts from opinion and refrains from "telling people how to think." The commentator, observes Mr. Price, "lacks two distinctions: He has never been called a liar by a President of the United States, nor been accused of hounding a Cabinet officer to his death." Article begins with Mr. Murrow's war reporting and traces his return to radio (post war) then flashes back to biographical data concluding with a description of Mr. Murrow's newscasting technique. Mr. Murrow, says Mr. Price, was the "first of a new breed"—the "true" radio correspondent.

HOSPITAL FUND

Ad Men Ask United Fron

TOP EXECUTIVES of three leading advertising agencies have formed a united front on behalf of the United Hospital Fund in an appeal to executives in the advertising profession.

Bruce Barton, chairman of the board of BBDO, New York; H. K. McCann, board chairman of McCann-Erickson Inc., New York, and Stanley Resor, president of J. Walter Thompson, New York, have each personally signed 1,000 letters of appeal. The letters state that "today the importance of keeping these voluntary hospitals self-supporting is all the clearer, since they present a strong bulwark against 'socialized medicine' and the collectivism it represents."

HOLDS COURT

WGPA-FM Airs Inquest

A CORONER'S inquest recently was brought to life for WGPA-FM Bethlehem, Pa., listeners. Station owned by *The Bethlehem Globe-Times,* converted its main studio into a courtroom where proceedings were held and broadcast.

Arthur C. McCracken, WGPA-FM manager, offered use of the station's facilities for the inquest (investigating the mysterious death of a local night club hostess) as a public service. The station believes it is the first time that a station has thus pioneered to link news presentation with public service.

Members of the *Globe-Times* news staff intermittently aired detailed descriptions of testimony given on the stand and other activities. Front of the main studio, according to the station, was arranged in courtroom fashion with sections marked off for jurors, the coroner and district attorney's staff, counsel representing principal witnesses, and for witnesses questioned. A special section was used by local area newsmen and wire service reporters. According to WGPA-FM, studios and lobbies were jammed to capacity two hours before the inquest was scheduled to begin at 8 p.m.

For Sale

RADIO TOWERS

4 135-ft. Blaw Knox self-supporting towers.

10 200-ft. Skyline Guyed towers (originally micro-wave relay towers, two of them tied together with reflector screen on top, making five relay units; or broken down, will make ten single 200-ft. guyed towers for AM stations, police, cab radio, etc.)

Most of this equipment has never been erected.

SCHUMAKER
CONSTRUCTION COMPANY
Erectors of Towers, Antennas, and Coaxial Cables
East Michigan Street—Michigan City, Ind.

In the Public Interest

Help for Polio Victims

THE POWER of radio was aptly demonstrated in WEST Easton, Pa.'s polio drive conducted this fall. Because the Easton Hospital polio ward was full, the station was contacted and asked to appeal for $6,800 with which to buy a quonset hut for the overflow of severe cases. The appeal was carried by the station for three days on four programs. Contributions totaling $45,360.09 were jointly received by the hospital and WEST. One victim, a 17-year-old girl who had been stricken while visiting her grandparents, looked forward to a lonely birthday in the hospital. The station appealed for cards for her and again the response was tremendous. Nearly 2,000 cards, a radio, a cake, two baskets of fruit and many handkerchiefs were sent for her birthday celebration.

* * *

Station Saves Life

A 22-MONTH-OLD girl, Cheri Tucker of Enid, Okla., was critically ill with a malignant tumor recently and needed specialist treatment. Her family could not afford it, so a call for help went out to KCRC Enid. An appeal for contributions was broadcast on five newscasts over a three day period. One thousand dollars was collected, and the drive was called off, but station had to broadcast further bulletins because contributions were no longer necessary. The final total collected for the child was more than $1,200.

* * *

WDAD Gets Results

A LOCAL war hero, "Bud" Baird of Indiana, Pa., who was badly burned during the war, is singing the praises of WDAD Indiana, Pa. The Indiana VFW, upon hearing of Mr. Baird's release from the hospital, started a drive for funds to provide a car for the veteran. Local papers were first used in the appeal for $2,000. After two weeks netting only $200, WDAD was contacted. Five days of "plugs" on WDAD produced well over the needed sum as well as seat covers, gasoline and free repairs for one year. Goal was reached just six hours before the surprised veteran returned home. WDAD was presented a plaque by the national VFW in recognition of this service.

* * *

Family X

ON Thanksgiving Day WKBW Buffalo, N. Y., aired a special dramatic presentation, *Thanks for Family X*. Story centered around an impoverished family of 13 children who were too proud to ask organized charity for help. Show recounted how Larry Lawrence, disc jockey for WKBW, began broadcasting SOS's for the family Nov. 4. The family received a Thanksgiving dinner, a year's supply of coal and milk for the children, as a result of the WKBW broadcasts.

Reaching
4,000,000 PEOPLE
KWKW
Pasadena - Los Angeles
NATIONAL REP. FORJOE & CO.

LORILLARD CO.

$250,000 Cigar Budget Set

P. LORILLARD Co. has created a new cigar division and established a cigar advertising budget of more than $250,000, Alden James, director of advertising, revealed last week.

Since radio has been so successful for P. Lorillard Co. with its Old Gold cigarettes, which are currently sponsoring part of *Stop The Music* and the *Original Amateur Hour*, both on ABC, it is safe to assume that part of the cigar advertising budget will be used in radio, a spokesman at Lennen & Mitchell, the agency handling P. Lorillard & Co., told BROADCASTING.

Frank Hopewell, vice president of P. Lorillard, has been named to direct operations of the newly formed cigar division. J. J. O'Connor has been named assistant general manager.

A radio campaign also has been recommended for the firm's Beechnut Tobacco as part of its 1950 advertising plans, it was reported.

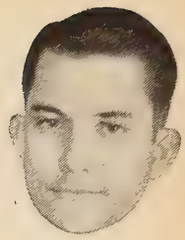
Lang-Worth Additions

LANG-WORTH feature programs has announced 38 additional renewal contracts for the new eight-inch library. Stations are: KBIO Burley, Ida.; WICA Ashtabula, Ohio; WING Dayton, Ohio; WFIN Findlay, Ohio; WPFB Middleton, Ohio; KFOX Long Beach, Calif.; KXIC Iowa City; WMDN Midland, Mich.; WKNX Saginaw, Mich.; KYJC Medford, Ore.; WISR Butler, Pa.; WMCK McKeesport, Pa.; WMGW Meadville, Pa.; WJAS Pittsburgh; WPIC Sharon, Pa.; WMAJ State College, Pa.; KMHT Marshall, Tex.; KXLE Ellensburg, Wash.; WSOY Decatur, Ill.; WTAX Springfield, Ill.; KCOG Centerville, Iowa.; KWOS Jefferson City, Mo.; WFAH Alliance, Ohio; WJMO Cleveland; WHKC Columbus; WTNS Coshocton, Ohio; WHUN Huntingdon, Pa.; KXIT Dalhart, Tex.; KMUR Murray, Utah; WKBZ Muskegon, Mich.; KGW Portland, Ore.; WSNY Schenectady; WOOD Grand Rapids; WFUR Grand Rapids; WKNK Muskegon; WPIK Alexandria, Va.; KOMW Omak, Wash.; WGBA Columbus, Ga.

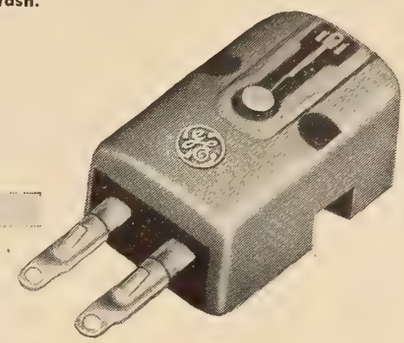


O. E. Vanerstrom
Station KBRC,
Mount Vernon, Wash.

Station Engineers Prefer...



William E. Moats
Station WCCP,
Savannah, Ga.



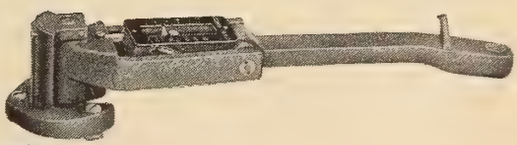
VARIABLE RELUCTANCE CARTRIDGE

Performance—not words—sells cartridges to broadcast stations. That's why you'll find so many station engineers who specify General Electric—for fine reproduction, for long life, for economy.

Stylii are available in 1, 2.5 and 3 mil radii for use with this cartridge. Sapphire $2.10; Diamond $16.50.

Compare this price with anything on the market!

Type RPX-046 Cartridge less stylus—
Net to broadcasters..... $6.87



TRANSCRIPTION TONE ARM

Especially adapted for use with the G-E Cartridge. Made of strong, feather-light magnesium. Exceptionally good when tracking old or warped records. Excellent bearings. Mounts on standard broadcast turntables.

Type FA-21-A. Net to broadcasters..... $41.00

GENERAL ELECTRIC

General Electric Company
Electronics Park—Bldg. 1, Room 1
Syracuse, New York

Please send me free bulletins with complete specifications on the G-E Cartridge and Transcription Tone Arm.

NAME.....

ADDRESS..... STATION.....

CITY..... STATE.....

CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Manager, new local station. Want experienced civic-minded general manager to establish station and operate profitable. WCDL, Carbondale, Pa.

Salesman

Central Michigan 24 hour station has opening for aggressive experienced salesman with proven record. Job open immediately. WKNK, Muskegon, Mich.

Rocky Mountain ABC affiliate associated with newspaper has opening for salesman. Experience necessary. Good secondary market. Car required. Send complete resume with photo in first letter. Box 423D, BROADCASTING.

Transcription salesmen, outstanding productions, liberal commission basis. Box 458D, BROADCASTING.

Washington area's most powerful independent anticipates future need for salesmen, announcers, first class engineers. Write Howard Stanley, WEAM, Arlington, Va.

Announcers

Wanted, experienced announcer-operator with first class ticket. Position available immediately at good starting salary. Box 441D, BROADCASTING.

Florida local needs good announcer who can double as salesman and local newsman. Half air time. Fifty dollars plus. Photo, disc, references required. WCNH, Quincy, Florida.

If you are an announcer with first class ticket, experienced, sober, can get along with your associates and want pleasant work on 250 watt independent in small city near Gulf Coast, we can get together on salary. Send references and disc or come for interview. WEBJ, Brewton, Ala.

Combination operator, must be polished announcer. Splendid opportunity for right man. Send disc, photo and particulars or contact Paul Schafer, WNOR, Norfolk, Va.

Combination announcer-engineer. Will pay up to $60.00 weekly to the right man. Pleasant community of 12,000, excellent working conditions. Send qualifications, photo and disc, WULA, Eufaula, Ala.

Technical

Engineer - announcer. Combination must have first class license and good voice. Apply WKWF, Key West, Florida, John M. Spottswood, Manager. Send snapshot, transcription, minimum salary and autobiography. Desire to fill position by January 1st.

Immediate opening combination class I engineer-announcer, emphasis on announcing. Starting salary $60.00. WMNC, Morganton, N. C.

Combination engineer-anouncer, first class ticket. Virginia daytime independent, rich fishing, swimming, resort area of state. Need good morning man. Living accomodations available. $240.00 per month start. WNNT, Warsaw, Virginia.

Production-Programming, others

News editor, must be able to write and announce local newscasts and take complete charge of newsroom on large southwestern CBS station. Send background, experience, picture, transcription of voice first letter. Box 440D, BROADCASTING.

Large network affiliate in eastern market established more than 20 years would like to hear from small western or hillbilly group desiring to move to new territory and exploit personal appearances. State all facts in first letter, sending disc if available. Disc will be returned. WKBW, Buffalo, N. Y.

Help Wanted (Cont'd)

Television

Production-Programming, others

TV PROGRAM MEN WITH ACTUAL TV EXPERIENCE AND IDEAS. NEW EASTERN PLANT DESIRES COMPETENT PRODUCTION PERSONNEL. OFFERS GOOD PAY AND OPPORTUNITIES FOR ADVANCEMENT. WRITE FULLY TO BOX 438D, BROADCASTING.

Situations Wanted

Managerial

Well qualified. Will accept salary plus commission. Guarantee to make money. Box 5D, BROADCASTING.

Manager, young, aggressive, strong on sales. Record of successful management. College graduate. Box 296D, BROADCASTING.

Manager-sales manager with top record in billing. 8 years experience in all departments both network and independent operations. Know good radio and how to sell it. College graduate with excellent references. Desires only permanent and sound proposition. Box 307D, BROADCASTING.

Commercial manager, time salesman, 13 years experience. Best references. Box 376D, BROADCASTING.

Aggressive young radio executive wants dirty work and good pay. University graduate, former station manager. Program, news, promotion specialist. Writer, photographer. Will travel. Box 405D, BROADCASTING.

Turnabout. Some managers double as salesmen. I create programs which sell themselves. Set on salesmen but short of sales? Let me manage your operation. University graduate, six years in radio, two as manager. Specialist in programs, news, promotion. Give me your confidence and let me justify it. Box 406D, BROADCASTING.

Manager, sales manager or both. 12 years radio and newspaper management and sales. Thorough knowledge of programming and public relations. Clean record. Good references. Box 430D, BROADCASTING.

Manager, can make move after Jan. 1, maybe before. Hard working. Know all the ins and outs of radio, will act as manager and comm. manager if needed. Want to locate in Ohio or bordering states. Can make or keep station in black. Salary plus. Box 437D, BROADCASTING.

Ideal team of radio personnel offers your station efficient quality operation of every department below your present overhead. Box 442D, BROADCASTING.

Sales manager who in past 17 years has personally sold millions of dollars in local time at WAVE, Louisville, seeks job as commercial manager of substantial southern station or as manager of smaller outlet. 45 years old. Married, two children. Florida or Gulf Coast preferred. Complete references available either direct or from WAVE. Correspondence confidential if you wish it. Address James F. Cox, P.O. Box 212, Anchorage, Ky.

Salesmen

Sales manager, have ability to make money for a station. With 8 years radio experience. Know independent and network operations. College graduate. Top references. Box 418D, BROADCASTING.

Large stations only with top earnings possible. Agency and large market experience. 13 years radio and newspaper. Prefer midwest. Box 429D, BROADCASTING.

Situations Wanted (Cont'd)

Are you tired of floaters, hotshots and braggers? Then you need someone who is interested in permanency and security. Box 454D, BROADCASTING.

University graduate, sales success, experienced, fine appearance, best references. East. Box 455D, BROADCASTING.

Announcers

Sportscaster - announcer, experienced play-by-play, currently employed. Desires change. Box 364D, BROADCASTING.

Announcer, two years well rounded commercial experience, including New York vicinity. Not reaching for the moon. Just want to prove my worth to an established organization. Married, available immediately. Box 387D, BROADCASTING.

Morning man, 8 year proven record. Witty, friendly, dependable. First class ticket combination. Married, employed. $80. Box 407D, BROADCASTING.

Announcer, inexperienced, college trained. Amateur acting. Understands all music. Language background. Interested in showmanship, business minded station. Box 408D, BROADCASTING.

Newscaster and good music MC will build audience and prestige for your station or regional net. Top record and references. Box 412D, BROADCASTING.

Announcer, has two years college, two years experience, including basketball, baseball, football, play-by-play, newscasts, sportscasts, commercials, disc-jockey, dance band remotes, special events, interviews. Some newspaper experience. Operate board. Single, want job with future to change that status. Box 415D, BROADCASTING.

Disc jockey-announcer, experienced at all types of disc shows plus news, sportscasts and color. Include salary in your letter. Prefer east. Box 416D, BROADCASTING.

Announcer, vet, graduate of oldest broadcasting school in country. Producer, singer, emcee of amateur shows in Chicago nite clubs. Two years college. Staff announcer of 5,000 w NBC affiliate. Try anything, anywhere. Box 420D, BROADCASTING.

Top commercial, news announcer. Experienced. Married, expect salary $75. Box 421D, BROADCASTING.

Staff, experienced net, independent, excellent references. 25, married, 1 child, accounting. Virginia. Box 424D, BROADCASTING.

Announcer-engineer with two years experience as control room operator, six months as announcer, available immediately. Good technical background. Box 431D, BROADCASTING.

Dear Santa Claus: Got a problem. Want to get back to New England. I'm a good newscaster, commercial announcer, dramatist. If you find an opening, please forward the Christmas cheer to Box 432D, BROADCASTING.

Announcer-program director-news editor, 13 years experience, former NBC, CBS. Married, will go anywhere. Disc and photograph on request. Box 436D, BROADCASTING.

Announcer, now employed Chicago area 1 kw. Wants better position same area. 4 years experience excellent references. 26, married. Personal interview. Box 439D, BROADCASTING.

Experienced announcer with 1st class license available February 1st. Box 443D, BROADCASTING.

Experienced announcer-disc jockey. Available immediately. Eligible for G. I. training. Box 448D, BROADCASTING.

Announcer, experienced in newscasting, DJ shows and some sports. I am young, ambitious and anxious to get ahead with reputable station. Disc and photo available. Box 449D, BROADCASTING.

TV production man, former radio announcer, program director desires announcing duties with radio station having TV plans. Will go anywhere. Box 450D, BROADCASTING.

Situations Wanted (Cont'd)

Attention N. C.-S. C.- Fla. stations. Topnotch announcer looking for station that can offer play-by-play baseball, experienced all phases announcing. Now employed by NBC station but desire change. Can be ready January 1. Write Box 451D, BROADCASTING.

Topflight sports announcer, four years experience all sports, news and special events. Disc, tape and references available. Box 452D, BROADCASTING.

Announcer, college grad., warm resonant voice affords fine delivery of news, commercials, personality DJ style. Experienced with network affiliate. If you're an active 250 watt station in southeast, eastern Pa. or northeast disc, photo, excellent references available at your request and offer of a permanent position. Box 456D, BROADCASTING.

Quality announcer, deep voice, 2½ years experience, write copy, college Box 460D, BROADCASTING.

Announcer-salesman, 3 years experience available after first of year money secondary to pleasant working conditions, prefer midwest or south Box 462D, BROADCASTING.

Announcer-writer. Completely devoid of talent. Lackadaisical voice. Luster less ideas. Love radio. Single, 28, two years experience, console. Box 464D BROADCASTING.

Experienced announcer, console work available first of year, references and disc on request. Box 465D, BROADCASTING.

College graduate, available January 1 Desires permanent job in sports o staff. Three years play-by-play and staff work. Box 466D, BROADCASTING.

Combination man. First class ticket Sports, play-by-play. Prefer south No drifter, married. P. O. Box 6264 Jacksonville 5, Fla.

Staff announcer, graduate leading radi school, Radio City. Copy, college, music, will travel. Albert Becker, 55 Wes 180 St., Bronx 53, N. Y.

You were once in my shoes, lookin for 1st job. Grad radio school, 2 single, will travel anywhere. Experience primary objective—money second ary. Hard worker, learns fast. I Brooks, 3338 16th St., N. W. Wash. 1 D. C.

Announcer, deep resonant voice, grad uate of leading broadcasting schoo Hard working, industrious, anxious fo start, travel anywhere. George A. Fall 34-33 Thirty-First St., Long Island City N. Y.

Sportscaster, available soon. Hig school, college football, fights, etc. A phases. Good authoritative voic young, married, looking for hard worl not soft touch. Charles French, 1021 Erving Ave., Chicago, Ill.

A good man is hard to find. So, sto right here. If you'll pay $225 mont for dependable, energetic staff an nouncer, 27 years old, single, seekin permanent position with chance t show ability. Prefer midwest. Wi answer all. Two years announcing ex perience. References. Available im mediately. Contact Sam McClaughry 8521 S. Loomis Blvd., Triangle 4-145 Chicago 20.

Experienced announcer, good news an disc jockey background, console opera tion, progressively production minded disc, photo, references. J. D. Mullet WTPR, Paris, Tennessee.

Sportscaster-engineer. 3 years majo sports. Football, basketball, baseba boxing, rodeos. Tape of live broad casts available. Satisfaction guarantee 38 months chief engineer present loca tion. Construction, maintenance, supe vision. Available immediately. Mac McCreary, Box 202, Jacksonville, Texa

Experienced announcer and enginee Excellent references. Interested goo offer. Keith Moreaux, 915 4th Ave., S Minneapolis, Minn.

Combination announcer-engineer de sires position, preferably in west. Fir class license, college and broadcast ex perience. Ken Simpson, 2645 Secon St., Baker, Oregon.

Situations Wanted (Cont'd)

Technical

Experienced engineer, studios, transmitters, any offers please? Box 894c, BROADCASTING.

Chief engineer with 15 years experience plus ability second to none, seeks change to progressive station. Best references including present employer. $80 week minimum. Box 25D, BROADCASTING.

Experienced engineer, first phone, console, transmitter, remotes. Car, married. Box 336D, BROADCASTING.

Engineer, degree, 10 years experience, 7 as chief, licensed. Box 381D, BROADCASTING.

1st phone, broadcast experience studio and transmitter, married, have car, willing to travel. Seek permanent position. Box 385D, BROADCASTING.

Engineer, 2 years experience AM and FM station operation and maintenance, remotes, tape and disc recording, audio construction. Single, car, available. Box 410D, BROADCASTING.

First class engineer-announcer, excellent references, disc available, west preferred. Box 411D, BROADCASTING.

Engineer, 2 years of college, 4 years know-how. AM and FM studio and transmitter installation, operation and maintenance. Sober. Excellent references. Desire permanent position. Box 419D, BROADCASTING.

Man, age 20 and single wants job as radio engineer. Has a first class license. Box 422D, BROADCASTING.

Technical director, employed in broadcasting. 10 years chief engineer for AM station. Experienced in station design, planning, supervision of construction, understand contracts and purchasing. Three years of construction and design of equipment for radio stations. Experienced in responsibilities of Technical director. International broadcasting experience supervision and broadcasting inspection. Three years FM station construction, design, planning and site selection for stations up to 350 kw. Television application engineering. One year experience in FM network development. 1940 to 1943 engineer and chief engineer Army Corps Area of 5 states. Experienced in station promotion and audience development and small station management. Veteran with commission in Naval Reserve, active duty three years Electronics officer. RCA-Airborne TV six months, point-to-point high speed and radioteletype. Can meet and speak before public. 1st class phone since 1930, second telegraph seven years, amateur since 1928. Desire position as technical director for group of FM stations, high power FM station and TV station or management of small station. Salary open, provide complete details first letter. Box 426D, BROADCASTING.

Any offer considered. It's a job that I want. Preferably transmitter. CREI graduate. Amateur and part time broadcast experience. Age 21. Box 427D, BROADCASTING.

Engineer, first phone. Experienced 3 kw FM, console, remotes. Two years television engineering, Sober, hard-working, reliable, car. Chicago area preferred, all considered. Box 434D, BROADCASTING.

Engineer, 3½ years studio and transmitter (5 and 50 kw) experience, 1st phone and class A amateur licenses, BSEE. Box 444D, BROADCASTING.

Overseas broadcast engineer. Anywhere on contract basis, five years radio, first phone telegraph national network experience all phases transmitter, studio, field, tape, disc recording. Veteran, 30, married. Box 459D, BROADCASTING.

Engineer, 1st phone, 2 years experience all phases AM and FM station operation and maintenance, 25, single, car, available. Box 463D, BROADCASTING.

Engineer, eight months experience with remotes, recording, console and transmitter. Single, 22. Consider all jobs anywhere. Bill Massey, 300 Dinkins St., Canton, Miss.

Production-Programming, others

Program director-newscaster, 10 years experience in all phases of programming and announcing with major market network stations, my references will more than back me up. Box 398D, BROADCASTING.

Situations Wanted (Cont'd)

News editor-program director, 8 years experience all phases, competent, reliable, sober, interview or e.t. Box 278D, BROADCASTING.

Wanted, job for one program director and one announcer. Both employed. Box 294D, BROADCASTING.

Program director, experienced. Now employed desires same job elsewhere. All letters answered. Box 293D, BROADCASTING.

Young woman desires job as women's program director in New England. Qualified to produce women's participation and department store shows. Seven years broadcasting experience. Qualified for TV. Wellesley graduate. Box 345D, BROADCASTING.

Want an accurate, conscientious, fast copywriter? College graduate, young lady experienced in handling accounts and traffic. Box 388D, BROADCASTING.

Radio farm director. Twenty years in radio. Good Habits. Box 409D,BROADCASTING.

Need experienced PD and good newscaster with reporting experience? Let's talk business. Box 417D, BROADCASTING.

Available immediately for continuity, women's feature and children's programs. B. A. Degree. Disc and sample copy on request. Box 457D, BROADCASTING.

Want to start 1950 doing special events and programming for progressive station any place in U. S. Single, college graduate, 2 years experience in all phases of radio including initial programing for new station. Letter will bring full particulars. Norb Moore, KWRE, St. Charles, Mo.

Program director-announcer with independent and network affiliate experience desires south, southwest. Available January first. Photo, disc and data on request. Ozzie Pence, 2115 Scott Street, Little Rock, Arkansas.

For Sale

Stations

Radio station—Long established station in prosperous Pacific Coast metropolitan city with excellent prospects. Owner retiring because of health. $22,500 cash, full price. Principals only. Box 338D, BROADCASTING.

Western New York area AM station for sale. Good market. Moderate down payment, reasonable terms. Selling because of other commitments. Box 382D, BROADCASTING.

250 watt, single station market, 10,000. Mid-Atlantic state. Independent, profitable, two years on the air. $35,000. cash. No broker. Box 399D, BROADCASTING.

For sale, part interest or all. Full-time station now under construction in live Louisiana city. Box 461D, BROADCASTING.

Southern California fulltime AM station, regional channel. Rapidly expanding market. Non-resident owner unable to supervise properly. Price $75.000.00, terms. Box 453D, BROADCASTING.

For $25,000 cash, we believe we have the most exceptional opportunity ever offered for aggressive management to acquire 80% common stock control of profitable, well equipped one kw daytime in one of America's greatest markets. Total price $180,000 with $125,000 long term preferred stock and mortgage commitment. Harvey Malott Co., Scarritt Bldg., Kansas City, Mo., Victor 4339.

Equipment, etc.

Federal 101C F. I. meter, new. $100 dn, bal. of $500 COD. Box 433D, BROADCASTING.

1 Andrew type 50 tuning unit, complete for 1000 watts or less. Includes all meters, static drain choke: A.C. outlet and heater plus Andrew type 803 3-wire lighting choke mounted in same cabinet. Original cost $590. Used 1 year, prime condition. Will be sold to highest bidder. KAGH, Pasadena, Calif.

For Sale (Cont'd)

10 kw BTF-10B FM transmitter and 3 bay BF-3B super turnstile antenna. RCA. Used just long enough to iron out the bugs. Can deliver immediately. Make offer. (Might sell 10 kw amplifier portion only.) A. R. Moler, KMBC, Kansas City, Mo.

For Sale, 250 ft. extra heavy IDECO self-supporting tower with top hat. A. James Ebel, Radio Station WMBD, Peoria, Ill.

For sale, RCA 1 kw transmitter. Fair condition. Very reasonable. A. James Ebel, Radio Station WMBD, Peoria, Ill.

For sale—Two RCA 44BX microphones with desk stands, used few times only. New less than year. Original cost $103.00. Price $75. One RCA radio-microphone (walkie talkie suitable for man-on-the street, etc.) Type BTP-1A with crystal for 26.17 mc. Used only few times, new 7 months ago. Three sets of extra tubes and batteries. Original cost $238.05. Cash $170.00. WRSW, Warsaw, Indiana.

For sale: One Presto model Y4 recorder, new condition. One Ampex model 200 30" per second tape recorder, practically new. Two 9-A Western Electric reproducers complete with filters. Make offer. W. D'Orr Cozzens, Chief Engineer, Intermountain Network, Salt Lake City, Utah.

Wanted to Buy

Stations

Will buy local AM station, New Jersey or New York. Information confidential Box 354D. BROADCASTING.

Desire to purchase station in midwest or eastern market for cash. All information given held confidential. Box 425D, BROADCASTING.

Equipment, etc.

Wanted. Two new or used RCA turntables of 70 series with or without reproducers. Box 413D, BROADCASTING.

Wanted, used 250 w and 1 kw AM transmitters, monitors and speech equipment. State price, model and age. Box 414D, BROADCASTING.

Wanted—Brand new nine channel latest model Raytheon console. This equipment must be brand new. Submit lowest cash price. Box 428D, BROADCASTING.

Wanted, studio console. Prefer Gates SA-50 or Collins 212A-1. Will consider other with equivalent inputs and circuits. Must be in new condition and reasonably priced. KTBC, Austin, Texas.

Equipment for sale: One Tempco transmitter (250 watts). One 150 ft. self-supporting tower (never used) ready for shipment. One 300 M M beacon. One Western Electric console. One complete A-2 lighting (new). All offers considered. WCOR, Lebanon, Tennessee.

New, at a bargain, all welded triangular uniform cross-section, guyed type towers with insulators and lighting equipment. Will deliver and erect. Three 175 ft., four 200 ft., five 225 ft., five 250 ft., three 275 ft., five 300 ft., four 350 ft., three 375 ft., four 395 ft. Phone, wire or write Consolidated Tower & Construction Co., Inc., Petersburg, Va.

Wanted, used Raytheon, Gates, RCA or Collins control-board in good condition for use on small radio station. Interested in turntables also. Contact Pathfinder School of Radio giving complete information. 1222-A Oak St., K.C., Mo. HA. 0473.

Help Wanted

Technical

Technical help wanted. Radio draftsman. Must be familar with broadcast studio equipment. Approximately six weeks work.

Box 447D, BROADCASTING.

Situations Wanted

Announcers

MORNINGSHOWSPECIALIST

12 years experience in waking up the populace. Guarantee top ratings to any station suffering from L.H. (Lackadaisical Hooper). Now in N. Y., but will relocate in any fair sized town. Disc on inquiry. P. S.: Have own alarm clock.

BOX 445D, BROADCASTING

For Sale

Equipment

Expansion program calls for immediate sale present Federal 3 kw FM transmitter, model 192-A with modulator 109-A; also complete set spare parts and tubes. Now set up for 102.5 Mg, but will operate any FM frequency. Perfect condition. Contact Charles L. Jeffers, WOAI, San Antonio, Texas.

Wanted to Buy

Equipment, etc.

WANTED TO BUY

One tower around 200 feet high. One used but in good condition 5 kw AM transmitter. Send price and full details to

BOX 446D, BROADCASTING

Miscellaneous

ANNOUNCERS! Looking for honest, constructive criticism? Let experienced personnel analyze your work and offer suggestions for improvement of voice, diction and style of delivery. Send audition disc and $5.00 to receive evaluation charts and comment concerning YOU. *COUNSEL, P. O. Box 1051, Peoria, Ill.*

Employment Service

ESPECIALLY FOR YOU!

EMPLOYERS:
FREE—prompt service! Screened applicants! SERVICE—Our 5th year! May we serve you—also?

APPLICANTS:
Making a move? Let an established organization assist you. CONFIDENTIAL, RELIABLE SERVICE—at a nominal fee!

SERVICE:
RRR-RADIO-TV EMPLOYMENT BUREAU P. O. Box 413, Philadelphia 5, Pa.

Proposed Rule Changes

PROPOSED revision of FCC's rules have been announced by the Commission to provide for the licensing of studio-transmitter links for AM stations. STLs for AM use would be licensed in the 925-940 mc portion of the 890-940 mc band available primarily for industrial, scientific and medical uses, and such use by broadcasters would be subject to any interference that might be caused by the operation of ISM equipment.

TRANSIT RADIO

Asks D. C. Dismiss Case

DISMISSAL of current proceedings on Washington's music-equipped vehicles was urged in a brief filed last Monday with the District of Columbia Public Utilities Commission by Transit Radio Inc. and Capital Transit Co.

TR and CTC told the commission that "overwhelming evidence" already had established that music-soothed rides are consistent with "public convenience, comfort and safety." They contended that transit radio does not adversely affect public safety; that the record shows public acceptance and enjoyment of the music; and injection of the First and Fifth Amendments into the issue is "irrelevant."

The recommendation for dismissal was based on an appeal, filed by Franklin S. Pollak and Guy Martin, charging that broadcasts are violating these constitutional provisions [BROADCASTING, Dec. 5]. As intervenors, they asked the commission to ban present receivers and further installations. PUC Chairman James Flanagan last Tuesday promised a decision "within a week or 10 days."

PUC's notice of investigation and subsequent hearing was brushed aside in the CTC-TR brief with the reminder that the issue comes only under PUC's statutory powers. "Broad as is the power of regulation, the government does not enjoy the freedom of an owner," it noted further.

Purpose of First Amendment

Carried to its logical conclusion, the brief continued, the Pollak-Martin interpretation would mean that the First Amendment is "an instrument designed to promote a society of mutes" and not "to foster free interexchange of expression in the market-place of ideas and art. . . ."

The reply also tackled the applicability of civil rights provisions, injected in the Pollak-Martin appeal. It cited Supreme Court decisions which held the two amendments are "limitations only upon the powers of the federal government and in no way are they directed against the actions of individuals."

With respect to the Fifth Amendment, the brief asserted that Capital Transit and Transit Radio Inc. fall more fully under its provisions than the opponents of "music-as-you-ride."

It pointed out:

If any rights in property or liberty are involved, . . . it is the right of Capital Transit and Transit Radio to utilize their property subject only to the regulation by the commission in the public interest in accordance with the specific statutory authority granted the commission by Congress.

It should never be forgotten that this proceeding involves the private property of Capital Transit and Transit Radio. Broad as is the power of regulation, the government does not enjoy the freedom of an owner. . . . The action of the intervenors in this proceeding would deprive Capital Transit and Transit Radio of their liberty to contract and their property without due process of law and without just compensation in violation of the Fifth Amendment to the Constitution of the United States.

Reply was submitted to PUC by Attorneys F. G. Awalt and Daryal A. Myse, on behalf of the Capital Transit Co., and Thomas N. Dowd, attorney for Washington Transit Radio Inc.

NETWORK BOXSCORE

Number of commercials on the four nationwide networks, Oct. 31 271
Number of network commercials starting during November 10
Number of network commercials ending during November 2
Number of commercials on the four nationwide networks, Nov. 30 279

November Additions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Radio Offers Co.	Pick A Date	ABC	Tues. 11:30-11:45 a.m. seg.	Huber Hoge & Sons
Radio Offers Co.	Pick A Date	ABC	Wed. 11:30-12 noon	Huber Hoge & Sons
Radio Offers Co.	Shoppers Special	ABC	Sat. 9:30-10 a.m.	Huber Hoge & Sons
Radio Offers Co.	Sidney Walton	ABC	Tues. & Thurs. 3-3:15 p.m.	Huber Hoge & Sons
Texas Co.	Metropolitan Opera	ABC	Sat. 2-5 p.m.	Kudner
General Mills	Modern Romances	ABC	Mon.-Fri. 11-11:15 a.m.	Dancer-Fitzgerald-Sample
Wm. H. Wise & Co.	Get More Out of Life	CBS	Sun. 1:30-1:45 p.m.	Thwing & Altman
Ludens Inc.	Sing It Again	CBS	Sat. 10:45-11 a.m.	J. M. Mathes
Ralston Purina Co.	Erskine Johnson	MBS	Mon.-Wed.-Fri. 5:55-6 p.m.	Gardner
Gulf Oil Corp.	We, the People	NBC	Fri. 8:30-9 p.m.	Young & Rubicam
Lewis Howe Co.	Baby Snooks Show	NBC	Tues. 8:30-9 p.m.	Dancer-Fitzgerald-Sample

November Deletions

Kraft Food Corp.	Kraft Music Hall	NBC	Thurs. 9-9:30 p.m.	J. Walter Thompson
Lewis Howe Co.	Me and Janie	NBC	Tues. 8:30-9 p.m.	Dancer-Fitzgerald-Sample

November One-Timers

RCW Enterprises	Johnny On The Spot	ABC	Sun., Nov. 27 7:55-8 p.m.	Cowan & Whitmore
Gillette Safety Razor	Army-Navy Game	MBS	Sat., Nov. 26 1:15 to concl.	Maxon Inc.

RESCUE TEAM

KRMG Helps Crash Victims

EAGLE-EYED pilots of two helicopters engaged in field testing for KRMG Tulsa Nov. 27, discovered and came to the aid of two fliers stranded on the wreckage of their Aeronca which had crashed into the Arkansas River, the station reports.

Dick Stansbury, of Lafayette, La., in charge of flight operations, and C. B. (Brownie) Akers, KRMG vice president, were in the plane that first sighted the survivors, a pilot and his nine year-old son, riding the wings of their plane which had nosed over in the water. The KRMG plane summoned help and then landed on the bank of the river to aid in rescue operations. The other helicopter, containing Robert B. Jones Jr., KRMG manager, flew to Tulsa municipal airport to notify officials.

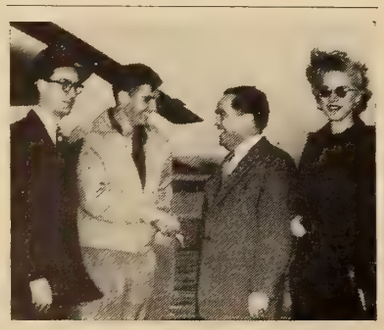
The two Bell helicopters are being employed by KRMG in field intensity measurements of signals transmitted by the station's towers located near Keystone, Okla. It is estimated that as much as two months time will be lopped off by the eight engineers and two pilots in making the measurements under supervision of A. F. Inglis, of McIntosh & Inglis, Washington, D. C., with the aid of the helicopters. KRMG will operate fulltime on 740 kc.

SCHOOL NEEDS

Lyon Urges Use of Radio

RADIO could fill in the gaps to relieve New York State's secondary education system which Don Lyon, Syracuse U. radio educator, declared last week suffers acutely from "gap-osis." His appeal was made at the opening of a conference of state's high school administrators held during the week at the university. Mr. Lyon suggested the formation of a council which would meet with production agencies to set up goals and standards for in-school transcriptions.

He also suggested that teachers using transcriptions in classrooms and educators utilizing commercial radio time meet with university radio workshop representatives to work over problems generally related to the field. Most important gaps in the "gap-osis," he said, were (1) evident disregard for the use of radio as a means of educational communication and, (2) failure to serve the 50% of high school students who do not graduate. Mr. Lyon said industry was willing to cooperate but asked for initiative from educators.



Back home after rescue event are (l to r) Messrs. Jones, Stansbury and Akers, and Montez Tjaden, KRMG promotion manager.

WKGN VS. WROL

Battle Broadcast Rights

DOUBLE-BARRELED legal contest opened in Knoxville courts a fortnight ago as a result of a dispute between two local stations, WROL and WKGN, over broadcasting rights to U. of Tennessee basketball games. Also at stake is the question of whether exclusive FM broadcast rights to the games would, in effect, limit potential listenership.

A series of legal maneuvers preceded an announced intention by WKGN to broadcast the U. of Tennessee-Tennessee Polytechnic Institute game Dec. 3 despite WROL's signing of exclusive broadcast rights of all games over its FM facilities.

First step was taken by WKGN, owned and operated by Clarence Beaman, which obtained an injunction ordering the university to permit it to carry the play-by-play broadcast. Then, two hours later, WROL, operated by S. E. Adcock, obtained an injunction restraining WKGN from airing the game. WKGN then said it would proceed with its broadcast because it believed the first injunction had preference over the second. However, staffers found the gates closed to all but the WKGN engineer thus necessitating a cancellation of WKGN's sportscast.

In his petition, Mr. Beaman charged his bid of $775 for home games of the U. of Tennessee (including $255 cash and $500 in advertising) was higher than the $300 home and away bid by WROL. He also alleged secrecy in opening of the bids thus violating the state statute, and charged FM broadcast by WROL would limit the audience to only "a minute" segment. Mr. Adock's petition to forestall the injunction disputed claims in the WKGN brief on the number of listeners by claiming 25% of the sets in the area were FM equipped. He also declared the contract gave WROL exclusive rights to broadcasts, whether or not allegations in Mr. Beaman's petition concerning illegality of letting the contract were true.

RCA DIVIDENDS

Over $10 Million for '49

A TOTAL of $10,081,400 in 1949 dividends is to be paid to stockholders by RCA, according to declarations made at the company's Dec. 2 board meeting. On outstanding shares of common stock, 50¢ per share will be paid Jan. 23, 1950 to holders of record at close of business Dec. 16, 1949.

On outstanding shares of first preferred stock, 87½¢ per share, for the period from Oct. 1, 1949 to Dec. 31, 1949, will be paid Jan. 3, 1950, to holders of record at close of business Dec. 12. Dividend totals declared amount to $3,152,800 on preferred, and $6,928,600 on common stock.

FCC Actions

(Continued from page 66)

Decisions Cont.:

KA-4553 KA-4552, KMPC The Station of the Stars Inc., area Los Angeles; KA-4605 KA-4608, WJR The Goodwill Station Inc., area Detroit. Following remote pickup station was granted renewal on regular basis to May 1, 1952, subject to change in frequency which may result from proceeding in Doc. No. 6651: KA-3218, Western Plains Bcstg. Co. Inc., area Colby, Kan.

BY COMMISSION EN BANC

WHIS Bluefield, W. Va.—Granted extension of authority to operate with non-directional ant. and power reduced to 700 w at N for period of 30 days from Dec. 5.

KFAR Fairbanks, Alaska—Granted extension of SSA to operate on 660 kc 10 kw unl. to Sept. 1, 1950.

December 7 Decisions . . .

ACTION ON MOTIONS

(By Comr. Hennock)

Metropolitan Bcstg. Co. of Milwaukee—Denied petition for leave to amend application by dismissing amendment specifying 1470 kc and reinstating former amendment specifying 920 kc.

Lakes Area Bcstg. Co., Pryor, Okla.—Granted petition for leave to amend application to delete all reference to specific site, to have its application considered on site to be determined basis, and to delete from its pending petition for reconsideration and grant issues 1 and 4.

McEvoy Bcstg Co., Roswell, N. M.—Granted petition requesting dismissal without prejudice of its application.

FCC General Counsel—Granted petition for extension of time to Jan. 1, 1950, to file exceptions to initial decision re application of KPPC Pasadena, Calif.

KPAS Banning, Calif.—Dismissed as moot petition for reconsideration and grant without hearing of its application.

(By Examiner J. D. Bond)

Leader Pub. Co., Guthrie, Okla.—Granted petition for leave to amend and reopen record to incorporate amendment to its application to substitute M. P. Long and T. W. Prentice, executors of L. H. Wentz estate, as stokholders in lieu of decedent, L. H. Wentz. Record was reopened only for purpose of permitting foregoing amendment and inclusion in record of additional and new material, and thereupon closed.

(By Examiner Hugh B. Hutchison)

KTYL Mesa, Ariz.—Granted petition for leave to amend application for CP to operate using non-directional antenna on 1310 kc 250 w-N, 1 kw-D unl., to request N operation on 1310 kc with 500 w with DA; accepted amendment and application removed from hearing docket.

WGRD Grand Rapids, Mich.—Granted petition for continuance of hearing on application scheduled Dec. 20 to Jan. 23, 1950, at Washington, D. C.

Lamar County Bcstg. Co., Paris, Tex.—Granted motion for continuance of further hearing scheduled Dec. 7 to Jan. 3, 1950, at Washington, D. C.

William C. Grove, Denver, Colo.—Granted petition insofar as it requests leave to amend application to delete all references to N operation, and remove from hearing docket; dismissed insofar as it requests that application, as amended, be granted.

(By Examiner Fanney Litvin)

The Midwestern Bcstg. Co., Toledo, Ohio—Granted request for leave to amend application to specify different site and to make changes DA-DN; denied motion insofar as it requests early hearing date.

(By Examiner J. Fred Johnson Jr.)

WBAP Fort Worth and WFAA Dallas, Tex.—Granted joint petition for continuance of hearing scheduled Dec. 12 to Feb. 27, 1950.

(By Examiner J. D. Cunningham)

Eastern Indiana Radio Corp., Muncie, Ind.—Granted petition requesting authority to amend application from 1400 kc to 940 kc; removed from hearing docket and returned to pending file to await action re daytime skywave proceeding.

Delta Bcstrs. Inc., Thibodaux, La.—Granted petition requesting that hearing date with regard to Delta's application and that of KCIL Houma, La., be changed from Dec. 14, to Dec. 12.

WSNY Schenectady, N. Y., and Benjamin L. Dubb et al (Transferors)—Granted joint petition for extension of time from Dec. 7 to Jan. 10, 1950, to file proposed findings in this proceeding.

(By Examiner Elizabeth C. Smith)

WBRK Pittsfield, Mass.—Granted petition for continuance of hearing from Dec. 8, at Washington, D. C., to Feb. 8, 1950.

(By Examiner Leo Resnick)

KEYY Pocatello, Ida.—Granted petition to accept its late appearance in proceeding re application for renewal of license.

Lubbock County Bcstg. Co., Lubbock, Tex.—Granted petition to accept its late appearance in proceeding Doc. 7334 et al.

December 7 Applications . . .

ACCEPTED FOF FILING

SSA—1030 kc

KWBU Corpus Christi, Tex.—Extension of SSA to operate on 1030 kc 50 kw during hours from local sunrise at Boston to local sunset at Corpus Christi for period not to exceed 12 mo. from Dec. 15.

License Renewal

License renewal applications were filed by following stations: WCTA Andalusia, Ala.; KNOG Nogales, Ariz.; KCNA Tucson, Ariz.; KMYR Denver; WTYS Marianna, Fla.; KPST Preston, Ida.; KVOX Moorhead, Minn.; WENT Gloversville, N. Y.; WWPA Williamsport, Pa.; KOME Tulsa, Okla.; WKRM Columbia, Tenn.; WEPM Martinsburg, W. Va.; WHOP-FM Hopkinsville, Ky.; KPIX(TV) San Francisco; WMAR-TV Baltimore; WCBS-TV New York; WKRC-TV Cincinnati; WEWS(TV) Cleveland.

License for CP

WEXI (FM) St. Charles, Ill.—License to cover CP new FM station.

KSO-FM Des Moines—Same.

WFIL-FM Philadelphia—Same.

WCOJ Coatesville, Pa.—License to cover CP new AM station.

Modification of CP

KRON-TV San Francisco—Mod. CP new TV station for extension of completion date to 6-15-50.

WMRY New Orleans—Mod. CP new AM station for extension of completion date.

WJBW-FM New Orleans—Mod. CP new FM station for extension of completion date.

WAYS-FM Charlotte, N. C.—Same.

WKAP-FM Allentown, Pa.—Same.

WWRL Woodside, Long Island, N. Y.—Mod. CP increase power etc. for extension of completion date.

Modification of License

WGBI Scranton, Pa.—Mod. license change hours from sharing time with WQAN Scranton to fulltime.

TENDERED FOR FILING

AM—1420 kc

KJCK Junction City, Kan.—CP change from 1570 kc to 1420 kc.

AM—1400 kc

KCSU Provo, Utah—CP change from 1490 kc to 1400 kc.

Modification of CP

KYMA Yuma, Ariz.—Mod. CP change from 1240 kc to 1400 kc.

December 8 Decisions . . .

BY COMMISSION EN BANC

Modification Denied

WTVR(TV) Richmond, Va.—Denied request that FCC remove application from file and grant change in ERP in view of policy re TV freeze.

STA—Ch. 236

WVBT (FM) Bristol Center, N. Y.—Denied request for STA operate on Ch. 236 pending acting on application to Ch. 270 to 236, because grant would circumvent rule-making proceedings.

Request Granted

WNDR-FM Syracuse, N. Y.—Granted request to remain silent for 60 days pending relocation of FM studio.

December 8 Applications . . .

ACCEPTED FOR FILING

AM—1260 kc

KSMI Seminole, Okla.—CP increase power from 500 w to 1 kw, change operation from D to unl., install DA-DN.

License for CP

KWCR Cedar Rapids, Iowa—License to cover CP new AM station AMENDED to change name to Cedar Rapids Bcstg. Corp.

WOHI East Liverpool, Ohio—License to cover CP new AM station.

WBIK (FM) Chicago—License to cover CP new FM station.

License Renewal

License renewal applications were filed by following stations: WGWC Selma, Ala.; KRUX Glendale, Ariz.; WDAK Columbus, Ga.; WNBS Murray, Ky.; WNBH New Bedford, Mass.; WBRK Pittsfield, Mass.; KROC Rochester, Minn.; KFGT Fremont, Neb.; WMSA Massena, N. Y.; WCVI Connellsville, Pa.; KTXL San Angelo, Tex.; KVIC Victoria, Tex.; KPKW Pasco, Wash.; WEMP Milwaukee.

Modification of CP

WMOX-FM Meridan, Miss.—Mod. CP new FM station for extension of completion date.

KTUL-FM Tulsa, Okla.—Mod. CP new FM station change ERP to 1.27 kw, ant. to 86 ft. above average terrain.

FOR INCREASED SPOT BILLINGS
contact
JOSEPH HERSHEY McGILLVRA, INC.
366 Madison Avenue, New York
Murray Hill 2-8755

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO DECEMBER 8

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,081	2,031	196		330	264
FM Stations	744	481	318	*9	49	28
TV Stations	94	26	85		354	182

CALL ASSIGNMENTS: KCLF Clifton, Ariz. (The Saguaro Bcstg. Co., 1400 kc, 250 w); KDIA Auburn, Calif. (Diamond H Ranch Bcstrs., 1490 kc, 250 w); KRCO Prineville, Ore. (Radio Central Oregon, 610 kc, 1 kw day); KRSN Los Alamos, N. M. (Rio Grande Bcstg. Co., 1490 kc, 250 w); KYMA Yuma, Ariz. (Salt River Valley Bcstg. Co., 1240 kc, 250 w); WEBK Tampa, Fla. (Hillsboro Bcstg. Co., 1590 kc, 1 kw day); WEIR Weirton, W. Va., changed from WRTN (Weirton Bcstg. Co., 1430 kc, 1 kw directional); WCEM Cambridge, Md., change from WCMD (The Shore Bcstg. Co., 1240 kc, 100 w); WIEL Elizabethtown, Ky. (Elizabethtown Bcstg. Co., 1400 kc, 250 w); WIRY Plattsburg, N. Y. (Clinton County Bcstg. Corp., 1340 kc, 250 w); WIVI Charlotte Amalie, St. Thomas, V. I. (Radio American West Indies, 1230 kc, 250 w); WTTN Watertown, Wis. (Watertown Radio Inc., 1580 kc, 250 w day); WWSW-FM Pittsburgh, changed from WMOT (FM) (WWSW Inc., Ch. 233); WXKW-FM Albany, N. Y. changed from WRWR(FM) (Champlain Valley Bcstg. Corp., Ch. 238).

* * *

Docket Actions . . .

INITIAL DECISIONS

Initial decision reported by Hearing Examiner Elizabeth C. Smith to grant application of Payne County Bcstrs. for new AM station at Cushing, Okla., on 1600 kc, 500 w day, and to deny application of Cushing Bcstg. Co. for same facilities. Decision Dec. 8.

Initial decision reported by Hearing Examiner Fanney N. Litvin to deny application of George F. Haddican for new AM station at Delano, Calif., on 1340 kc,, 250 w fulltime. Decision Dec. 7.

Announced initial decision by Hearing Examiner Elizabeth C. Smith to grant application of Jackson Assoc. Inc. for new AM station at Attleboro, Mass., 1320 kc 1 kw fulltime; to grant application of WCRB Waltham, Mass., to increase power on 1330 kc daytime from 500 w to 1 kw, and to deny applications of Massasoit Bcstg. Corp. and Taunton Radio Corp. both seeking new stations at Taunton, Mass., 1320 kc, 1 kw day. Decision Dec. 6.

OPINIONS AND ORDERS

New Jersey Council of Christian Churches and Bible Presbyterian Church, Collingwood, N. J.—By memorandum opinion and order denied petitions requesting revocation of license of WCAM Camden, N. J., and other appropriate relief for alleged violations of Communications Act and FCC rules. Order Dec. 8.

By memorandum opinion and order denied petition by WOI Ames, Iowa, WKAR East Lansing, Mich., WNAD Norman, Okla., WNYC New York and WHCU Ithaca, N. Y., seeking to amend Sec. 1.324 of rules to permit grant of STAs now banned by action of June 26, 1948, and affirmed Oct. 26, 1948. Comr. Hennock favored hearing. Order Dec. 8.

Deletions . . .

Three AM and two FM authorizations deleted by FCC. AM deletions since first of year total 45, FM 180, TV 12. Deletions, effective dates and reasons follow:

KMSU Missoula, Mont.—Missoula Radio Assn., CP Dec. 7. Forfeited for lack of prosecution.

WHHT Durham, N. C.—Harold H. Thoms, license Nov. 30 (effective Nov. 19). Merger with WSSB Durham [BROADCASTING, Nov. 21].

KBRZ Bryan, Tex.—Brazos Bcstg. Co., license Dec. 2. Station had ceased operations Oct. 29 for reorganization and refinancing.

WIL-FM St. Louis—Missouri Bcstg. Co., CP Nov. 29. Applicant felt it "unwise to continue at this time," FCC said.

KBIG-FM Des Moines— Radio Station Des Moines Inc., CP Dec. 6 (effective Oct. 24). Forfeited for lack of prosecution.

(Continued on page 80)

Texas

Fulltime, profitable station located in one of America's fastest growing markets.

$115,000.00

Georgia

Successful fulltime operation with an impressive record of consistent gross.

$90,000.00

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	333 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

Tax Hearing

(Continued from page 25)

is concerned over the $50 fee on salesmen.

Mr. Gentry explained that the $250 tax does not apply to the transmission of the broadcast itself to various points, both intrastate and interstate. He told BROADCASTING a flat rate tax could be justified by that portion of the broadcasts of a purely local interest, such as local election campaign speeches but not a sliding tax on gross revenues which obviously would include some interstate emissions.

"Transmissions heard locally are intrastate, even though inseparable in origin from the same broadcasts heard outside the state," he asserted. Stations for years have been exempt from such city taxes on the theory the taxes would impose an undue burden on interstate commerce. Those stations receive the benefits of municipal services such as fire and police protection yet do not pay the taxes to support them, Mr. Gentry pointed out.

"This tax seeks to get around the previous prohibitions against levying on radio stations. I am confident that similar devices could be found to extend taxation to other groups heretofore exempt because of their interstate nature."

In addressing the municipal law officers at Kansas City, Mr. Gentry recommended the tax device to city attorneys representing hundreds of major cities. He outlined the litigation which ensued after the ordinance was put into effect by Little Rock in April 1947.

"There is no question but that it will spread," he said. "I have had sackfuls of mail inquiring about the tax from other cities, both within Arkansas and outside. I would have to put on an extra staff to handle these so I am referring them to Charles S. Rhyne, general counsel for the national institute, who is going to distribute mimeographed copies of the ordinance."

Mr. Gentry said he expects the city of North Little Rock to enact a similar ordinance within a few days. This raises the possibility that KARK Little Rock may have to pay the $250 tax twice because its transmitter is located in North Little Rock, a separate municipality.

The two Little Rock stations have borne the brunt of the litigation. NAB formally entered the rehearing proceedings last month by asking the right to intervene as *amicus curiae* [BROADCASTING, Nov. 28]. NAB agreed to pay the cost of briefs and transcript and supplied background material to the station counsel.

NAB President Justin Miller last Monday warned broadcasters that efforts to impose state and municipal taxes on broadcast stations can be expected in a score of states. He added that "with one out of four stations reportedly operating in the red, stations should take every possible step to apprise legislators of the financial facts of life within the industry and to prepare for court battles if new tax measures are put through." Judge Miller's comments were made at the NAB District 14 meeting at Salt Lake City (see story page 29).

FCC Roundup

(Continued from page 79)

New Applications . . .

AM APPLICATION

Grand Island, Neb.—Howard A. Shuman, 920 kc, 5 kw directional, share time with KUSD Vermillion, S. D.; estimated cost $58,945. Applicant from 1924-33 was owner KFOR Lincoln, presently is 15.6% owner KLMS Lincoln, Neb., and 4% owner WXLW Indianapolis. Filed Dec. 8.

TRANSFER REQUESTS

WKLA Ludington, Mich.—Assignment of license from Karl L. Ashbacker and Grant F. Ashbacker d/b as Ludington Bcstg. Co. for $50,000 to Raymond A. Plank, assistant general manager and chief engineer WFYC Alma, Mich. WKLA assigned 250 w on 1450 kc. Filed Dec. 7.

WIKB Iron River, Mich.—Assignment of license from Upper Michigan-Wisconsin Bcstg. Co. to WIKB Inc., new firm wholly owned by Upper Michigan-Wisconsin. Minority interest later to be sold to local people, WIKB assigned 250 w on 1230 kc. Filed Dec. 7.

KWIE Kennewick, Wash.—Assignment of license from Harold A. Clark, Donald E. Seeley, Marvin E. Johnston and Clarence J. McCredie d/b as Mid-Columbia Bcstrs. to new corporation composed of same people, KWIE Inc. KWIE is assigned 1230 kc, 250 w unlimited. Filed Dec. 6.

KWKW Pasadena, Calif.—Assignment of license from Southern California Bcstg. Co. to John H. Poole for $57,500. Sellers, Marshall S. Neal, Paul Buhlig, E. T. Foley and Edwin Earl, have received FCC consent to purchase KAGH and KARS (FM) Pasadena from Andrew G. Haley, Washington radio attorney, for $90,000 contingent on disposal of KWKW [BROADCASTING, Nov. 21]. Mr. Poole is owner KSMA and KSMB (FM) Santa Maria. KWKW assigned 1 kw day on 1430 kc. Filed Dec. 2.



BUSINESS goes on as usual at WFTC Kinston, N. C., despite alterations at the station's building—including an ear-shattering pneumatic hammer outside studio and control room doors. Staff members find work slightly more difficult but WFTC remains on the air. L to r are: James Riggs, construction worker; David E. Hardison, chief engineer, and Carl B. Caudill Jr., chief announcer. Kinston Broadcasting Co. purchased the 12-year-old station June 1 when its former outlet, WKNS, went off the air permanently. The renovation project when completed will give the station an entirely new studio on the old WFTC site, according to General Manager William S. Page.

AFRA N.Y. LOCAL

Elects 22 Board Members

AFRA's New York local last week announced the election of the following board members:

Actors—Alan Bunce, Clayton Collyer, Staats Cotsworth, Vinton Hayworth, Leon Janney, Virginia Payne, Anne Seymour, Karl Swenson, Bicki Zola. Announcers—Kenneth Banghart, Frank Gallop, Ed Herlihy, Ken Roberts, Tom Shirley. Singers—Kay Armen, Julie Conway, Chick Goldstein, Travis Johnson, Alex McKee, Lanny Ross, Conrad Thibault. Staff announcer from independent station—Gene Reyburn.

TRUST CASES

Bergson Clarifies Position

IF THE size of corporations in creases economic problems, the solu tion must lie with Congress—"big ness is not an anti-trust crime"—Herbert A. Bergson, U. S. Assist ant Attorney General, told the Pub lic Relations Society of America in New York last Tuesday.

Industries in which monopoly power may be found today, Mr Bergson declared, are those "con trolled by a few companies follow ing policies and practices which avoid any real competition among themselves and which at the same time enable them to maintain their dominant positions." He noted that most of the government's 68 pend ing anti-trust cases are directed to "exclusive dealing arrangements" and other illegal restraints of trade.

Meanwhile, government anti monopoly activities have been co ordinated under an inter-agency committee comprising various gov ernment departments and agencies. Group is headed by Commerce Sec retary Charles Sawyer.

Included will be representatives of the Justice Dept., FTC and other establishments, with members yet to be chosen. A study of indus trial concentration has been sent to Rep. Emanuel Celler, chairman of a House Judiciary monopoly sub committee, now holding hearings. Purpose of the inter-agency body is to clarify anti-trust laws as they pertain to various industries. President Truman will receive any proposals made by the represent ative group.

Wolf Sells Rights

GEORGE WOLF, Foote, Cone & Belding executive, has sold his rights to "Nothing Short of Mur der" to Laurel Films Inc., New York. The motion picture will be released through Eagle-Lion. It was written by Mr. Wolf and Laurence Bearson.

TERMINAL PROGRAM LIKES

Grand Central Survey Shows 85.4% Favorable Response

MORE THAN 85.4% of patrons of Grand Central Station, New York, like the programs of Terminal Broadcasting Inc. over a station public address system and 44% like commercials, according to Sherman Gregory, general manager. The survey was made last month by Fact Finders Assoc., New York.

The research organization interviewed 318 men and 320 women—a total of 638 persons. Of that number, 545 or 85.4% liked the program; 72 or 11.3% disliked them, and 21 or 3.3% voiced no opinion.

Advertising messages were liked by 281 (44%) and disliked by 257 (40.3%). Hundred patrons, or 15.7%, expressed no opinion. Percentagewise, organ music was liked by 81.4%; other music, 79.8% time signals, 73.7%; weather reports, 71%; news bulletins, 69.3% advertising messages, 44%.

Sponsor identification of the commercials was rated high. Number and percentage of patrons interviewed who heard some of products advertised were:

World Telegram commercial, 250 or 39.2%; Hamilton Watches, 246 or 38.6% Old Gold, 226 or 35.4%; Schaefer Beer 182 or 28.5%; American Express Travelers Cheques, 156 or 24.4%; Beechnut Gum, 131 or 20.5%; Studebaker, 117 or 18.3%; *Daily Mirror*, 100 or 15.7%; Grand Central Restaurant, 90 or 14.1%; Victor Records, 88 or 13.8%; Shoe Repair, 7 or 12.5%; RCA Exhibition Hall, 73 or 11.4% Prestone, 62 or 9.7%; NBC, 60 or 9.4%; Rockefeller Center, 56 or 8.8% Ludens, 47 or 7.3%; Peachtree Restaurant, 34 or 5.3%.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Porgie

YOU'RE ALL I WANT FOR CHRISTMAS

On Records: Frankie Laine—Mer. 5177; Frank Gallagher—Dana 2026; Seger Ellis-Owen Bradley — Bullet 1011; Bing Crosby—Dec. 24659; Joe Graydon & Skylarks—Coral 60115; Johnny Desmond—MGM 10524; Janette Davis—Harmony 1084; Hugo Winterhalter—Col. 38635.

On Transcriptions: Ray Anthony—Langworth; Anita Ellis—Standard.

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

BMI

They Say • • •

"LEE DE FOREST, commonly called the father of the radio industry, had this to say to modern radio experts . . .: 'What have you gentlemen done with my child? (Radio) was conceived as a potent instrumentality for culture, fine music, the uplifting of America's mass intelligence. You have debased this child . . . made him a laughing stock . . .'

"There is a lot of good entertainment on the air today. The strictly 'local' programs of KMRL (Marshall, Minn.) are an example of good radio. . . . The radio industry . . . should not be judged alone. Broadcasting is a business . . . to get people to listen to their radios. . . . Mr. DeForest's questioning of the uses to which his 'child' is being put should be directed to the listening public as well as the radio industry."

From an editorial in
The Marshall *(Minn.)* Messenger

GIVE A RADIO

Ohio Assn. Xmas Theme

OHIO broadcasters are putting over a campaign called "Give a Radio for Christmas" which they believe will both maintain and increase radio listenership in the Buckeye State. Backing the drive is the Ohio Assn. of Broadcasters. The organization is following through on the suggestion of Carl George, OAB president.

To facilitate station participation, the OAB has mailed sample announcement scripts to every outlet in the state and OAB reports enthusiastic cooperation. At WADC Akron, Owner Allen T. Simmons had a large variety of scripts prepared and then had each of the announcements transcribed, using the talents of his entire announcing staff to give the spots variety.

Suggested scripts point up the desirability of listening to the individual station, plug one or more programs on the station (typical is morning or afternoon show "that you can't hear in the living room") and underscore the availability, variety and low price of dealers' sets.

McTigue to WINS

JOHN D. McTIGUE, formerly assistant manager of special events at ABC, has joined WINS New York as production manager, succeeding Joseph Tery, who resigned to head the music department at WFLN(FM) Philadelphia. Mr. McTigue served as publicity director of WJZ New York from 1941 to 1943, joining ABC after a tour of war duty with OWI. He also served on the standing committee of broadcasters at the United Nations, 1947-48, as public relations officer.



FOUNDER Merle Ellinor (r) of Ellinor Village, Florida's new $5 million year-round resort, points out one of the village divisions, "Homes by the Sea," to Bill Coudres (l), resort advertising manager, and Gene Sample, account executive of Richardson, Turner and Sanders, Atlanta agency. The agency is handling portions of Ellinor Village's advertising campaign. It also is arranging for radio time and newspaper space in all major markets east of the Mississippi and will institute a public relations and promotional program.

LORAIN CASE

Government Injunction Is Denied

THE U. S. Government's request for prelimniary injunction to stop the Lorain, Ohio, *Journal's* alleged discrimination against advertisers who use competitive WEOL Elyria-Lorain was denied last Wednesday in the Federal District Court in Cleveland by Judge Emerich Freed [BROADCASTING, Nov. 21].

The judge indicated he was not persuaded "the injuries that might occur before trial can be had [are] so disproportionate that the stated considerations are outweighed." He added, however, that "this cause can and should have an early trial and the Court will promptly entertain a motion from the Government to that end."

Justice Dept. Changes

The Justice Dept. has charged the newspaper with violation of the Sherman Anti-Trust Act for its alleged attempts to monopolize advertising in the area by refusing to print advertisements of local merchants who also bought time on WEOL or used the Lorain *Sunday News*, a weekly [BROADCASTING, Sept. 26]. Justice Dept. filed a number of affidavits from Lorain businessmen to support its charges, but these were refuted by counter-affidavits by the *Journal*.

Judge Freed noted the unique nature of the suit in explaining no case is known which holds there may be a conspiracy between a corporation and its employes or officers acting in its behalf. He said the injunction was sought solely on alleged grounds the defendents, acting as a single trader, have engaged in conduct "constituting an attempt to monopolize." The injunction sought asked for relief exceeding the maintenance of status quo, he said.

Upcoming

Jan. 12: Federal Communications Bar Assn. dinner honoring FCC, Hotel Mayflower, Washington.
Jan. 12-13: Liquor Advertising hearing, Senate Interstate & Foreign Commerce Committee, Washington.
Jan. 17-18: Georgia Assn. of Broadcasters, Hotel Dempsey, Macon.
Jan. 27: Advertising Workshop, Pantlind Hotel, Grand Rapids, Mich.
Feb. 4: Radio Correspondents Assn. annual dinner, Statler Hotel, Washington.
Feb. 8-10: NAB board of directors, San Marcos Hotel, Chandler, Ariz.
March 6-8: Second national conference, Chicago Television Council, Palmer House, Chicago.

Asks FCC Reconsider

FCC was asked last week by the New Mexico College of Agriculture & Mechanic Arts and KOB Albuquerque, to reconsider its Nov. 18 denial of their request to continue a contract under which the college reserved broadcast time as part of its original price in selling to KOB. Oral argument is asked on the ground that the FCC had considered only part of the original claims [BROADCASTING, Oct. 31], had not properly evaluated court decisions and ignored some of the original contentions. The petition was filed by Arthur W. Scharfeld, Washington attorney for the college, and the Washington law firm of Pierson & Ball for KOB.

BOARD of Directors of Philco Corp., Philadelphia, declare regular quarterly dividend of 50 cents per share on common stock, payable Dec. 12 to holders of record Dec. 3. Dividend of $.93¾ per share on preferred stock, 3¾% series A, payable Jan. 1 to holders of record Dec. 15, also has been announced.

NEW AD AGENCY

Willsted & Shacter Opens

NEW advertising agency, Willsted & Shacter, with offices at 280 Madison Ave., New York, has been formed by Martin Willsted and Fred Shacter.

Mr. Willsted was formerly president of Ace Advertising Service, New York, and at one time was account executive at Hirshon-Garfield, also New York. Mr. Shacter recently was account executive with the latter agency. The new firm's telephone is Oregon 9-2790.

FISH & GAME

WLAK Gets News by Plane

AT almost any time of day on some body of water in Florida, Fred W. Jones' plane may be seen landing and the occupant painstakingly gathering fishing and hunting information for his daily program over WLAK Lakeland. Station claims it is the only one in Florida, and possibly in the country to use this means for gathering authentic news for sportsmen.

Two years ago, WLAK added Mr. Jones, hunting and fishing authority and writer, to its staff. It was decided that in order for him to cover the news completely and up-to-date, it would be necessary to use the plane and keep up personal contacts with the Fish & Game Commission at Tallahassee while making his daily inspections.

Soon after this coverage was started, the *Lakeland Ledger* began carrying Mr. Jones' column on fish and wildlife, and a year later the Lakeland Chamber of Commerce added a fishing and hunting department of which Mr. Jones was placed in charge. WLAK reports the program, aired 7:35 a.m. each morning, Monday through Friday, to be one of the most popular features it has ever carried.



Mr. Jones, WLAK fishing and hunting authority, and his plane.

* * *

CHFA Edmonton, Alta., inaugurated as first French-language station in Alberta province, and second in western Canada, on Nov. 20. Station is operated by Radio Edmonton, Ltd., with Romain Le Clair as general manager. Omer Renaud & Co., Montreal and Toronto, is national representative.

At Deadline...

TWO NEW STATIONS; OTHER FCC ACTIONS

ONE NEW AM outlet approved and one existing station awarded improved assignment by FCC Friday. Proposed decisions granting another new AM station and improving facilities of existing station finalized. Initial decision to grant new AM outlet set aside for further hearing, and license for KWRZ Flagstaff, Ariz., reported off air since Oct. 1 just prior to bankruptcy of one partner, re-ordered cancelled [BROADCASTING, Aug. 22, Sept. 12]. Details:

Shelby Bcstg. Co., Center, Tex.—Ordered that initial decision of Sept. 1. to grant new station on 1490 kc, 250 w, to be vacated, record reopened and set for further hearing at Center, Tex., Jan. 31, to obtain full information as to all agreements between O. L. Parker, A. C. Childs, Emmett Crawford and Allphin Hughes relating to sale, management and control of Shelby Bcstg.

Cotton Belt Bcstg. Co., El Dorado, Ark.—Granted new AM station on 1290 kc with 1 kw day. Owner is David M. Segal, owner KTFS Texarkana, Tex.

WLBJ Bowling Green, Ky.—Granted change from 250 w on 1340 kc to 1 kw on 1410 kc, directional night.

WWBZ Vineland, N. J.—Made final proposed decision switch from 1 kw day to 1 kw fulltime, directional night, on 1360 kc.

Pioneer Bcstrs. Inc., Pleasantville, N. J.—Made final proposed grant new AM station 1400 kc, 250 w fulltime [BROADCASTING, Nov. 14]. Denied competitive bid of Seaside Bcstg. Co., Atlantic City.

Vulcan Bcstg. Co., Birmingham, Ala.—Made final proposed initial decision to deny new AM station 1490 kc, 250 w fulltime [BROADCASTING, Nov. 14].

WGST ATLANTA CASE ARGUED IN SUPREME COURT

ARGUMENT held Friday before U. S. Supreme Court on appeal of WGST Atlanta, from state court ruling requiring U. of Georgia station to honor sales contract FCC refused to approve in license renewal proceeding [BROADCASTING, June 13]. WGST, in effort to win renewal in 1943 by assuming full licensee role, contracted to purchase station facilities and stock of Southern Broadcasting Stations Inc., operator of station under another agreement since 1930. WGST later voided sale pact, when FCC disapproved of payment terms, in order to win renewal.

Hamilton Lokey, Atlanta counsel for WGST, and Max Goldman, FCC assistant general counsel who appeared as friend of court, contended federal authority in effect was being challenged by state court ruling and that FCC had authority under Communications Act to consider private contracts where public interest was involved. James A. Branch, Atlanta, counsel for Southern Broadcasting group which when operative was headed by Sam Pickard, former Federal Radio Commissioner, held FCC's license authority was not contested but rather only right to nullify private business obligations.

WOWO-WLIB FIGHT ENDS

LONG-DRAWN fight between WOWO Ft. Wayne and WLIB New York for power increases on 1190 kc appeared terminated Friday when FCC dismissed WLIB application as "abandoned." Following sale of WLIB by Mrs. Dorothy Schiff to new group headed by Morris Novik [BROADCASTING, Sept. 19] WOWO petitioned for dismissal of WLIB request for 10 kw day and 1 kw night on 1190 kc in lieu of present 1 kw fulltime. Noting WLIB filed no reply or opposition, FCC granted petition but passed over WOWO request for immediate grant of its own application for 50 kw in lieu of 10 kw on 1190 kc.

COMR. JONES CASTIGATES RAIBOURN ON TV COLOR

COMR. Robert F. Jones, FCC's leading exponent of color TV, took Paramount Television Productions President Paul Raibourn to task Friday for "debonaire" attitude toward color and "lack of work or at least enthusiasm" for it.

In biting letter he wanted to know what encouragement Mr. Raibourn had given to color, particularly in role of board member of Allen B. DuMont Labs, held tentatively by FCC to be under Paramount control.

Letter was reply to one from Mr. Raibourn voicing concern with some of Mr. Jones' questioning during color hearings, which he felt could be construed to imply that as member of old National Television Systems Committee he "may be derelict or uncooperative in not appearing and offering testimony." Mr. Raibourn said he had no new engineering data but "certainly have some opinions" and would be "glad" to testify.

Comr. Jones said he hoped Mr. Raibourn would not "join the parade" of those who oppose "anyone who dares to have a different view than the vested interests, whether such vested interests are speaking through such flexible if not nebulous pseudo-entities as JTAC, RMA, the former NTSC and any other pseudonym of the radio manufacturers who are here today and gone tomorrow as swiftly and seemingly as purposefully as the proverbial pea in the carnival shell game."

R. MORRIS PIERCE RESIGNS AT WGAR; FOX SUCCESSOR

R. MORRIS PIERCE, vice president and chief engineer of WGAR Cleveland since 1930 and engineering vice president of WJR Detroit and KMPC Los Angeles, G. A. Richards stations, resigns effective Jan. 1 to become president and stockholder of WDOK, projected new Cleveland station.

Robert A. Fox elected WGAR chief engineer, succeeding Mr. Pierce.

During war Mr. Pierce achieved fame for capture of Radio Luxembourg while with Office of War Information and for key role in talking Italian fleet into surrendering. Mr. Fox was combat scientist under Royal V. Howard, director of operational analysis section of Army's European theatre.

COLLEGE GROUP OPPOSES FOOTBALL TELECASTS

ANTI-TELEVISION stand for 1950 football season voted Friday at annual meeting of Eastern College Athletic Conference, New York. Unanimously, ECAC recommended colleges not sign any telecasting contracts at least until meeting Jan. 14 of National Collegiate Athletic Assn. ECAC also recommended its television committee present anti-television position to NCAA meeting.

That stand taken after report by ECAC television committee, comprising Ralph Furey, Columbia director of athletics, chairman; William J. Bingham, Harvard, ECAC president; R. Kenneth Fairman, Princeton; H. Jamison Swarts, U. of Pennsylvania; Howard H. Caldwell, Navy, and Asa S. Bushnell, ECAC commissioner. Reason ECAC gave for anti-television stand was that video is "potential threat to the financial structure of intercollegiate athletics."

Closed Circuit

(Continued from page 4)

from Key West. These demands do not take into account Canada's additional requirements.

VOTE OF Westinghouse at Montreal NARBA sessions fortnight ago in favor of treaty and inferring acceptance of Cuba's demands was premised on Westinghouse view that any treaty was better than no treaty at all. Reports that Westinghouse had sold substantial number of transmitters to Cubans branded without foundation. Five months ago, Westinghouse International Co. sold 50 kw transmitter to CMBC Havana, but that had no bearing on NARBA and was consummated before any inkling of Cuba's demands was known.

ELECTRIC AUTO-LITE Co. account reportedly moving to Cecil & Presbrey with Thomas J. Maloney, former partner and vice president in charge of radio and television of Newell-Emmett (see story page 24). Auto-Lite sponsors *Suspense* on CBS-TV. Meanwhile, release of more than 35 persons reported Friday morning in wake of Newell-Emmett dissolution and formation of Cunningham & Walsh. Number of staffers, however, expected to join Mr. Maloney at C&P on Jan. 3.

HIGH COST of TV talent and production reported resulting in requests for 13-week summer hiatuses on part of several network accounts rather than standard eight weeks.

NEGOTIATIONS understood in progress between representatives of Cramer-Krasselt Co., Milwaukee agency, and several Cleveland stations for so-called "saturation" radio campaign on behalf of one of Cleveland's largest department stores. Similar campaigns by agency for Schuster's Milwaukee store (37 hours a week) and the Golden Rule, St. Paul store (21 hours a week) have boosted these establishments to among largest radio users in country.

IT'S JUST about as surprising as Christmas arriving on Dec. 25 that Maurice B. Mitchell, director of NAB's Broadcast Advertising Bureau, has received several substantial offers. "Mitch" has earned his salesman sobriquet by virtue of his "pitch" on business at district meetings of NAB. Last reports were that while he has listened to proposals, he hasn't said yes—yet.

NO COMMENT official word from Byron Price, Deputy Director General of United Nations, on widely published report he was offered post of Assistant Secretary of State. Mr. Price, former chief of Office of Censorship and pre-war executive editor of AP, currently in midst of new plans and heavy executive duties at UN. Expected he will complete remaining two years of UN term there.

AFTER nearly year of delay there's indication projected broadcaster tour of Voice of America installations around world will be revived. Survey party of five would include NAB staff, board and station executives.

FM ASSN. officials disturbed over statement by NAB President Justin Miller that NAB-FMA merger is subject to confirmatory action by NAB board. FMA contends NAB's offer was firm, needs no ratification, and was accepted on that basis.

KATZ AGENCY, national representative for radio and television stations and publications, reportedly intending to create separate staffs for three media.



TWICE as much in the 9th largest TV market!

In four months, the number of television receivers in use in the area served by WLW-Television . . . microwave-linked stations WLW-T, Cincinnati; WLW-D, Dayton; and WLW-C, Columbus . . . has nearly doubled!

The WLW-Television area embraces 3¼ million people—935,000 families—80,250 TV set owners.* It is the 9TH LARGEST TV MARKET IN THE NATION . . . the 4TH LARGEST TV MARKET IN THE MIDWEST.

Further, the cost-per-potential-viewer on WLW-Television is as low as 36c per thousand . . . the 3RD LOWEST IN THE MIDWEST.

This phenomenal rate of growth in TV set ownership means that by selecting WLW-Television today, you will soon be buying the lowest cost television, per potential viewer, in the Midwest . . . in one of the Midwest's largest TV markets . . . with rate protection for six months.

For further information, contact any one of the WLW-Television sales offices in New York, Chicago, Hollywood, Cincinnati, Dayton or Columbus.

**As of November 1, 1949*

WLW-TELEVISION

WLW-T CINCINNATI WLW-D DAYTON WLW-C COLUMBUS

Television Service of The Nation's Station • Crosley Broadcasting Corporation



"Is there *Another* Radio Station?"

FAITHFUL LISTENER STYMIES ATTORNEY!

Police Identification Expert Don Sipes tells about a recent case in Canyon in which a woman state's witness had spent nearly two hours on the stand. She set all important time elements in the case according to what program was on KGNC at the time. An exasperated defense attorney, trying to break down the time testimony, finally blurted "Don't you ever listen to any station but KGNC?" And the composed woman answered "No sir, I turn KGNC on early in the morning and I don't turn it off until late at night."

Reprint from Amarillo Globe, October 10, 1949.

It's easy to see — KGNC is THE STATION in this fabulous market! A constant, loyal local audience, with an annual 695 million dollar income, means KGNC is YOUR FIRMEST GRIP on Panhandle buying power!

KGNC 710 KC, 10,000 Watts Night and Day

Affiliated with

NBC and LONE STAR CHAIN

Represented by

TAYLOR-BORROFF & CO., INC.

AMARILLO, TEXAS

YOUR FIRMEST GRIP ON THE FABULOUS GREAT PLAINS

DECEMBER 19, 1949 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

more advertisers bought spot time on WOR during September 1949

to sell goods to 36,000,000 people in 18 states

than on any other New York station!

In fact, almost ½ (46%) of all spot advertisers in New York during the month of September used:

WOR

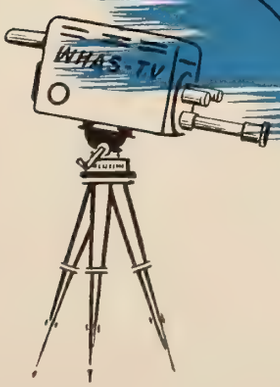
that power-full station at 1440 Broadway in New York

– these facts are based on the latest Rorabaugh Report



COMING TO LOUISVILLE

Television IN THE WHAS Tradition



WHAS AM FM TV
Louisville, Kentucky

50,000 WATTS ★ 1A CLEAR CHANNEL ★ 840 KILOCYCLES
VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY
EDWARD PETRY AND COMPANY

and therefore Selling

THE ONLY RADIO STATION SERVING ALL OF THE RICH KENTUCKIANA MARKET

Our man Jamison is a character...



By this we don't mean that Mr. Jamison is the sort of fellow who panics the office by returning from lunch with a lamp shade on his head... (although, of course, he likes a *good* joke as well as the next man).

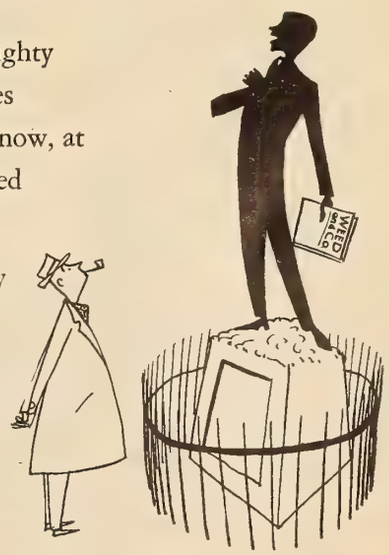
What we *do* mean is that Jamison is an invention of our imagination ... based on our many years of successful experience as broadcasters' representatives. (We thought we'd better mention this, because we've received quite a few phone calls for Mr. Jamison since we started him off at the first of the year).

Jamison is really a composite of the qualities that make the services of Weed and Company so valuable. He serves *both* ways. He serves the men who provide radio and television facilities... he serves the men who advertise over them ... and he does both superlatively well.

That makes him a symbol as well as a character, we figure. Anyway, we're mighty proud of Mr. Jamison and the qualities he represents. And we want to say so now, at the end of his first full year with Weed and Company.

This is a most appropriate time to say one other thing, too...

A VERY MERRY CHRISTMAS
to all our good friends among the broadcasters, advertisers and agency men of America.

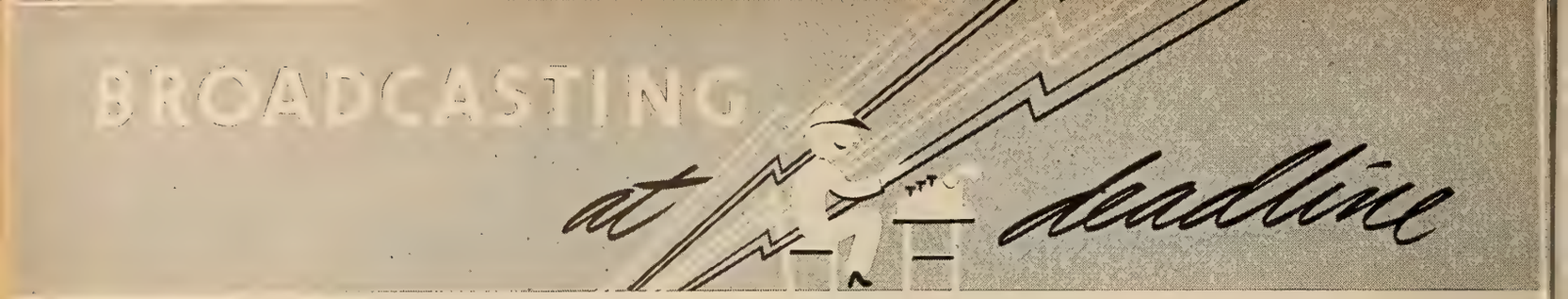


Weed and company

radio and television station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



Closed Circuit

BOOZ, ALLEN & HAMILTON, management consultants blueprinting NBC reorganization, reportedly interviewing candidates—none of them present NBC employes—for post of chief of NBC sound broadcasting network. No selection yet made. Charles R. Denny, NBC executive vice president, still in temporary charge of radio operation pending hiring of permanent chief.

AS ANOTHER step in NBC's executive realignment, veteran staff Vice President Wm. S. Hedges assumes direction of integrated services (both sound and TV) covering such fields as traffic with all stations, guest relations, building maintenance, supplies and duplicating. Personnelwise, assignment covers more people than any other network function.

WHETHER FCC Commissioner Rosel H. Hyde will head U. S. delegation to bilateral sessions in Havana beginning Feb. 1 in pursuance of NARBA was in suspended animation last week. Mr. Hyde has indicated he would prefer to pass it up to dig into normal FCC activity, but view is there should be continuity in negotiations, particularly since NARBA simply is in recess and Mr. Hyde continues to head U. S. delegation.

COLGATE-PALMOLIVE-PEET through Ted Bates, New York, preparing one minute E.T.'s for Palmolive soap to start after Jan. 1 in about 160 markets for 39 weeks.

LEVER BROS. contemplating change in products for sponsorship of Bob Hope show on NBC currently underwritten by Swan Soap through BBDO. Plans understood to split sponsorship three ways to include Surf (in limited distribution markets), Rinso and Lux. Surf is handled by N. W. Ayer & Son, Rinso by Ruthrauff & Ryan and Lux by J. Walter Thompson. Decision as to which agency will produce Bob Hope show expected next week.

ADVERTISERS, agencies and networks appear to be veering toward view that ratings alone are not answer to television results. New techniques, tying into point of sale results and other measures of merchandising, evidently are needed to ascertain accurate check on sales through TV. Matter has been subject of high-level sessions among three groups during past few weeks.

EMERSON DRUG CO. (Bromo-Seltzer) through BBDO, New York, preparing spot campaign in radio and television in 25 markets starting Jan. 1. Contract for 52 weeks.

NBC's giant giveaway program *Hollywood Calling* expected to be dropped by network in Sunday night spot in mid-January. Martin and Lewis show and mystery program expected to replace giveaway program.

EWELL & THURBER Agency, Toledo, asking for national spot availabilities in several dozen

(Continued on page 86)

Upcoming

Jan. 12: Federal Communications Bar Assn. dinner honoring FCC, Mayflower Hotel, Washington.

Jan. 12-13: Liquor Advertising hearing, Senate Interstate & Foreign Commerce Committee, Washington.

Jan. 13: Radio and Television Award Dinner, Waldorf-Astoria, New York.

Jan 17-18: Georgia Assn. of Broadcasters, Hotel Dempsey, Macon.

(Other Upcomings on page 43)

Bulletins

N. W. AYER & SON withdrew from American Tobacco Co.'s Lucky Strike account Friday to avoid divided responsibility with BBDO, New York. BBDO will handle television as well as radio for Lucky Strike. Agency buying Robert Montgomery for bi-weekly dramatic show starting in mid-January [CLOSED CIRCUIT, Dec. 5].

DOUBLEDAY & CO., New York, purchases Sunday, 2:30-3 p.m. period on CBS starting Jan. 8 for two quarter-hour programs, first to feature Galen Drake, commentator, second to be quiz series, details to be announced. Huber Hoge & Sons, New York, is agency.

MILES LABS., Elkhart, Ind., to sponsor second 15 minutes of *Ladies Fair* on 410 MBS stations, starting Feb. 6, for Alka-Seltzer. Miles also to carry Edwin C. Hill on full ABC network starting Jan. 2. Both five-weekly, with *Ladies Fair* 2-2:30 p.m. and Mr. Hill 7-7:05 p.m. Agency, Wade Adv., Chicago.

MRS. ROOSEVELT SLATED FOR NBC SIMULCAST

SIMULCAST featuring Mrs. Eleanor Roosevelt to be aired by NBC and NBC-TV reported to be first program packaged by new firm of Roosevelt & Jones, New York.

Firm was incorporated in papers filed in Albany last week by Elliott Roosevelt, son of late President and before war holder of Texas radio interests, and Martin Jones Jr., New York TV and radio executive, and is currently seeking office space in New York. Mr. Jones, said by informed sources to be bankrolling venture, formerly produced *Broadway Spotlight* for NBC-TV, and recently sold Vanderbilt Theatre to ABC.

It was also learned that Elizabeth Ann Tucker, formerly of CBS talks department, is expected to join new firm Jan. 1 as assistant director. Mr. Roosevelt and Mr. Jones are directors.

Mr. Roosevelt could not be reached last week for comment, and Mr. Jones would make no official statement. It was understood, however, that announcement of program, expected to be a Sunday tea-time show, would come shortly from NBC.

Business Briefly

GILLETTE ALL-STAR GAME ● Gillette Safety Razor Co., Boston, sponsoring 25th annual All-Star East-West football game on 450 stations, Sat., Dec. 31, following Blue-Gray contest also sponsored by Gillette on MBS. Agency, Maxon Inc., New York.

CONGOLEUM BUYS ● Congoleum Nairn Co., Kearny, N. J. (floor coverings) in early February starts *Garroway at Large* on NBC-TV, Sun., 10-10:30 p.m. Price said to be $5,000. Sustainer for several months out of Chicago, program produced by Ted Mills, WNBQ(TV) Chicago, who will work with Ken Craig, radio-TV director of McCann-Erickson's Chicago office, agency on account.

ADVERTISING DEPARTMENT REORGANIZED BY LEVER

LEVER BROS. advertising department reorganized Friday, James A. Barnett, vice president in charge of advertising, announced. Michael J. Roche continues as general advertising manager. David Ketner, who joined company in 1947, named brand advertising manager for Surf, Lifebuoy and Swan. Paul Laidley Jr. is assistant advertising manager for these brands.

George B. Smith, new member [BROADCASTING, Dec. 5], made brand advertising manager for Rinso, Spry and Breeze. William Scully assistant advertising manager for these products.

Howard Bloomquist, another new member, named brand advertising manager of Lux toilet soap and Silver Dust with Stephen Witham assistant.

George T. Duram appointed media director, assisted by John P. Doyle and Richard Dube.

John R. Allen, newly appointed television manager, will make study of mechanics and consumer aspects of television. Study to be made by rotating brands advertised on *The Clock* on NBC-TV, currently sponsored by Spry, Lux toilet soap and Pepsodent toothpaste.

INCREASED LISTENING TO NEWSCASTS CLAIMED

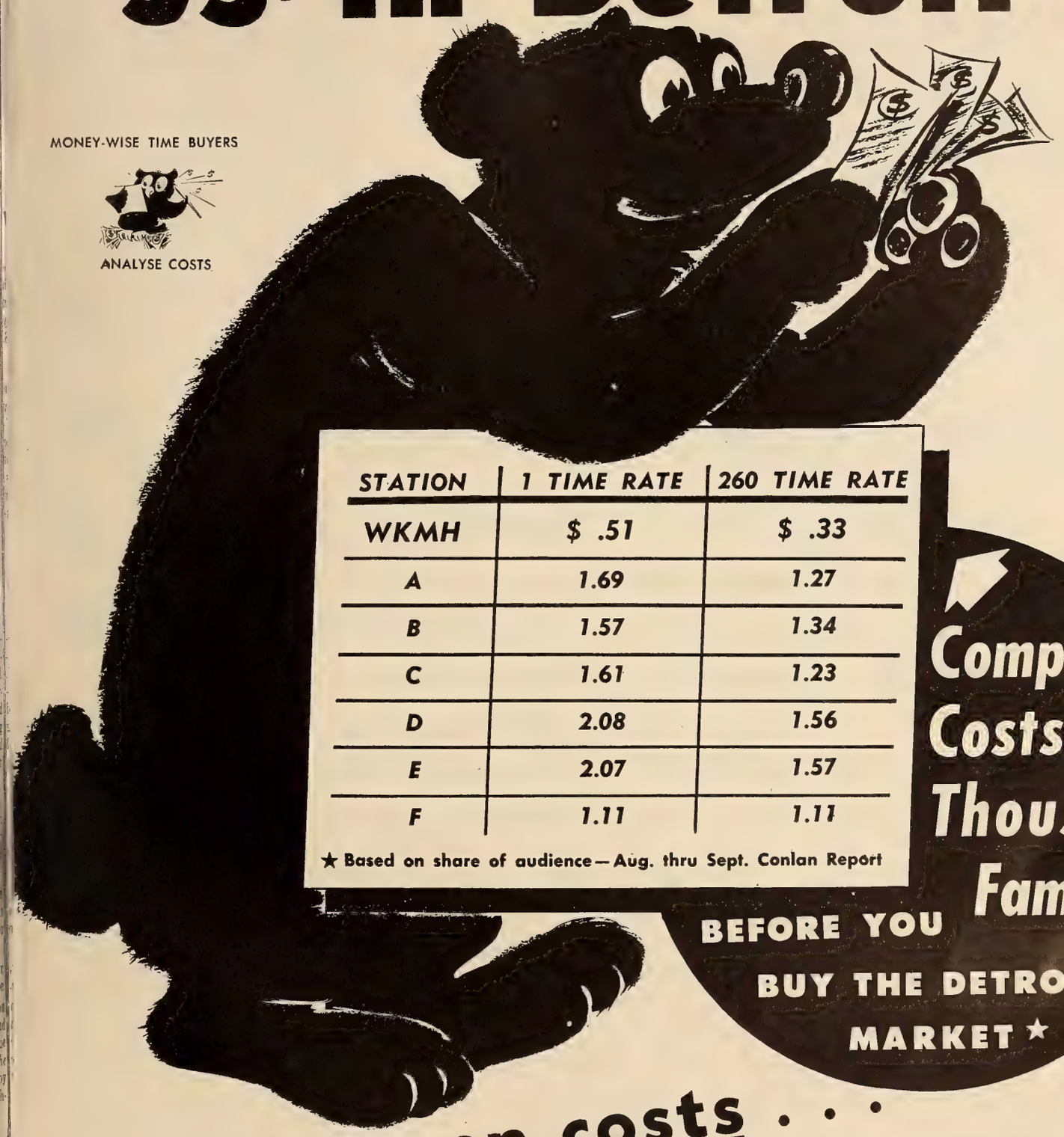
MORE people are listening to newscasts than during World War II, according to study by WOR New York of average ratings of such shows in New York over past eight years.

Based on Pulse ratings for October-November in 1942-49 period, WOR found: More people spend more time listening to more news on major New York stations now than during early part of war; average rating for all 15-minute newscasts currently tops average for comparable months in all war years; average news program is heard by more families now than in any October-November in past four years.

33¢ in Detroit

MONEY-WISE TIME BUYERS

ANALYSE COSTS



STATION	1 TIME RATE	260 TIME RATE
WKMH	$ .51	$ .33
A	1.69	1.27
B	1.57	1.34
C	1.61	1.23
D	2.08	1.56
E	2.07	1.57
F	1.11	1.11

★ Based on share of audience—Aug. thru Sept. Conlan Report

Compare Costs per Thousand Families

BEFORE YOU BUY THE DETROIT MARKET ★

Bear down on costs . . .

with

1000 WATTS
FULL TIME

WKMH

1310 KC

WKMH GIVES YOU MORE LISTENERS PER DOLLAR IN METROPOLITAN DETROIT THAN ANY OTHER STATION

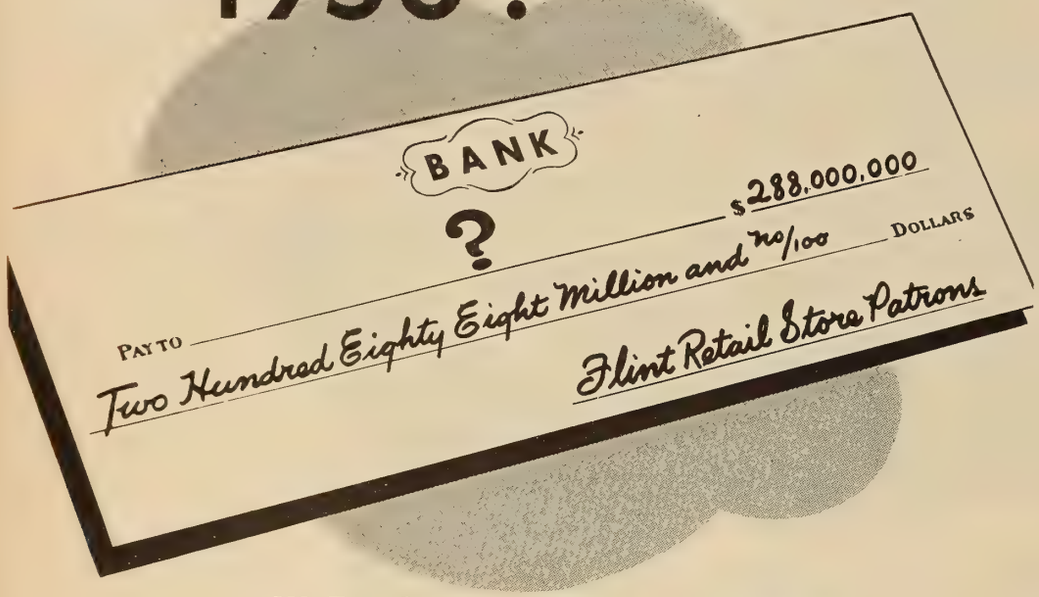
Plus...

A BONUS of Ann Arbor, Ypsilanti, Pontiac and Toledo!

Fred A. Knorr
President and Gen. Mgr.

Weed and company
National Representatives

WHO WILL GET THE *LION'S SHARE* IN 1950?



WE CAN TELL YOU *Right Now!*

● History shows that, in 1950 as in previous years, the "lion's share" of the whopping 288 million retail sales dollars spent in Flint will again go to WFDF advertisers.

How About It? Will Flint's favorite station be selling your products, too? Will you be getting your share of sales in this money-loaded market? Remember, latest U. S. Department of Commerce figures show *the average effective buying income per Flint family is $5,764* . . . a figure well worth the careful attention of sales-minded industry, especially since the median U. S. family income figure is reported at $3,120.

There's nothing mysterious about the fact that the majority of Flint's retail sales go to WFDF advertisers. Hooper surveys show WFDF has a larger audience than the other four local stations combined—in every time period . . . two to five times as many listeners as any other local station throughout the day.



Got a pen? The check up there is going to a number of people. How many—and how much each of them will receive is the only question. Nobody but YOU can provide the answer!

910 Kilocycles **WFDF** **FLINT MICH.**

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

BROADCASTING TELECASTING

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone ME 1022

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FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; How's Business
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Ginn, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Audrey Boyd, Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Wilson D. McCarthy, Jean D. Statz; Eleanor J. Brumbaugh, *Assistant to the Publisher.*

BUSINESS

MAURY LONG, *Business Manager*

Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Phyllys Steinberg, B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

CIRCULATIONS AND READERS' SERVICE

JOHN P. COSGROVE, *Manager*

Lillian Oliver, Warren Sheets, Elaine Haskell Edward V. Duggan, Grace Motta, Chapalier Hodgson.

NEW YORK BUREAU

250 Park Ave., Zone 17, PLaza 5-8355

EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181

David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO

417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

YOU MIGHT COAST A MILE IN 66 SECONDS*—



BUT . . .

YOU WON'T GET FAR IN WESTERN MICHIGAN WITHOUT WKZO-WJEF!

Here's proof that WKZO, Kalamazoo, and WJEF, Grand Rapids, do the best radio job in Western Michigan!

The Mar.-Apr. '49 Hoopers Show that both WKZO and WJEF get the highest ratings—*Morning, Afternoon and Evening*—of all stations in their respective cities. For Total Rated Periods, WKZO leads the other four principal Kalamazoo stations with a *58.4%* Share of Audience, and WJEF heads up a list of nine principal Grand Rapids stations with a *26.8%* rating.

WKZO-WJEF *deliver about 41% more listeners*, with a combination rate that gives advertisers a 20% saving over the next-best two-station selection in Kalamazoo and Grand Rapids!

Outside urban limits, this strong CBS combination does an even more impressive job—delivers a large and responsive rural audience *throughout* Western Michigan.

By *any* measurement, WKZO-WJEF are the best radio buy in Western Michigan. Write for all the facts, *today!*

**In 1946 the Republic Miners ran four one-mile heats at Lake Placid in 4:20.3, or an average of 1:5.1.*

WKZO *first* IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

WJEF *first* IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

SEASON'S G



EDWARD PETRY AND CO. INC.

REETINGS



To our many friends in radio, and to all who may chance to read this, our sincere and warm good wishes for a joyous holiday season.



THE PETRY LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas Ft. Worth	NBC ABC
WJR	Detroit	CBS
KARM	Fresno	ABC
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WTMJ	Milwaukee	NBC
KSTP	Mpls--St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WSAU	Wausau, Wisc.	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS

THE YANKEE AND TEXAS QUALITY NETWORKS

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
DALLAS • ATLANTA

Watch the New WDSU

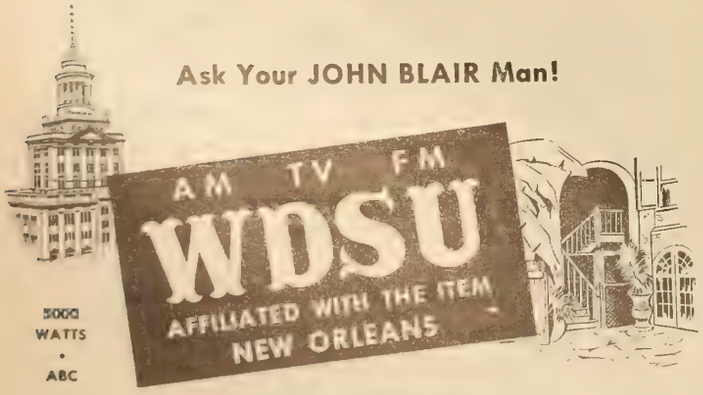
No Other New Orleans Station Offers Such Complete and Exclusive Coverage of Sports



Mel Leavitt, former network sportscaster, is the bulwark of WDSU's great eye-witness coverage of the major sporting events—boxing, football, racing, wrestling, basketball, et al. Sorry you couldn't secure sponsorship of these sales producing programs—they were sold 100% solid. Kick-off of WDSU's sports coverage for 1950 will be the telecast and the broadcast of the Sugar Bowl Grid Classic on January 2, before 85,000 fans in Tulane stadium. Sorry, already sold to Gillette —but there are more great sport features to come in 1950.



Ask Your JOHN BLAIR Man!



EDGAR B. STERN, JR
Partner

ROBERT D. SWEZEY
General Manager

LOUIS READ
Commercial Manager

New Business



RENAULT AUTOMOBILE, largest manufacturer of automobiles in Europe, appoints Smith, Smalley & Tester Inc., New York, to handle its advertising in United States effective Jan. 1, 1950. **PHILIP KERBY** is account executive. Spot radio will be used.

GREENMAN-SHERRILL FURNITURE Corp., New York, appoints Victor A. Bennett Co., New York, to handle advertising effective immediately.

TRI-STATE DIST. Inc., eastern New York state distributor for Admiral TV sets and electrical equipment, contemplating sponsorship of half-hour evening musical program on WRGB (TV) Schenectady, concurrent with new Admiral line of TV sets and refrigerators in January 1950.

REDDI-WIP MARYLAND Inc., processor of Reddi-Wip dessert topping in Maryland and Delaware, appoints Ruthrauff & Ryan, New York, to handle its advertising. Radio and television will be used.

NIAGARA EQUIPMENT Co. (home reducing units), appoints Jewell Advertising Agency, Oakland, to handle advertising. Radio will be used.

PERSONAL PRODUCTS Corp. (Yes cleansing tissues) sponsors ABC *Telephone Quiz,* 4-4:30 p.m. in New York on WJZ-TV and on Jan. 9 on WFIL-TV Philadelphia, four-times weekly. Plan also calls for coverage of program in Detroit and Chicago beginning early next year. N. W. Ayer & Son, New York and Philadelphia, is agency.

COLUMBIA BREWERIES Inc., Tacoma, Wash. (Alt Heidelberg beer), has started its three-year, three-city contract for sponsorship of professional hockey games of Pacific Coast League on KWJJ Portland, KMO Tacoma and KING Seattle. Agency: H. J. Ryan & Son, Seattle.

ROBERT REISS & Co., New York (men's underwear, pajamas and sportswear), appoints Erwin, Wasey & Co., New York, as its agency effective Jan. 1.

DALCO APPLIANCE Co., Northern California Philco distributor, launches intensive campaign plugging Philco television receivers with heavy spot schedule on San Francisco Bay Area radio stations. Russell, Harris & Wood, San Francisco, is agency.

ARGUS Inc., Ann Arbor, Mich. (manufacturers of cameras and optical equipment), appoints Fletcher D. Richards Inc., New York, as its agency.

FORD DEALERS of Alaska, through J. Walter Thompson Co., purchasing transcribed announcements for 1950 Fords on all six Alaska Broadcasting System stations, to start immediately upon arrival of cars in Alaska showrooms.

VISION-CRAFT Co., Newark, N. J. (television accessories), names H. W. Hauptman Co., New York, to handle its advertising. Television will be used.

DRAKE AMERICA Corp., New York, branch of Fendrake Ltd., London, importers and exporters, appoints H. B. LeQuatte Inc., New York, to handle its food and candy division. Radio and TV may be used in future.

ROESFIELD PACKING Co., Alameda, Calif., and **GOOD FOODS Inc.,** Minneapolis (Skippy peanut butter), appoint Guild, Bascom & Bonfigli, San Francisco, to handle advertising, effective Jan. 1.

FANNY FARMER CANDY SHOPS Inc., New York, entering video for first time, signs for participations on Dec. 9, 16, and 23 during 8:15-8:30 p.m. segment of *Holiday Hints* on WJZ-TV New York. J. Walter Thompson is agency.

Network Accounts • • •

CHESEBROUGH Mfg. Co., New York (Vaseline hair tonic), including KTLA-TV Los Angeles, KGO-TV San Francisco, KSTP-TV St. Paul, WSB-TV Atlanta and WMCT (TV) Memphis on *Greatest Fights of the Century,* NBC-TV effective Jan. 1, 26 weeks. Agency: Cayton Inc., New York.

GENERAL MILLS Inc., Minneapolis, on behalf of Wheaties, and **WILSON SPORTING GOODS Co.,** Chicago, jointly sponsored national professional football championship game between Philadelphia Eagles and Los Angeles Rams yesterday (Dec. 18) over full ABC network. Sponsorship was for third successive year by both companies. Agencies are Knox-Reeves Advertising Inc., Minneapolis, for General Mills, and Ewell & Thurber Assoc., Chicago, for Wilson.

WMT GIFT CERTIFICATE

TO: Our Advertisers

For this Christmas . . . and the New Year . . . our sincere expression of good wishes for continuing prosperity! May you enjoy the bountiful "crops" that our Eastern Iowa audience enjoys . . . may your products achieve the solid reception that our exclusive Eastern Iowa CBS programming enjoys . . . may you "get across" as well as our 600 kc, 5,000 watt signal gets across.





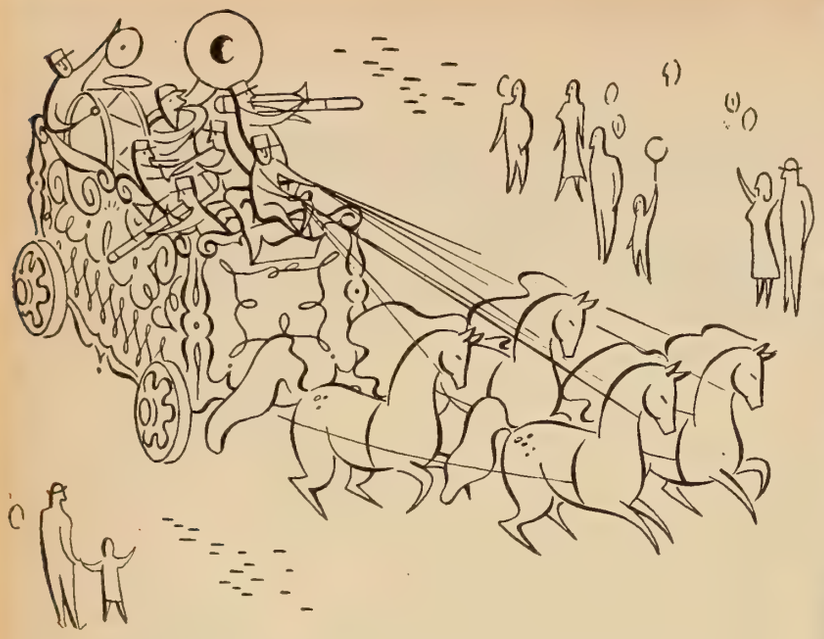
WMT

CEDAR RAPIDS

5000 Watts 600 K.C. Day & Night

BASIC COLUMBIA NETWORK

Represented by the Katz Agency



S and C GOT ON THE

BANDWAGON

● Nearly a generation of Peoriarea grade school youngsters have started the day to the rousing music, the exciting pageantry of WMBD's Band Wagon.

Since 1933 Sutliff and Case—largest independent Central Illinois drug chain—has sponsored this six day a week WMBD production. So terrific a hit has it become that S & C now owns an actual band wagon that is a feature of local parades and celebrations.

The results are just what lots of other smart merchants have learned to expect from Peoria's dominant station—a greater volume of unit sales directly traceable to WMBD's merchandising "Know-how."

WMBD dominates Peoriarea

WMBD
PEORIA, ILLINOIS
AM FM

See Free & Peters

CBS AFFILIATE
AM 5,000 watts FM 20,000 watts

Agencies



QUENTIN I. SMITH, account executive at Albert Frank-Guenther Law Inc., New York, elected a vice president of agency. He has been with firm since 1938, except for three years as chief of advertising section of Treasury Department's War Finance Committee for New York.

GEORGE A. VOLZ, former advertising manager of Shell Petroleum Co., elected vice president of Gardner Adv. Co., St. Louis. He is also member of agency's plans board.

VAN S. LINDSLEY Jr., for past 15 years account executive with Al Paul Lefton Co., joins Kircher, Helton & Collett Inc., Dayton, Ohio, as assistant to the president, **RALF KIRCHER.**



Mr. Lindsley

WALTER BLAKE, formerly with Donohue & Coe, New York, and before that with Blaine-Thompson Co., same city, appointed executive vice president of William Kester Co., Hollywood. Latter agency is affiliated with Donohue & Coe.

BENJAMIN KOLB, formerly copy supervisor for Robert W. Orr & Assoc., appointed copy executive in Philadelphia office of Ward, Wheelock Co.

RUTH JORDAN and **HAROLD T. BERS,** copy supervisors at William Esty & Co., New York, elected vice presidents of agency.

CHARLES STRAUSS, former copywriter at Newell-Emmett Co., New York, joins copy department of Federal Advertising Agency Inc., same city.

REX PARKIN, formerly writer with Lloyd, Chester & Dillingham, joins J. Walter Thompson Co., New York, in same capacity. **DEAN VAN NEST,** formerly with Time Inc., named assistant representative in firm's New York office, and **BART McHUGH,** formerly with Music Corp. of America, joins agency's radio-television-movie department.

NATHAN ALBERT TUFTS, former vice president in charge of Hollywood office of W. Earl Bothwell Inc., and previously vice president of Ruthrauff & Ryan, Hollywood, joins Hollywood office of BBDO. He will be assistant to **WAYNE TISS,** vice president in charge of that office.

FRANK R. BRODSKY resigns as advertising director of Pepsodent Division, Lever Bros., effective Dec. 31, to establish his own advertising agency. Temporary headquarters located at 520 N. Michigan Ave., Chicago. He was advertising manager of Elgin National Watch Co. for 16 years.

EDWARD S. GORE, formerly with Lavenson Bureau of Advertising, Philadelphia, as account executive, appointed director of public relations for Leonard F. Fellman & Assoc., same city.

LLOYD GIBBONS, formerly with Carl Reimers Agency, joins J. Walter Thompson, New York, as account representative.

L. MARTIN KRAUTTER, vice president and director of Henri, Hurst & McDonald Inc., Chicago, resigns to open his own advertising and merchandising counsel service. New firm, **L. Martin Krautter & Assoc.,** will begin operations on Jan. 3 at 134 N. La Salle St., Chicago. Mr. Krautter was advertising and sales promotion manager of Crosley Corp., Cincinnati, prior to the war.

WALTER H. HAASE, formerly assistant to the president of Equity Corp., New York investment company, joins executive staff of American Assn. of Advertising Agencies, New York. He will assist **RICHARD TURNBULL,** vice president, in agency administration, mechanical production and personnel.

PAT BUTCHER joins N. W. Ayer & Son Inc., Hollywood, as assistant in publicity to **CHET BROUWER.**

JAMES R. CONNER, manager of Chicago office of Forjoe & Co., resigns effective Dec. 31. He formerly headed firm's San Francisco branch. His future plans will be announced later.

GEORGE POLAND, formerly of Toronto office of Young & Rubicam Ltd., appointed manager of Montreal office of firm, with which he has been connected since 1940, except for 3½ years in the Canadian Army.

HARRY L. MERRICK, first vice president of Kal, Ehrlich & Merrick Advertising Inc., Washington, elected president of Kiwanis Club of Washington for 1950.

DAN B. MINER Co., Los Angeles moves into newly renovated two story building at 304 S. Kingsley. New quarters have approximately 7,500 square feet. Agency plans call for expansion in its copy, radio and television departments.



Business is always better in Washington, D.C.

So many Santas! This year almost half your Washington customer-families got pay raises. Construction is up 65 percent over last year. Population is up 44.9 percent over 1940. And to advertisers on WTOP, a whopping 32 percent more share-of-audience than any other station in Washington.

WTOP

THE WASHINGTON POST–CBS STATION

WASHINGTON'S ONLY 50,000 WATT STATION • REPRESENTED BY RADIO SALES



JUNE CHRISTY

. . . joins the Thesaurus family! Featured with the Johnny Guarnieri Quintet, a new idea in sophisticated rhythm.

SAMMY KAYE

Showmanship and styling in the famed "Swing and Sway" manner! With The Kaydets, the Kaye Glee Club and other top specialties.



TEX BENEKE

The Tex Beneke Show presents all the Glenn Miller favorites plus all the top tunes . . . is not available through any other source.





EARL WILD

. . . featured soloist with the Salon Concert Players. Rich interpretations of popular classics and standard favorites . . . a perfect prestige show!



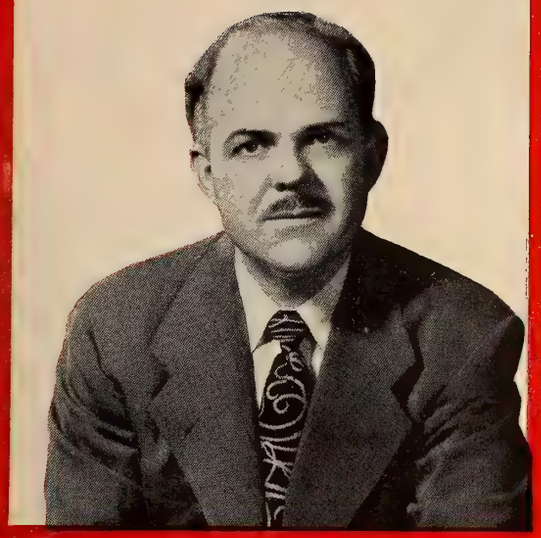


FRAN WARREN

"FRAN WARREN SINGS" . . . dramatic voice and warm, intimate vocal style with matchless orchestral accompaniment.

ALLEN ROTH

and his Symphony of Melody . . . with new 16-voice chorus! Everything from boogie to opera. Thrilling, dynamic arrangements!



These stars and shows too!

- The Music of Manhattan
- Norman Cloutier and his Memorable Music
- Slim Bryant and his Wildcats
- Listen To Leibert
- The Church in the Wildwood
- Festival of Waltzes
- Edwin Franko Goldman Band
- Golden Gate Quartet
- Jimmie Wakely: Ridin' the Range

...and many, many others!

A Christmas visit with

TED MALONE

An inspiring special new production with orchestra and choir.

"CLAUDE THORNHILL

PRESENTS WIN A HOLIDAY"...
Claude's great music plus a new local-national contest idea! Your listeners name untitled melodies, win weekend in New York!



YOURS for easier, more saleable programming...

a new era in *Thesaurus*

IT'S BIG NEWS for every local broadcaster! *More* big names, *more* big shows than ever before are coming your way in the *new* Thesaurus. We're drawing upon the whole glittering array of RCA Victor recording talent ... plus other big name stars ... building commercial radio programs, *designed to sell!* More economically, more effectively, more profitably!

Look at the advantages that *only* the new Thesaurus brings you:

1. **Comprehensive programming ... broader variety of artists and groups with continuing flow of fresh selections—all the top tunes!**
2. **Greater number of broadcast hours ... features to fill your needs for every time segment, with sure sales appeal for local sponsors.**
3. **Steady supply of weekly continuity, special holiday and seasonal shows. Your scripting problems are taken over by our network-experienced writers.**
4. **Promotion that ensures commercial sales ... sponsor-selling brochures and audience-building promotion kits with locally slanted advertising and publicity material.**

If you want easier programming, more sponsors, bigger profits—RCA's *new era* in Thesaurus has what it takes! Inquire now!

RCA recorded program services

Radio Corporation of America · RCA Victor Division
120 E. 23rd St., New York 10, N. Y. · Chicago · Hollywood

IT'S HUNTING SEASON IN TEXAS . .



But...

There's No Limit On Results When You Buy . . .

1. 12: NOON NEWS

Featuring Johnny Goodman

COMPARE THESE HOOPERS*

KNUZ	6.3
Net. A	4.0
Net. B	0.9
Net. C	3.9
Net. D	1.3
Ind. E	0.9
Ind. F	0.4
Ind. G	0.1

Blocked on both sides by an hour of number one rated quarter hours, "West's Best"

2. 1:30 to 2:00 P. M. AMERICAN COWBOY

JOHNNY GOODMAN rides the herd with a 5.8 Hooper rating

COMPARE THESE HOOPERS *

KNUZ	5.8
Net. A	3.5
Net. B	1.5
Net. C	0.8
Net. D	2.3
Ind. E	2.3
Ind. F	1.2
Ind. G	0.4

KNUZ salutes the world's largest Woolworth store and National Biscuit Company's new seven million dollar plant, both recently opened in Houston!

*Source: 1949 Hooper Report MAY THROUGH SEPT

k-nuz
9th Floor Scanlan Bldg.
Houston, Texas

Open Mike



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Thanks from Block

EDITOR, BROADCASTING:

Our sincerest appreciation for the very excellent article on Amm-i-dent's radio advertising campaign and the historical background preceding acquisition of our network show. . . .

George J. Abrams
Advertising Mgr.
Block Drug Co.
Jersey City, N. J.

* * *

Coverage Proof

EDITOR, BROADCASTING:

. . . Our thanks for your very excellent article on the specialized programming for Negro audiences being done by WDIA.

Immediate reaction from all phases of the radio and advertising industries from all over the United States has given us complete proof that the coverage of BROADCASTING is indeed comprehensive. . . .

Bert Ferguson
General Manager
WDIA Memphis

* * *

On RCA and FM

EDITOR, BROADCASTING:

Wouldn't FM broadcasters shout with glee if RCA suddenly decided to give FM the same kind treatment they're giving their 45 rpm system?

Sol Chain
Manager
WBIB-FM New Haven, Conn.

* * *

KPRC Caricatures

EDITOR, BROADCASTING:

The KPRC newsroom sees itself through the pen of a member of its staff. Bill Sprague indulges in original ideas from the standpoint of cartoons and caricatures, and recently he came up with his view of the five-man staff of the KPRC news room.

After assembling the five characters in a rather condensed position, he added the following story to match his caricature:

News at KPRC is ground out by a team of five triple-threat men, whose daily routine includes airing, writing, and pestering local news sources by phone and on foot.

Custodian of the company alarm clock is Harry Arouth (tall fella at the mike). Harry crawls in to do his 7:15 shot, then plods the police beat. The 8 a.m. is the property of Ray Miller (horizontal). Ray takes the County Offices and the Labor run. (In the picture, he's *analyzing*.) The 12 noon show centers around Pat Flaherty (lower left), boss wrangler and wartime Pacific NBC scribe. Bill Whitmore (just coming in from City Hall) joins the rest with his first hand report on the morning's doings there. At 5:45, Pat goes it alone. Bill Sprague (with pipe) ranges the town afternoons, then taps out the night final at 10.



The newsroom as characterized by Bill Sprague's pen.

In one sense the picture's unrealistic. Usually there's an argument going on.

Pat Flaherty
Director
News and Special Events
KPRC Houston, Tex.

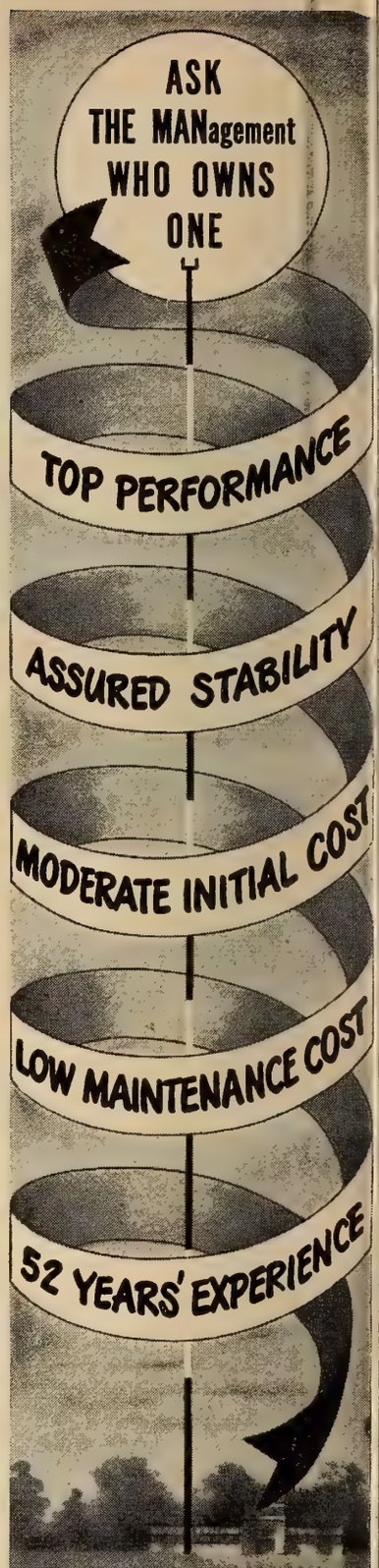
* * *

It's 5,000—Not 500

EDITOR, BROADCASTING:

May I . . . express my appreciation for the item you carried in the Nov. 28 issue of BROADCASTING, concerning the opening of my studios. However, a serious error was made in the article which stated that my premises consisted of over 500 ft. of floor space; this could have a serious effect on my business, actually I have over 5,000 square feet of floor space available. . . .

Bob Levitt Roberts
President
Roberts Studios
New York



LINGO
Vertical Tubular Steel
RADIATORS
Write for Factual Data
JOHN E. LINGO & SON
CAMDEN 5, N. J.



The new RCA 45 RPM Conversion Kit, MI-11883—installed. The kit is complete with (a) clutch assembly (speed changer); (b) brake-arm assembly; (c) switch and cam shaft assembly; (d) microswitch; (e) dial plate; (f) shaft coupling; and (g) adapter hub.

The fine-groove tone arm and pick-up for "45 RPM" are available extra.

Play 45 RPM's on 70-series Turntables—with RCA Kit MI-11883

NOW you can handle 45's, 78's or 33-1/3's—fine-groove or standard —with this kit, and a second tone arm (available extra).

Easy to install

You install the single-unit, ball-type speed reducer between the two flexible couplings in the main drive shaft of your turntable. You transfer the motor switch leads to the micro-switch—included with the kit. That's all there is.

Easy to operate

A motor-control knob on the deck of the turntable controls the speed. Position No. 1 stops the motor. No. 2 shifts the speed control to the 78-33⅓ rpm speed-change lever (on turntable deck). No. 3 shifts to "45 rpm" position (speed lever set at 78 rpm). *You can shift speeds instantly in either direction while turntable is running.*

Same RCA broadcast dependability

Sturdy construction and accurate mechanical alignment assures you the same quiet, trouble-free service for which more than five thousand RCA turntables are famous.

RCA

AUDIO BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Order your kit (s) today

RCA ENGINEERING PRODUCTS
DEPT. 19 LC, CAMDEN, N. J.

☐ Send me____45 RPM Conversion Kit (s) MI-11883 at once. Price each, $70.00*.

☐ Send me____fine-groove tone arm and pick-up (s), MI-11884. Price each, $70.00*.

☐ Remittance enclosed ☐ Ship C.O.D.

*NAME*_____

*ADDRESS*_____

*CITY*_____ *STATE*_____

*STATION*_____ **Price applies only in continental U. S. A.*

Profits Await Advertisers in these Markets

WGAL
WGAL-TV
LANCASTER, PA.

WORK
YORK, PA.

WEST
EASTON, PA.

WKBO
HARRISBURG, PA

WRAW
READING, PA.

Clair R. McCollough, *Managing Director*

Represented by

ROBERT MEEKER ASSOCIATES
Los Angeles · New York
San Francisco · Chicago

STEINMAN STATIONS

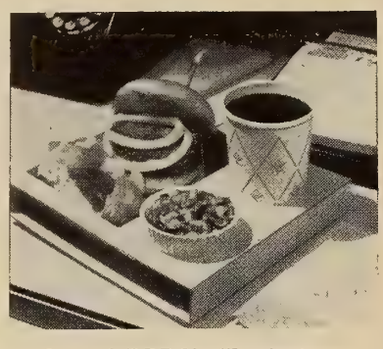
Feature of the Week

EMBRYONIC radio promotion ideas which often suffocate under a poorly prepared midday meal will have a better chance to be brought to full realization under a new set-up introduced by BBDO, New York.

BBDO has instituted what it calls "brainstorm luncheons." Whenever the firm's executives, writers and idea men get deep into discussion about coming programs before lunch, they use the facilities of the agency's test kitchen. In the relaxed and informal atmosphere of the luncheon, creative fire has a good chance to be sparked and sustained.

Ready to serve a dozen or more conferees on a moment's notice, the kitchen is staffed with home economists who also serve the more elaborate bi-monthly forum account luncheons for some 200 account executives and their assistants.

Agency executives say the luncheons seem to inspire freer and more genial give-and-take. "These luncheons are important in helping us capture all too evanescent ideas which too often are lost by lunch hour interruptions," an agency executive explains. "However, it's important they be pleasant meals, attractively and quietly served, if they are to provide the sort of situation in which our people work best. Because our home economist and her assistants take care of these factors so well, we have come to look forward to our 'brainstorm luncheons!'"



One of BBDO's "brainstorm luncheons."

* * *

On All Accounts

WALL STREET is not exactly a direct route to Sunset Boulevard but that was the road Martin J. Haims traveled to arrive at his present destination.

Now vice president and treasurer in charge of the Hollywood office of H C. Morris & Co., he is account executive on the radio—and television—active acounts of Albert's Products Co., Portland, Ore. (Portland Punch), and Eureka Chemical Co., El Monte, Calif. (Hi-Ten detergent).

Seventeen sturdy years of Wall Street brokering preceded his entrance into the advertising field.

He took a one-year detour through the New York office of H. C. Morris as account executive, however, before proceeding to the Hollywood thoroughfare in 1947 to open up a West Coast branch of the agency.

Before he ever heard of Wall Street or Sunset Blvd. he thought the world revolved around Brooklyn, N. Y., where he was born in 1909. He attended public schools in New York and Jersey City. Later, while attending New York U. at night, majoring in economics and psychology, he worked on various trade publications during the day. Among these were *Financial World* with which he was associated three years, starting as copy boy and working up to associate editor and sales manager.

The year that Wall Street crashed, Martin Haims crashed Wall Street. This was a year after his graduation from N. Y. U. in 1928. The next several years were spent with various brokerage firms —the last eight with Bonner & Bonner. In 1946 he decided he wanted the more "creative" life, deserted the famed street and joined H. C. Morris.



MARTIN

At the present time, Albert's Products, which has obtained 60% distribution for Portland Punch in the three West Coast states since starting its radio and television campaign five months ago, has on the air: quarter-hour weekly participation *Meet the Missus* on 18 Columbia Pacific Network stations; half-hour weekly program on KOIN Portland, and participations and spots on 11 other Pacific Coast stations including San Francisco, Stockton, Fresno, Hollywood and Spokane.

On the television side, the fruit drink firm is currently sponsoring an hour and ten minute combination live and Western film show

(Continued on page 82)

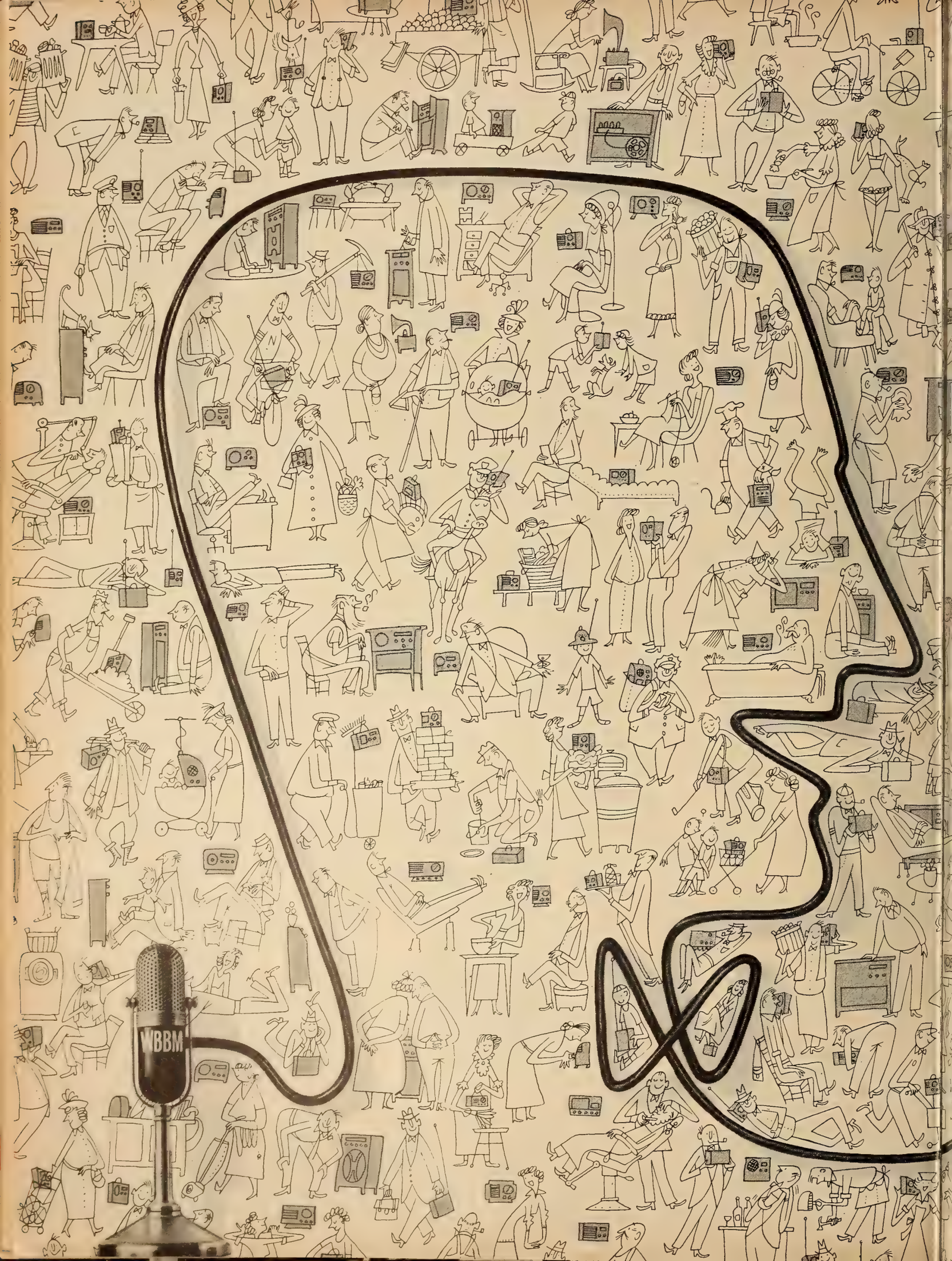
WFBC
GREENVILLE
In South Carolina's First Market Is Owned, Operated, And
Promoted
By
The Greenville News
MORNING & SUNDAY
and
THE GREENVILLE PIEDMONT
EVENING
WFBC has the Conlan rating in South Carolina's top market

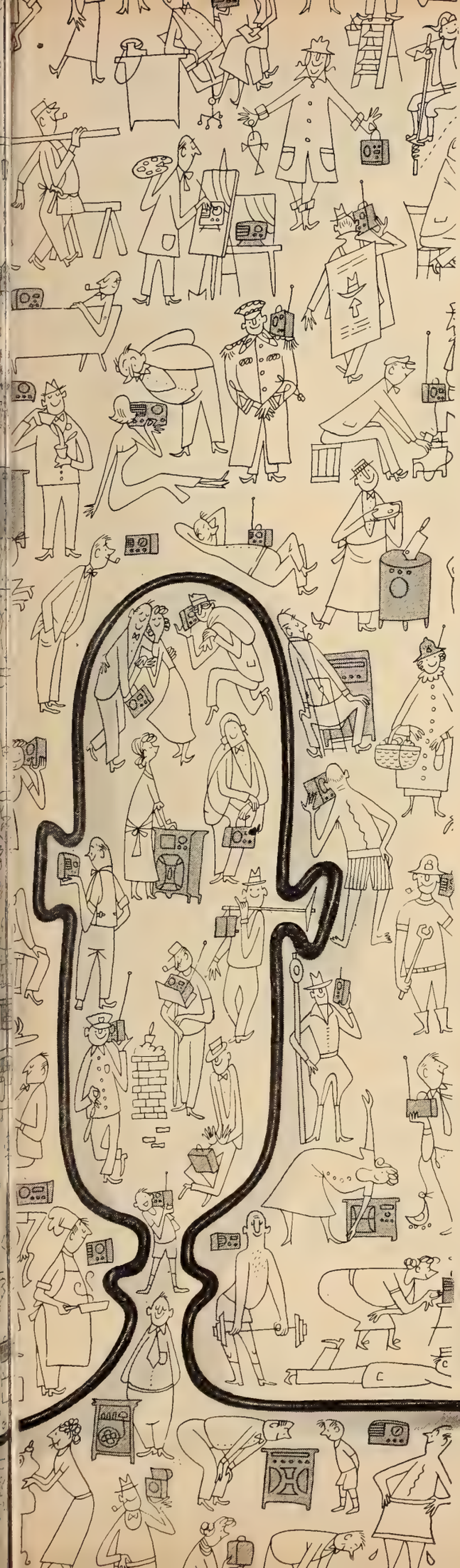
NBC FOR ALL THREE
GREENVILLE-SPARTANBURG-ANDERSON MARKETS

WFBC
5000 Watts 19 Hours Daily
and WFBC-FM
93.7 Channel • 60,000 Watts
GREENVILLE, S.C.
THE NEWS-PIEDMONT STATION
REPRESENTED BY AVERY-KNODEL, INC.



from The Folks at
WSM


WBBM



Look for the sponsors– that's where the listeners are!

America's biggest advertisers well know the sales power of the microphone. They also know *which* microphone in Chicago delivers the biggest impact. *That's why more of them use WBBM than any other station in Chicago.* (And the smartest local advertisers follow their lead.)

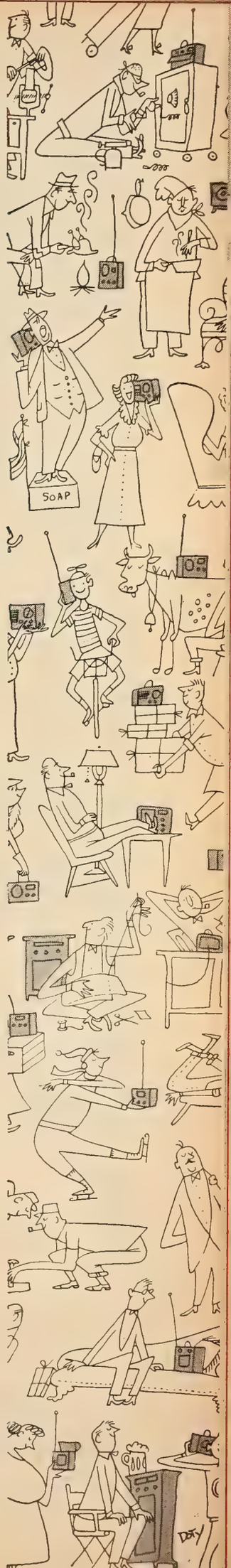
The picture is clear: where you see the advertisers –*that's* where you'll find the listeners.

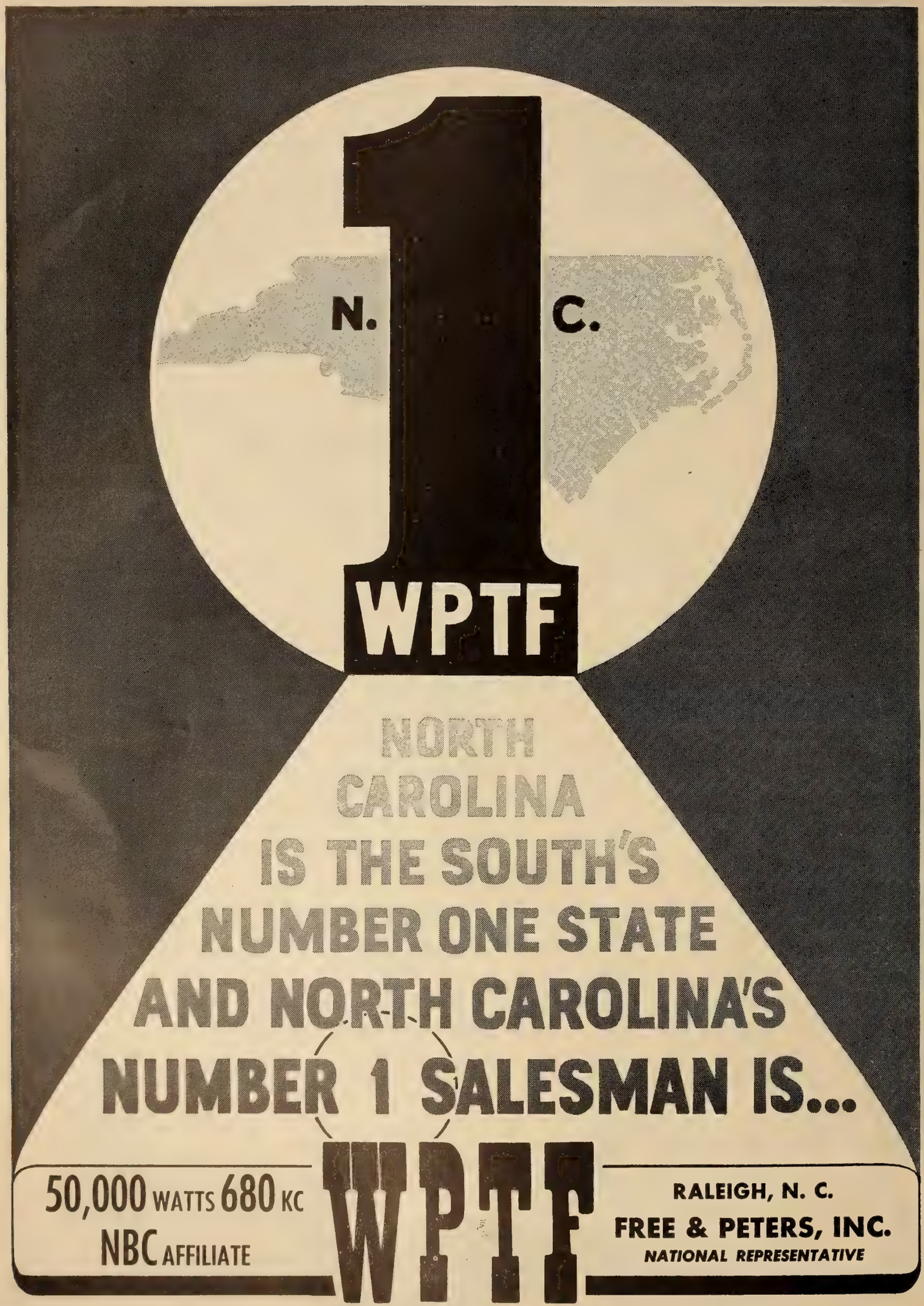
Chicago's Showmanship Station

WBBM *50,000 watts*

Represented by Radio Sales

Columbia Owned




1
N. C.
WPTF
NORTH CAROLINA
IS THE SOUTH'S
NUMBER ONE STATE
AND NORTH CAROLINA'S
NUMBER 1 SALESMAN IS...
50,000 WATTS 680 KC
NBC AFFILIATE
WPTF
RALEIGH, N. C.
FREE & PETERS, INC.
NATIONAL REPRESENTATIVE

BROADCASTING
TELECASTING

Vol. 37, No. 34 WASHINGTON, D. C., DECEMBER 19, 1949 $7.00 A YEAR—25¢ A COPY

AUTO ACCOUNTS

1950 Models Bring New AM, TV Time Purchases

ARRIVAL of new model automobiles is bringing the motor industry into radio and television in a big way as the manufacturers compete for public attention. Most companies are using air facilities for the 1950 debuts, though many have not committed themselves for season-long campaigns.

Plymouth has bought spots to start Jan. 9 in 240 radio and 50 television markets, running four weeks. Agency for Plymouth, a division of Chrysler Corp., is N. W. Ayer & Son. De Soto and Plymouth are considering a telecast version of the Art Linkletter *House Party* show currently sponsored on CBS by Pillsbury flour.

De Soto has not announced its new model date but BBDO is understood to be working on a campaign that will include all media. Budget is not set.

Dodge Teasers

Dodge, another Chrysler product, starts teasers Dec. 26 for its new model. Announcements will start Jan. 4 and run through the month. Smaller station teasers start Jan. 1. The campaign is expected to cover 1,200 stations in 865 markets. Media plans include 26 television spots in 40 markets, starting Jan. 4 if material is ready.

Chrysler has not yet announced a new model for cars bearing that name. Two Chrysler TV shows are just finishing. Detroit, Cleveland, New York, Boston, Washington and Baltimore dealers have been carrying *Touchdown*, with National League pro football TV excerpts in Chicago and Philadelphia ending this week. KTLA (TV) Los Angeles carries the Gil Martyn show five days weekly. The Sammy Kaye program was not renewed. Chrysler sales agency is McCann-Erickson. Dodge agency is Ruthauff & Ryan.

Kaiser-Frazer is said to be considering AM and TV spots in the spring. Firm's dealers currently sponsor Walter Winchell, Sunday, 9-9:15 p.m. (EST), on ABC.

Ford dealers recently finished a 1,000-station spot campaign as well as telecasting of Big Nine football highlights, ending with All-American selections. Dealers have bought the Kay Kyser TV show. The agency, J. Walter Thompson Co., plans to use 1950 radio and television as dictated by current conditions.

Lincoln-Mercury dealers are sponsoring *Toast of the Town* on CBS and participating in Ford's purchase of the *Ford Theatre*. TV spots average 15 per week in seven markets, with film spots provided local dealers in 20 markets. Lincoln-Mercury agency is Kenyon & Eckhardt.

Pontiac is winding up a schedule on behalf of its new models, with spots on 700 AM plus 50 TV stations in 26 markets. The AM schedule ran Nov. 23-Dec. 2, television Nov. 23-Dec. 17. MacManus, John & Adams is agency.

Hudson is continuing spots on 700 AM stations, five per week, during the current week and will continue through next week.

Oldsmobile is buying 165 AM stations, daily and thrice weekly, plus 36 TV stations with CBS television news. The program is set through the first quarter.

Chevrolet is knee-deep in television, having run up its billing well into the million-dollar category annually [BROADCASTING, Dec. 12]. Programs range from *Tele-Theatre*, drama, and costly *Inside USA With Chevrolet*, to network football and the Roller Derby. *Tele-Theatre* started last January on 37 NBC-TV stations, sponsored by Chevrolet dealers nationally and locally.

Other Chevrolet video campaigns include *Winner Take All* on WCBS-TV New York, *Pantomime Quiz*, West Coast kinescope telecast on CBS-TV network, plus Saturday afternoon college football. *Famous Jury Trials* is heard on WABD (TV) New York and Golden Gloves will be sponsored for the second year on WPIX (TV) New York. Agency is the New York office of Campbell-Ewald.

Though many motor companies have not been among the larger radio users in recent years, their intense activity during the period of model changes is construed as a sign of awakening interest in the aural and visual media. Particular interest has been shown by several companies in television, where the eye appeal is added to the sound.

Gross Time Mounts

Gross network time sales of automotive, along with equipment and accessory manufacturers, in the first three quarters of 1949 totaled $5,322,494 compared to $5,228,627 in the same 1948 period, according to Publishers Information Bureau figures [BROADCASTING, Nov. 28]. PIB reported automotive time sales on networks in September as $403,647, slightly under the $413,585 of September 1948.

The list of top ten network advertisers for September shows no automotive firms, but the December-January figures will show a better record. Furthermore, a pick-up occurred in automotive television activity during the football season.

Flexibility of spot radio and television is proving attractive to motor firms in the introduction of new models, some of the short campaigns going to over 1,000 outlets.

PIB's analysis of September time sales on the networks showed that an equipment firm, Electric Auto-Lite Co., led the automotive group with time purchases of $93,375. Auto-Lite also has been active in television.

Automotive advertisers' use of television networks in September totaled $69,988, according to PIB, or $539,948 for the first three quarters of the year. PIB listed General Motors second in September TV network buyers with $65,855 and fifth for the three quarters with $344,260.

OPERATING OUTLETS

All-Time High in '49

By LARRY CHRISTOPHER

OPERATING stations in the U.S. reached an all-time high during 1949 despite an all-time peak in deletions and, coincidentally, at least a near record in the number of station sales.

A year-end survey made last week of AM-FM-TV grants, deletions and transfers for 1949 to date disclosed:

● Total of AM authorizations is continuing to gain as new station grants for year nearly triple drop-outs.

● FM authorizations are still dropping off as deletions mount nearly seven times the number of new grants.

● TV, although stymied by the freeze, is getting more of its authorized stations on the air and licensed and is doggedly holding its own with but few cancellations.

● Station transfers approved by FCC (mostly AM) are becoming increasingly heavier with more outright sales of part interests or entire properties and more intra-station "reorganizations," incorporations and other changes to strengthen financial structure.

The informal review of FCC and BROADCASTING records showed that for 1949, up to Dec. 15, a total of 169 new AM stations had been approved while AM deletions totaled 60, including 20 licensed stations and 40 construction permits cancelled.

For the same period 38 new FM outlets were authorized and 209 FM authorizations were deleted, including 6 licenses, 189 CPs and 14 conditional grants. Thirteen TV permits were cancelled in this period.

For the year to date the Commission approved some 164 major sales of partial and full interests in existing stations (mostly AM) with considerations totaling about $13,730,500.

Since mid-year nearly a dozen AM outlets have suspended or requested suspension of operation for temporary periods of a month or so to refinance or reorganize, and another station, a daytimer, has requested reduction in its hours of operation.

Another dozen AM stations during the year have been merged with competitors or have been given up upon acquisition of a better assignment elsewhere in the area. Several stations have become involved in bankruptcy proceedings.

The survey showed that as of Dec. 15 there was a total of 2,233 AM stations authorized, of which 2,084 were on the air. There were 2,032 licensed, operating stations and 201 construction permits outstanding. A total of 329 new station bids were pending.

There were 797 FM authorizations in effect on Dec. 15 with 744 stations on the air. A total of 479 stations were licensed and another 310 held CP's. Eight conditional

(Continued on page 47)

AVERY NAMED

Is New NARSR President

LEWIS H. AVERY, president of Avery-Knodel Inc., was elected president of the National Assn. of Radio Station Representatives for the year 1950 at its annual membership meeting Dec. 14 in New York. He was NARSR secretary during 1949.

Other officers elected for the coming year were as follows: vice president, Richard Buckley, John Blair & Co.; secretary, James Le Baron, Ra-Tel Representatives Inc.; treasurer, Joseph Timlin, The Branham Co.

NARSR directors are: Eugene Katz, The Katz Agency, continuing his three year term; Joseph J. Weed, Weed & Co., elected for a two-year term; Frank Headley, Headley-Reed Co., retiring president, elected for a one-year term. T. F. Flanagan was reappointed managing director.

Budget Adopted

The meeting also adopted the 1950 budget approximating about two-thirds of the 1949 expenditure and approved a new type of dues schedule by unanimous vote. At a luncheon session preceding the business meeting the group was addressed by Frank Pellegrin, of Transit Radio and KSTL St. Louis, on the All-Radio Presentation, and by James Lawrence Fly, radio attorney, on current legal problems of broadcasters.

Mr. Avery has been in radio three decades, having experimented as far back as 1917 when he went on the air with a transmitter using Leyden Jar condensers and rotary spark gap. The venture ceased at the suggestion of a sheriff bearing government orders to close all stations, it being a war period.

In 1926 he did announcing and production for WGY Schenectady while doing General Electric publicity. Two years later he joined Mohawk-Hudson Power Corp. as assistant advertising manager and moved to BBDO, New York, in 1930



Mr. AVERY

* * *

under Arthur Pryor Jr., radio director. At BBDO he was assigned to handle all radio activities for accounts between Albany and Detroit.

In June, 1932, he was named manager of planning and service at WGR-WKBW Buffalo and within seven months was advanced to sales director of the stations.

When the movement to form a sales managers division in NAB was begun in 1936 Mr. Avery became a member of the first Sales Managers Executive Committee. In 1938 he proposed a comprehensive plan of broadcast advertising for the division, this plan forming the basis of NAB's sales activity for a decade.

Mr. Avery joined Free & Peters, station representatives, Jan. 1, 1940 and became director of NAB's Dept. of Broadcast Advertising in late 1942. He left NAB in 1945 to form his own organization.

Fear Names Hilton

FRED FEAR & Co., New York, has appointed Peter Hilton Inc., also New York, to handle its advertising, effective Jan. 1. Radio and possibly television spot announcements will be used just before Easter season across the country on Chick-Chick and Presto, Easter egg dyes.

CBS BILLINGS

Renewals, New Business Over $14 Million

TOTAL of $14,050,000 has been rung up on CBS cash registers from year-end sponsorship renewals for 1950 and from new business starting immediately after the new year.

Eight sponsors have renewed 15 of the network's programs for a total of $10,250,000 in billings. In addition, $3,800,000 in new business is represented in the tally.

Of the new business total, $500,000 is said to be represented by a switch of programs by E. T. Babbitt Inc. for Bab-O cleanser. The firm, dropping its *David Harum* show on 50 of the network's stations, is scheduling *Nana From Nowhere*, a new show, on 150 stations. It also was learned that Babbitt was reducing its NBC daytime serial *Lora Lawton* from 135 stations to 60.

CBS sponsorship renewals after the first of the year are: Procter & Gamble Co. for *Rosemary, Big Sister, Ma Perkins, Young Dr. Malone, Guiding Light* and *Brighter Day;* Lever Bros. Co. for *Junior Miss, Lux Radio Theatre* and *My Friend Irma;* B. T. Babbitt Inc. for its new show; Toni Co. for *Give and Take;* Metropolitan Life Insurance Co. for *Eric Sevareid and the News;* Pillsbury Mills Inc. for *Grand Central Station;* Wm. Wrigley Jr. Co. for *Gene Autry Show;* and Continental Baking Co. for *Grand Slam.*

New business starting immediately after the first of the year includes Pillsbury Mills Inc. sponsoring Art Linkletter's *House Party* and Cedric Adams starting Jan. 3; Wm. Wrigley Jr. Co. for *Life With Luigi* starting Jan. 10. Gillette Safety Razor Co. Jan. 2 will sponsor special one-time broadcast of the Orange Bowl and Rose Bowl football games. Increased billings also will come from expansion to full network facilities of *Gangbusters* by General Foods Corp.

PARAMOUNT FILM

MBS To Air Premiere

PARAMOUNT PICTURES Inc., New York and Hollywood, has bought time on MBS to air its premiere of "Samson and Delilah" from New York's Rivoli and Paramount Theatres. The broadcast, scheduled for Dec. 21, 8-8:30 p.m., was placed through Buchanan & Co., New York.

DuMont TV Network will telecast the premiere on sustaining time, it was learned. Cut-ins from Hollywood will be used on the broadcast, with the video version playing up the arrivals of show business and civic personalities.

PULSE REPORT

42.6% Listen Out-of-Homes

OUT-OF-HOME listening was indulged in during November by persons from 42.6% of the homes interviewed by The Pulse Inc. in its survey of outside radio listening. The November report, issued last week, is based on interviews in 300 homes per quarter-hour on Saturday and Sunday and 1,000 homes per quarter-hour, Monday through Friday, comparable to the Pulse surveys of listening at home.

Average quarter-hour total audiences for homes with out-of-home listeners from 6 a.m. to midnight was 3.0% for midweek days, 3.2% for Saturday and 2.6% for Sunday. Heaviest out-of-home listening occurred Saturday 8-9 p.m. when the average total audience for the hour was 7.3%. Highest midweek out-of-home listening was 2-5 p.m., when the average total audience for the three hours was 4.5% adding about 15% to the home audience at that time.

In January The Pulse will expand study to include Chicago.



GUESTS at Spot Radio Clinic of the National Assn. of Radio Station Representatives December session were executives of the United Fruit and Best Foods companies, both advertisers and large users of spot. L to r: Seated—Robert D. C. Meeker, Robert Meeker Assoc. Inc.; John E. Pearson, John E. Pearson Co.; A. R. Partridge advertising director, United Fruit Co.; Fred F. Hague, George P. Hollingbery Co.; Albert Brown, vice president, Best Foods Inc., and Robert Eastman, John Blair & Co.; standing—William Faber, Headley-Reed; Louis Moore, Robert Meeker Assoc. Inc.; James LaBaron, RA-TEL Representatives Inc.; Eugene Katz, The Katz Agency; Frank Headley, Headley-Reed; Richard Gerken, John Blair & Co.; Russell Walker, John E. Pearson Co.; Thomas Campbell, The Branham Co.; Jerry Lyons, Weed & Co.; T. F. Flanagan, managing director, NARSR.

MAJORS MULL RADIO

Anti-Trust Is Problem

By HERMAN BRANDSCHAIN

RADIO was about the hottest subject to come before the major league baseball winter meetings in New York last week.

After almost a full day of discussion of policy Tuesday with regard to airing play-by-play accounts of games, the diamond executives of both leagues broke up their sessions with an announcement that did not make headlines —they had grappled with their dilemma but had not solved it.

Both league presidents, Ford C. Frick of the National League and Will Harridge of the American, told newsmen in effect that they had struck out.

Their dilemma, in a nutshell, involves ways and means of protecting minor league clubs in view of a Dept. of Justice anti-trust ruling [BROADCASTING, Oct. 31].

That ruling, drafted at the behest of protesting radio stations, banned one of baseball's own rules. Baseball had a rule that prohibited broadcasts of any major league game in any city without the consent of all major and minor league clubs in the city and within 50 miles.

The Justice Dept. branded the baseball practice a restraint of trade. It issued a rule that lifted the bars on all play-by-play broadcasts, except for the provision that no major league broadcast could be carried into a minor league town where a game was actually in progress.

Low Gate Feared

The minor leagues fear that their local fans are not apt to line up at the box office for one of their night games a half hour after they have switched off a play-by-play account of a major league game. The government ruling requires major league broadcasts to terminate a half hour before start of a local minor league game.

Thus, baseball again was faced with the problem of protecting the minor league teams, many of which the major league nines themselves own.

"Naturally we can't authorize any illegal broadcast," said Mr. Harridge, "but on the other hand major league clubs cannot be blamed for trying to protect their minor league interests."

Similarly, Mr. Frick said: "We are well aware of our encroaching on minor league territory but the rule has to be that way."

Not only were the executives stymied by the fundamental policy to be adopted, but each league seemed to be in process of adopting different machinery to cope with radio. The American League reportedly set up a radio department, which could become the means by which it will act vis-a-vis radio. An announcement on the American League's radio policy is said to be possible after the first of the year.

On Thursday Mr. Frick, speaking for the National League, told BROADCASTING that his league would not set up a separate radio authority.

Each national league team, he said, would undertake its own negotiations, make its own contracts and do so on a non-exclusive basis. That policy is undoubtedly an effort to lean over backward from possible anti-trust charges. Stations, he indicated, will be the principal ones with whom clubs will be apt to close contracts, rather than with sponsors or networks.

Mr. Frick also acknowledged that the baseball executives had received numerous proposals for radio rights. One that leaked out was a proposal to both leagues by MBS whereby the network would carry a game-of-the-day broadcast during the regular diamond season next year. The games would be fed only to MBS affiliates in minor league and non-baseball cities.

Under the decentralized procedure that the National League will pursue, said Mr. Frick, any such proposal of MBS would mean separate negotiations with each of the league's eight clubs.

Another matter discussed informally at the winter meetings was television's impact on box-office. Though attendance in each league was down, television was generally not blamed for it. The Brooklyn club, for example, situated in one of the biggest television homes areas, experienced an attendance increase. Branch Rickey, Dodgers head, and Mr. Frick discounted television as the reason for gate decreases.

And indeed one long-term television contract was even announced during the week—WOR-TV New York will carry all day and night home games of the Dodgers for three years beginning in the spring of 1950. All the telecasts will be sponsored by F & M Schaefer Brewing Co. for Schaefer beer. The contract was placed through BBDO.

Wickcliff Crider and John Johns, BBDO vice presidents, represented the agency, and John T. Morris, advertising director of Schaefer, represented the brewing company. Walter F. O'Malley acted for the Dodgers, and R. C. Maddux, WOR vice president in charge of sales, represented the station.

Red Barber and Connie Desmond will describe the games with the cooperation of a third announcer to be named. To cover the games, WOR-TV will install a coaxial cable between Ebbets Field and the station's transmitter building in North Bergen, N. J. Four cameras will be used, one with a Zoomar lens. When the telecasts begin in April, they will put WOR-TV on a seven-days-a-week schedule.

It also became known that for the third successive year, Ballantine beer and ale will sponsor Yankees home games over WABD (TV) New York, through J. Walter Thompson Co. Chesterfield has signed for the New York Giants games and is negotiating with WPIX (TV) New York to telecast them for the coming season as it did last year. Newell-Emmett is the agency. Negotiations also are being carried on with other stations, it was learned.

C. OF C. AD GROUP

Ryan Is Vice Chairman

J. HAROLD RYAN, vice president and treasurer of Fort Industry Co. (licensee of WAGA Atlanta, WJBK Detroit, WGBS Miami, WSPD Toledo, WWVA Wheeling, WMMN Fairmont, Ohio, and WLOK Lima, Ohio), has been named to the newly-created post of vice chairman of the 1950 Committee on Advertising of the Chamber of Commerce of the United States.

The committee is headed by Leonard W. Trester, director of public policy, General Outdoor Advertising Co., Washington, and a director-at-large of the U. S. Chamber. Other members are:

Frederick Bowes Jr., manager, advertising and public relations, Pitney-Bowes Inc, Stamford, Conn.; Edward Breen, president, Northwest Broadcasting Co. (KFVD), Fort Dodge, Iowa; R. J. Canniff, advertising & sales promotion mgr., Servel Inc., Evansville, Ind.; Tom Cathcart, *This Week* magazine, New York; William N. Connolly, advertising mgr. S. C. Johnson & Son Inc., Racine, Wis.; G. D. Crain Jr., publisher, *Advertising Age*, Chicago; John R. Davis, vice president, Ford Motor Co., Dearborn, Mich.; Edmund J. Frazer, vice president, National Transitads, New York; Edwin S. Friendly, general manager, *New York Sun;* Walter D. Fuller, president, Curtis Publishing Co., Philadelphia; Clarence B. Goshorn, president, Benton & Bowles Inc., New York; Robert M. Gray, manager, advertising-sales promotion-marketing, Esso Standard Oil Co., New York; Edgar Kobak, consultant, 341 Park Ave., New York; James E. McCarthy, dean, College of Commerce, Notre Dame U., South Bend, Ind.; George S. McMillan, vice president, Bristol-Myers Co., New York; Hubert D. Murray, president, Wave Publishing Co., Rockaway Beach, N. Y.; Kenneth G. Patrick, advertising & public relations dept., General Electric Co., New York; Myles Standish, president, Standish-Barnes Co., Providence, R.I.; Frederick L. Wertz, president, Window Advertising Inc., New York; George E. Whitwell, vice president, Philadelphia Electric Co., Philadelphia; Thomas F. Collison, secretary manager, publicity department, U.S. Chamber of Commerce, Washington.

Radio will play an important part in the "American Opportunity Program," committee - sponsored grass roots campaign to explain the American economic system by encouraging employers to tell their business story to employes and communities. Paul H. Good, of the Chamber's Education Division, is director of the program.

* * *



Mr. RYAN

The most effective ways to use radio in the program are outlined in a 14-page booklet, "Radio and Your American Opportunity Program," distributed to more than 500 Chambers of Commerce and 200 business firms, schools, civic institutions and individuals as part of an eight-page pamphlet kit. The kit also includes booklets on how to use employe meetings and publications, letters, bulletins, annual reports, plant tours and films in telling the story of the American free enterprise system.

Power of Spoken Word

The booklet on radio opens with the advice: "Use radio because it is possible to reach more people during one radio broadcast than you could reach if you could speak simultaneously in every public assembly hall in your community." Noting that the spoken word can be more compelling, personal, friendly and timely than the printed word, the booklet continues: "The spoken word by radio comes to the listener in the privacy of his home where thoughts may be planted easily, free of distractions and ready for discussion in the family circle."

The booklet explains the basic principles governing the use of radio, tells how to organize a radio committee, presents an outline for a radio campaign and a model lead-off program script, gives some do's and don'ts and some tips on effective broadcasting and concludes with a list of sources of scripts and transcriptions available for public interest programs.

AWARD DINNER *Marks Radio-TV Academy Drive*

FIRST major attempt in the broadcasting industry to create an academy will be marked at the Radio and Television Award Dinner, to be held Jan. 13 at New York's Waldorf-Astoria.

Plans for the dinner were announced at a New York news conference last Thursday by Michael R. Hanna, general manager of WHCA Ithaca, and an NAB board member. Proceeds of the $25-a-plate dinner, to be underwriten by *Radio and Television Best* magazine, will be donated to the Mark Hellinger Fund of the Heart Assn.

Outlining the purposes and plans of the awards, Mr. Hanna pointed out that there is a distinct difference between popularity poll and fan magazine awards and those presented by such organizations as the Academy of the Motion Picture Arts and Sciences and the Pulitzer Award Committee.

"The plan of awards for the first Radio and Television Award Dinner has been so devised that the awards can not be controlled by any particular network nor by any special interest in the industry," Mr. Hanna said in part.

Milton Berle, chairman of the dinner, issued a statement outlining the committee hope that an Academy of Arts and Sciences for the radio and television industry will be created as an outgrowth of the first dinner.

Awards will be broken down into two categories—general and special. The general categories will be divided into two groups, radio and television, while the special categories will combine both media. Award lists include:

GENERAL CATEGORIES
RADIO

1. Drama
2. Comedy and Variety
3. News and News Commentary
4. Educational and Informational Programs (including talks, forums, panels and documentaries)
5. Religious Programs (including religious music)
6. Music and Music Commentary
7. Children's Programs
8. Agricultural Programs
9. Women's and Home-Making Programs
10. Special Events (except sports)
11. Sports

TELEVISION

1. Drama
2. Comedy and Variety
3. Special Events (except sports)
4. Children's Programs
5. Sports

SPECIAL CATEGORIES

1. Program of The Year (a) Radio (b) Television
2. Outstanding Actor of the Year (a) Radio (b) Television
3. Outstanding Actress of the Year (a) Radio (b) Television
4. (a) Top Female Vocalist of the Year, Radio or Television
   (b) Top Male Vocalist of the Year, Radio or Television
5. Outstanding Radio Writer of the Year
6. (a) Outstanding Producer-Director—Radio
   (b) Outstanding Producer-Director—Television

Awards will be made to programs or talent aired on national networks between Nov. 1-30, 1949, nominations to be made by the panel of committees. Final balloting will be by the board of judges, which comprises the panel of committees plus members of the broadcasting industry.

Nominations for each category are made by a committee consisting of persons not connected with commercial broadcasting, such as educators, listener organization members, educational broadcasters, lay listeners, etc. Each committee of three nominates in its own category, and all the committee members together constitute the entire panel of committees.

In the final balloting, separate weights will be given to votes cast by panel members and industry members of the board of judges.

All members of the board, including members of committees of three, members of the special committees and members of the industry will participate in the final balloting.

Relative weights for final balloting will be as follows:

	PANEL OF COMMITTEES MEMBER VOTE	INDUSTRY MEMBER VOTE
For First Place	6 Points	1 Point
For Second Place	4 Points	1 Point
For Third Place	3 Points	1 Point

Members of the sponsoring committee include:

John Bostmann, MBS; Charles R. Denny, NBC executive vice president; Wayne Coy, FCC chairman; H. Leslie Atlass, CBS vice president; Sydney M. Eiges, NBC vice president; G. T. C. Fry, NBC; Benedict Gimbel Jr., WIP Philadelphia; M. B. Grabhorn, ABC vice president; Mr. Hanna; Ivor Kenway, ABC vice president; Thomas D. Luckenbill, radio director, Wm. Esty Co.; Thomas C. McCray, NBC national program director; Brewster Morgan, Compton Advertising; Paul B. Mowrey, ABC-TV; Tom Slater, Ruthrauff & Ryan; Wilson M. Tuttle, Ruthrauff & Ryan; Paul A. Walker, and E. M. Webster, FCC Commissioners; J. Donald Wilson, ABC.

WNEW TO 50 KW

FCC Issues Decision

WNEW New York's long-pending application for a power boost from 10 to 50 kw on 1130 kc was granted by FCC last Wednesday.

The application had been held up pending disposition of the case involving WNEW's renewal application. This, the Commission noted, was completed last May with a decision approving the qualifications of watch manufacturer Arde Bulova and his associates in Greater New York Broadcasting Corp., WNEW licensee, and renewing the station's license [BROADCASTING, May 16].

An application is now pending for sale of WNEW to a new company headed by William S. Cherry Jr., Rhode Island industrialist and broadcaster, for $1,500,000 plus $500,000 in net quick assets [BROADCASTING, Dec. 12].

FCC held that WNEW's operation with 50 kw would cause objectionable interference to no U.S. station except "minor objectionable interference" to KWKH Shreveport, 1-B station on the 1130-kc frequency. KWKH, it was pointed out, did not oppose WNEW's petition for grant of the application.

SARNOFF *Cited by UN, Hails Radio's Peace Role*

PREDICTION that the electron, "the heart-beat of radio," may prove mightier than the atom was voiced by Brig. Gen. David Sarnoff, RCA board chairman, at ceremonies on Dec. 10 marking the first anniversary of UN adoption of the Universal Declaration of Human Rights. Event was held at Carnegie Hall in New York.

Gen. Sarnoff, viewing the rise of television as a mass communications medium, further prophesied that international TV will be an accomplished fact within five years or perhaps sooner.

During the ceremonies, Gen. Sarnoff was awarded a UN citation for his aid to the declaration of freedom of information. Following the presentation, Gen. Sarnoff declared that only free access to information flowing across all boundaries can make possible a world peace based on mutual awareness of common goals.

Presentation of the citation took place during a two-hour and 15-minute program, starting at 5:15 p.m., which was telecast by NBC. It featured participation by world leaders and prominent musical artists.

Gen. Sarnoff took part in a roundtable discussion on "Freedom of Information" with Brig. Gen. Carlos P. Romulo, UN General Assembly President, and Dr. Gerrit Jan vanHeuven Goedhart, Netherlands' representative to the UN. Benjamin Cohen, UN Assistant Secretary-General in Charge of Public Information, was moderator.

Gen. Sarnoff said: "In adding this principle (freedom of information) to the long-established rights of a free press and free speech, we are not projecting an abstract ideal. We are pointing to the use of the latest and greatest media of mass communications—radio and television—to help solve the crisis of our times."

He maintained that by promulgating this declaration, "we place our faith in the fundamental good judgment of the average individual in any nation," who by being able to sift fact from propaganda, "can expel his doubts and recover from his fears."



United Nations Freedom of Information citation is presented to Brig. Gen. Sarnoff (r) by UN Secretary-General Trygve Lie.

* * *

"Radio," he continued, "speaks to a mass audience and delivers its message with a powerful impact. It can break through any blockade against the influx of facts and ideas. In the struggle for peace, the electron—which is the heart-beat of radio—may prove mightier than the atom."

But, he added, the freedom of radio is a "mere figure of speech without the corollary principle of Freedom to Listen." Television, he said, some day will enable people to look around the world in the same way radio has become global. But TV, too, would be an empty dream, he said, "unless the Freedom to Look is given assurance among our human rights."

During the forum on "Freedom of Information," Gen. Romulo warned that the most potent blockade to this freedom is not political but economical. He declared that the shortage of radio equipment is in itself a factor. "Many countries," he said, "have high import duties on such equipment." It is as important, he stressed, that foreign countries receive broadcasts in their own tongue as it is that they receive other commodities.

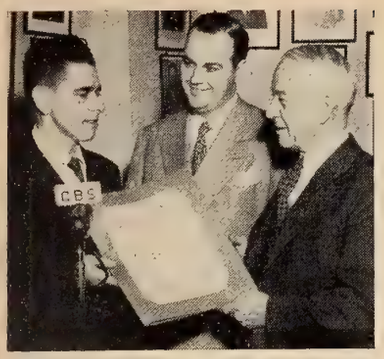
Sees Global Video

Looking toward global video as well as radio as a solution, Gen. Romulo concluded: "New sovereign countries want to develop their own facilities and personnel. There is no hope of overcoming political obstacles and differences until people better understand each other."

The third roundtable participant, Dr. Goedhart, member of the UN Sub-Commission on Freedom of Information which drew up the outline of the Geneva conference on Freedom of the Press, advocated a second such conference to be preceded by informal planning meetings.

Upon receipt of the citation, Gen. Sarnoff commended the Voice of America, as the outgrowth of the principle of freedom of information, which he had discussed with the late President Roosevelt, President Truman, Secretaries of State Hull and Marshall. He said that shortly after the organization of the UN he had presented a plan for international broadcasting to world body officials to be known as the "Voice of UN." He was encouraged to observe its

(Continued on page 43)



CEREMONY held Wednesday (Dec. 14) in Washington, marking presentation of Treasury Dept. plaque to WCCO Minneapolis for its contribution to the promotion of U. S. Savings Bonds, is attended by (l to r): Bob Woodbury, WCCO traffic manager; Eugene Wilkey, WCCO assistant general manager and general sales manager, and Vernon L. Clark, national director, U. S. Savings Bonds Div. Mr. Wilkey received the citation on behalf of General Manager Wendell Campbell.

WINS CASE

ILGWU Applies for Facilities

THE BATTLE over Generoso Pope's proposed purchase of WINS New York took a new turn last Thursday as the International Ladies Garment Workers Union, owner of WFDR (FM) New York, applied to FCC for the Crosley-owned WINS' 1010 kc, 50 kw day, 10 kw night assignment.

The application was filed in the name of ILGWU's WFDR Broadcasting Corp., which asked FCC to call a consolidated hearing on (1) the WINS license-renewal application; (2) the union subsidiary's application for the WINS facilities, and (3) the application for transfer of WINS from Crosley Broadcasting Corp. to Mr. Pope's Il Progresso Italo-Americano Publishing Co.

Though FCC has abandoned its Avco Rule permitting competing bids on stations up for sale, WFDR Broadcasting said if its application is successful it "will be ready, able and willing to purchase all of the existing facilities of Station WINS on the identical terms and conditions" of Crosley's $512,500 contract for sale to Il Progresso.

Mr. Pope's proposal to convert WINS into a foreign-language station after the style of his WHOM Jersey City was projected as a major issue for the requested hearing. The union's program plans envisioned "a broad, all-purpose service."

The union's application was filed by the New York law firm of Fly, Fitts & Shuebruk, whose James Lawrence Fly, former FCC Chairman, represents a committee of WINS employes opposing sale to the Pope interests.

Counsel for Il Progresso meanwhile told FCC it should "acknowledge receipt" but "give no further consideration to" the objections filed by Mr. Fly on behalf of the WINS employes' committee [BROADCASTING, Dec. 12].

In reply to the WINS committee's attack on the "questionable principle" of foreign-language programming, the Il Progresso memorandum quoted from some of Mr. Fly's own statements on the value of such programming.

Mr. Fly was quoted as saying in an address in 1941 that foreign-language stations "can, and in large measure do, serve a constructive purpose." A few month later, FCC was told, he said that "in my opinion, foreign-language broadcasts are of considerable value," and, in 1942, that "foreign-language broadcasting, since the outbreak of the war, has assumed vital importance to civilian morale and national security."

The Il Progresso memo, prepared by Marcus Cohn of the Washington law firm of Cohn & Marks, also noted that FCC had approved Mr. Pope's acquisition of WHOM upon his "express representation" that it proposed to increase the station's foreign-language programming.

Il Progresso Answer

The WINS committee's complaint, Il Progresso contended, is "only that their particular jobs might be lost" if the station changed over to foreign-language programming. Actually, FCC was told, all but 22 (and perhaps fewer) of the 64 on the committee are in jobs which can be handled with or without a knowledge of foreign languages.

The memo also challenged the committee's contention that the number of metropolitan New Yorkers who desire foreign-language programming is not substantial, and that those who do wish such programs are sufficiently served by other stations.

Accompanying the memo was an affidavit of Mr. Pope branding as "false" the committee's claim that he had personally told the committee that WINS under his ownership "could do no more than absorb

(Continued on page 47)

SESAC MUSIC

Drake Urges Negotiation Group

CREATION of a negotiating committee to draw up rate schedules for SESAC music, just as the industry has done in the case of ASCAP's library, was proposed Thursday by Melvin Drake, vice president and station manager of WDGY Minneapolis.

Mr. Drake is president of the Minnesota Broadcasters Assn. and a member of the NAB Unaffiliated Stations Executive Committee.

Such a committee could negotiate rates for different classes of stations, he said, including per program charges along with blanket fees. NAB District 14 (Mountain states) Dec. 6 urged that per program licensing be discussed with SESAC, with the copyright group expressing willingness to meet with an NAB committee [BROADCASTING, Dec. 12].

District 14 also urged at its Salt Lake City meeting that BMI and NAB consider purchase of the SESAC library.

Mr. Drake recalled that the industry had established BMI "to take care of industry problems with ASCAP. Here comes another group which is becoming an important factor in station operation."

Last Wednesday, Mr. Drake said, K. M. Parker, SESAC field representative, told him WDGY's SESAC rate will be $2,400 a year starting next October. WDGY's present contract calls for a payment of $540 a year based on its former 5 kw power, Mr. Drake added, with the new rate ascribed to the station's increase to 25 kw. night and 50 kw daytime.

"I said that starting Oct. 1, 1950, we start doing without SESAC," Mr. Drake said he told Mr. Parker, and then was told a representative would check the station's programs.

"I was assured that $2,400 was the minimum rate for 25 kw and 50 kw stations," Mr. Drake continued.

A check with another 50 kw station disclosed that outlet was paying $1,500 a year, Mr. Drake said. "This morning," he continued, "the SESAC representative returned, offering a rate of $1,500 for the first two years and $1,800 for the next three years. I am willing to pay a higher rate as a 50 kw station but feel that it should be the subject of negotiation. In 18 years of business I've never before been told what to pay without a chance to discuss or negotiate the figure."

SESAC Statement Objecting to Story's Heading

THIS LETTER is directed to you in the interest of SESAC Inc., as a result of the article which appeared in BROADCASTING, Dec. 12, 1949 issue, on Page 29.

The heading of the article reading, "SESAC PURCHASE BY BMI," which reviews the NAB District 14 meeting at Salt Lake City, has and will create an unfortunate rumor among the licensees of SESAC. As you are aware, the article appeared in your magazine shortly after the opening day of the NAB meeting in Portland, Ore., where the 17th District convened.

Mr. Kolin Hager, assistant to the president and Mr. David R. Milsten, western counsel, both of SESAC, were present in Portland, where copies of the issue were made available to the attending broadcasters. Mr. Hager and Mr. Milsten were immediately confronted with the question, "Has BMI Purchased SESAC?"

Mr. Taishoff, we feel that SESAC has been unjustly placed in an awkward position by reason of what, in our opinion, was a most misleading heading of the release. We also feel that you will concur in our position.

For your information, Mr. Carl Haverlin president of BMI, made a public statement on the floor of the Portland session, in which he expressed regret that the heading of the article left the impression that a purchase of SESAC music repertory had been consummated. Mr. Haverlin further stated that the heading of the article was not factual and he desired that the broadcasting industry, and particularly those present, be informed that there are not any negotiations under way for a purchase of SESAC's music repertory and that none had been authorized by the officials of either BMI or SESAC and he hoped that his clarification would lay to rest any such unfortunate rumor.

We desire to add to Mr. Haverlin's very fair and frank statement, that SESAC does not contemplate, nor has it ever considered the sale of its music repertory or that such a proposition has ever been authorized by SESAC.

We do not believe that it is the policy of your magazine to create a situation which doesn't exist. There will probably be repercussions in the industry and other trade papers as well as numerous inquiries to BMI and SESAC, resulting from the unfounded and non-factual heading of the release.

We respectfully solicit your cooperation in correcting this matter by publishing this letter in its entirety in your next issue of BROADCASTING, thereby dispelling the erroneous rumor. We hope you will give this letter equal prominence to that of the misleading headline.

Knowing that your editorial policy and the conduct of your magazine is equitable, we feel confident that this matter will have your immediate attention. We are certain that if corroboration is desired, Mr. Haverlin, for whom we have profound respect, will be happy to give it.

Paul Heinecke, President
SESAC Inc.



It's Corn . . .

BUT SPONSORS LOVE IT

CEDRIC ADAMS, the Upper Midwest's perpetual motion radio salesman, is sponsored a total of five hours a week.

Starting Jan. 3 his sponsored time will increase 8%, a total of 5 hours and 25 minutes—not important in point of time, perhaps, but highly significant in terms of audience. For Cedric Adams ("Mr. Northwest"), courtesy of Pillsbury Mills, Inc., steps into a new role, "Mr. United States." Heretofore a regional phenomenon at WCCO Minneapolis-St. Paul, he now will be heard on the nationwide CBS network.

★

Pillsbury has bought Mr. Adams' breezy five-minute segment to follow Art Linkletter's *House Party*, Monday through Friday (3:30-3:55 p.m. EST), also a Pillsbury-sponsored series.



And so Cedric Adams, self-styled hometown boy, becomes a national figure. His stuff, he insists, is strictly from corn. But corn, chatter, news intelligence—no matter what his message is called—it's the sort of thing midwesterners like and it's the sort of thing that sells goods for an imposing list of advertisers.

Funny thing about Cedric Adams. He's been on the air from WCCO Minneapolis since 1934. A recent survey showed that 96% of Minnesotans know about him. He has 17 shows a week and writes seven newspaper columns in his spare time.

Yet it took 17 years for the flour company across the street from WCCO to discover him, or at least to decide that perhaps he could sell Pillsbury products as well as Purity bread, Hormel meat, Kopper's coke, Fords, coffee and—if you'll pardon it, Mr. Pillsbury—some of the General Mills line. The full list of ex and current Adams sponsors is a young catalog and so is the list of success stories that might appropriately go with such a compendium.

Twenty-two shows and seven newspaper columns should round out a pretty full week for Commentator Adams when 1950 arrives. Just to make certain that atrophy doesn't set in as a result of laziness he will continue numerous and widespread personal appearances all over the Upper Midwest. He has filled engagements as far away as Rapid City, S. D., 600 miles from home plate, and generally goes out of town two to four times weekly to originate one of his programs, *Nighttime News*.

In order to cut down his travel he recently has started a two-hour stage presentation, *Cedric Adams' Open House*, which plays in larger towns one night a week and is booked solidly into next summer.

With all the acclaim, and of course an occasional buck that he picks up from sponsors (his income is in six figures), Cedric Adams retains his "small boy in the big city" appeal.

The new CBS program will be recorded in Minneapolis and sent to Hollywood to be tagged on the end of Art Linkletter's 25-minute party. The title is typical of the Adams formula—*A Little Talk and a Little Tune*. It's mostly talk, with Ramona Gerhard providing the tune.

Cedric Adams joined WCCO, CBS-owned 50 kw outlet in the Twin Cities, in 1934, starting out as a news reporter. His 10 p.m. *Nighttime News* was sponsored from Sept. 1, 1935, through Aug. 12, 1938, by M. L. Rothchild's Department Store. George A. Hormel Co. took over the program for a half-year when Purity Baking Co., present sponsor, acquired it . . . and still has it.

Recalling the 10-year relationship, Joseph Tombers, Purity vice president said, "Cedric Adams has done a fine job for us. He is cooperative and easy to work with. Whenever we give him copy for a different product such as fruit cake or Swedish rye, there is an immediate jump in sales."

When Purity introduced raisin bread, his sales messages (on Tuesday nights only) upped sales from 34,000 to 74,000 loaves per week in a 16-week campaign. The series of 32 announcements brought a 145% sales increase throughout the Twin Cities area.

Mr. Tombers recalls the first time Mr. Adams read a sales message for Swedish rye when it was introduced. The campaign was planned for two weeks but after one commercial the supply was exhausted. The bakery was inundated by orders and ran short of baking pans, requiring a complete revamping of the advertising campaign.

When Purity took over the 10 p.m. Sunday-through-Friday news, the Adams family had Saturday evening open and everybody managed to keep acquainted. But in 1943 Coca Cola Bottling Co. of Minnesota called Cedric (everybody for miles around calls him

* * *

FLOYD NORDSTROM, division manager of Phillips Petroleum Co. in Minneapolis, congratulates 16-year-old Barbara Sorlien of Fargo, N. D., winner of the $1,000 scholarship award at the end of the series of *Phillips 66 Talent Parade*.



• Pillsbury Mills Joins Adams' Advertisers Parade as Cedric Goes to Full CBS

that) and suggested a 10 p.m. Saturday news program.

Mrs. Adams demurred, so Cedric took the easy way out by settling on a talent fee he considered unreasonably high if not exorbitant. Just to be sure, he doubled the figure, reasoning to himself, "I must have an equal amount for the wife because that's our night out."

To his mixed emotions of dismay and elation, Coca Cola accepted and told him to start at once. That was Oct. 23, 1943, and Coca Cola and Cedric Adams are still that way about each other every Saturday night.

* * *

THERE'S no Hooper for his late-night broadcasts, but *Noontime News* consistently tops a 20 rating in the Twin Cities and WCCO officials point out that his greatest popularity lies outside Minneapolis-St. Paul. Current noontime sponsor is Procter & Gamble Co. Predecessors have included International Harvester, Ford dealers, Hormel, Kopper's, Butternut coffee and General Mills.

Taking a cue from Arthur Godfrey, he started last Oct. 30 to originate the *Sunday Noontime News* from his home, with Nutrena Division of Cargill Inc. as sponsor.

Gene Wilkey, WCCO assistant general manager and general sales manager (then program director) expanded Cedric from news into the talent hunting field. His *Stairway to Stardom* and *Phillips 66 Talent Parade* resulted.

Sears Roebuck took over *Stairway to Stardom* May 2, 1947, and ran through the summer when McGarvey Coffee Co. became sponsor. The program is credited with putting Flame Room Coffee into its present strong position. Michael Fadell, president of Fadell Co., advertising agency for McGarvey, said, "In two years Cedric Adams has boosted the sales of Flame Room Coffee, a relatively unknown brand, into an important role in the Northwest consumer market. *Stairway* is a merchandisable program and we have renewed Cedric Adams for a third year on WCCO."

Actually, *Stairway* is anchor show for the successful block, *Saturday Night Radio Party*, which plays to a packed house in the WCCO auditorium 6-8 p.m. every Saturday.

Success of *Stairway* in using adult talent prompted the *Junior Carnival*, which opened Jan. 3, 1948, and was picked up by Phillips 66 the following June. Featuring youngsters 17 and under, the program is presented Sunday at 9:30 p.m. According to the sponsor, the program has been a "great success" not only as a consumer advertising medium but as a surprisingly strong factor in encouraging dealer acceptance for Phillips 66.

Floyd Nordstrom, Phillips Petroleum Co. division manager, commented, "Frequently our customers will ask for some of that oil Cedric Adams is selling over the radio. What's more, our program has attracted many, many new dealers."

Figuring that 14 news broadcasts, two talent shows and seven columns weren't enough, WCCO put together a 30-minute program based on Cedric's flair for reminiscence. *I'll Never Forget* is a 30-minute show with vocal quartet, soloist and Ramona Gerhard at the organ. It is heard 9:30-10 Tuesday night on WCCO with Peters Meat Products Co., St. Paul, as sponsor. Results have been "phenomenal," according to Peters officials, with products advertised on the program showing a 20% sales increase in the first four weeks. When a new breakfast sausage, Peter's Porkettes, was introduced on the show, sales soared to 100,000 pounds in the first 13 weeks.

And what's Cedric Adams' trick? At WCCO they observe that every listener feels his message is a highly personal one. His voice is warm and friendly, and has an honest appeal, they add.

Three years ago WCCO announced that Cedric would m.c. a two-hour show in connection with the Minneapolis Aquatennial summer festival. Seats were provided for 6,000. Eighteen thousand showed up. In 1948 the same event featured Arthur Godfrey in addition to Mr. Adams. The Great Godfrey had "so much fun" that he asked to be invited again in 1949 when Bob Hope and Vice President Barkley were also guests. The popularity of these annual Aquatennial shows, his friendship with Godfrey and Hope were contributing factors in the decision to expand Adams' horizon.

* * *

WHEN he decided to take a fling at cross-country broadcasting he auditioned five-minute programs with Ramona and sent acetates to a lot of advertising agencies.

Nothing happened for quite a while. Finally the Leo Burnett Co., Chicago agency, showed signs of interest and the Pillsbury contract was signed.

Last week was a big one for Cedric Adams, a week of New Yorking and working combined. Monday he broadcast *Noontime News* from the New Weston Hotel. That out of the way, he presided at a luncheon thrown by WCCO for New York staffers of CBS Radio Sales and agency executives.

Just to make certain the remoted commercials would suit the agencies, he had C. James Fleming Jr., Compton account executive, read the Crisco plugs with G. H. Johnson, Dancer-Fitzgerald-Sample, reading the Dreft lines.

* * *

TUESDAY Cedric and Art Linkletter presided at a Pillsbury Mills luncheon at which Mrs. Eleanor Roosevelt presented $70,000 in cash prizes to winners of the national baking contest. CBS carried parts of the affair on radio and television.

Honored guests at the luncheon were Frank Stanton, CBS president; J. Kelly Smith, CBS vice president; Philip and John S. Pillsbury, respectively president and chairman of the Pillsbury Mills board; Phillip Reed, General Electric Co. board chairman, and Wendell B. Campbell, WCCO manager. General Electric supplied ranges for the baking contest.

And how does one average cass survive the back-breaking schedule that marks the seven-day-a-week Adams routine? The best answer, probably, is that he knows how to relax and how to have fun. He can travel 50,000 miles in a year and not show signs of travel weariness. Chances are one of his stopping points on a long trip will be the Arthur Godfrey homestead. Cedric and Arthur like to sit around and gab. Each thinks the other is uproariously funny. And when the two get together with Bob Hope, the joint starts bulging at the sides and the windows rattle.

His column in the *Minneapolis Star*, "In This Corner," is informal and chatty. He writes about people and things, most anything. A fortnight ago he did a column on a dream come true—the Pillsbury contract he had just landed. Knowing his own story best, he is best able to narrate it and in the process gives the best possible insight into the true Cedric Adams.

After a biographical paragraph, he went into the story:

"Nationwide radio seemed an easy field to crack. I wrote five five-minute shows and then Ramona and I recorded them. I even recorded a very fancy biographical introduction on the platters. Off they went to 17 of the leading advertising agencies around the country. Four of the radio directors were thoughtful enough to write, but there wasn't an ounce of encouragement from one of the 17. I was still hopeful because I thought I had a natural. You know how you're always sold, usually oversold, on your own idea. But not even the platters came back. I had quite an investment in acetate. Then all of a sudden came a nibble.

"It was the biggest flurry of excitement I had had in years. First it blew hot, then very cold. Robert Q. Lewis had been quoted at $1,000 a week; Vera Vague was available at $800; Meredith Willson (with music) was a good bet at $750. Two cigarette companies were interested in the time slot. One of them wanted to put Vaughn Monroe in for five minutes. I didn't hear his price.

"Well, here was a strictly local yokel trying to move in the big league, so I figured that it was just

(Continued on page 50)



SHARING a cup of Flame Room Coffee as *Stairway to Stardom* begins its third year under sponsorship of the McGarvey Coffee Co. are (l to r): Michael Fadell, The Fadell Co., Gene Wilkey, assistant general manager and general sales manager of WCCO; Cedric Adams; and Bob McGarvey, president of the coffee firm.





TOP radio and advertising executives attended the first meeting of the Advertising Advisory Committee to the Secretary of Commerce, held in Washington Dec. 9. In the group on left are (l to r): Frederic R. Gamble, American Assn. of Advertising Agencies; Ralph W. Hardy, National Assn. of Broadcasters; Secretary of Commerce Charles Sawyer; Frank Stanton, president of CBS; Elon G. Borton, Advertising Federation of America. In the group on right (l to r): Paul B. West, Assn. of National Advertisers; Charles Jackson, the White House; K. H. Fulton, Outdoor Advertising Inc.; Secretary of Commerce Sawyer; A. E. Winger, Crowell Collier Publishing Co.; C. J. LaRoche, C. J. LaRoche & Co.; Fairfax M. Cone, Foote, Cone & Belding.

SECURITY

Economic Committee Hits Government Secrecy

CHARGE that the government is drawing the veil of secrecy around vital security data and a stern warning that current measures which sublimate personal freedom will ultimately dry up radio and other "channels of information" were sounded last week by the Committee for Economic Development.

These warnings and concrete recommendations were embodied in a report prepared by CED's research and policy committee and released last Wednesday in Washington. CED is a non-partisan group of businessmen and economists.

There is a "great danger inherent in a poorly informed public," CED cautioned, noting that the security program is reflected already in "censorship over scientific and technical information . . . in the confusion of citizens unable to evaluate national policy because of limited knowledge and information." Radio time should be allotted for discussions of freedom and security, it added.

Urge Military De-emphasis

Urging greater civilian control and military de-emphasis in our national program, the report envisioned a typical "garrison-police state":

"In the name of security, channels of public information dry up; the press becomes a mere purveyor of official handouts. Cut off from significant information, editors, commentators and group leaders become less accurate in their judgments. The process of public discussion atrophies. . . . The power of the citizen fades. . . ."

Asserting that "we have already given up important freedoms without adequate challenge," CED said that the government recently has "drawn the line heavily on the side of secrecy."

Internationally, Voice of America and other activities serve as "major instruments" of national security, and a strengthened Voice would cost "relatively little compared to military arms," CED asserted. Additionally, treatment of news by radio commentators and other media sources "can have a profound impact upon our security position abroad," the report added.

CED proposed immediate appointment of a fulltime chairman to the National Security Resources Board and formation of a national security committee in each house of Congress. The board, CED complained, has been characterized by "lack of clarity of purpose and inability to establish satisfactory working relationships" with other agencies. John R. Steelman is NSRB acting chairman.

NSRB is charged with formulating a sound mobilization plan, and relating demands of security policies to national capacities and resources. Among plans under its consideration is one designating key and "secondary" AM-FM-TV stations looking toward formation of an emergency radio network [BROADCASTING, Nov. 21].

Committee Duties

Members of the Senate and House Interstate & Foreign Commerce Committees and other standing committees should serve as representatives on the proposed Congressional security committees, to function if possible as a joint group, it was pointed out.

The committee also urged development of NSC as "the principal agency" for Presidential policy, and addition of three fulltime civilian members without other government responsibilities; a strong civilian staff, independent of the military, within the Dept. of Defense; a fulltime civilian member of NSC to be responsible for flow of public information on security; increased public discussion of national security and freedom.

Presiding at the news session was Fred Lazarus Jr., Federated Department Stores Inc., chairman of a CED security and freedom subcommittee. Among those listed on the subcommittee are: (Sen.) William Benton, Muzak Corp. and *Encyclopaedia Brittannica* (also member of research and policy committee); Gardner Cowles, Des Moines *Register & Tribune* and Cowles Broadcasting Co. (KRNT Des Moines); Robert Heller, Robert Heller & Assoc.

CED board of trustees includes Sen. Benton; Niles Trammell, NBC; Eric Johnston, MPAA; Philip Reed and Charles E. Wilson, General Electric Co.; Harry Bullis, General Mills Inc.; Mark Ethridge, *Courier-Journal* and *Louisville Times;* R. R. Deupree, Procter & Gamble; Philip L. Graham and Eugene Meyer, *Washington Post;* James A. Farley, Coca Cola Export Sales Co.; Mr. Heller; Joseph P. Spang, Gillette Safety Razor Co., and others.

Lorillard on ABC

P. LORILLARD Co., New York, for its Embassy cigarettes, has purchased the ABC *Dr. I. Q.* show. Program, scheduled for Wednesday, 8-8:30 p.m., was bought through Geyer, Newell & Ganger, New York.

FCC Actions

THREE new AM stations granted by FCC last week and two existing stations received improved facilities. Five transfers approved. Commission also refused to review grant of 5 kw day, 1 kw night on 860 kc to KONO San Antonio and denied petition for reconsideration filed by Texas Star Broadcasting Co., losing applicant [BROADCASTING, May 23]. Details of these and other FCC actions are found in FCC Roundup starting on page 84 and Actions of the FCC starting on page 72.

COMMERCE UNIT

Radio-TV to Channel Data

RADIO, television and other media will serve as channels of information through which the Dept. of Commerce will siphon facts and figures in connection with its newly-launched program for closer liaison between government and the advertising industry.

The campaign was initiated by Commerce Secretary Charles Sawyer, with appointment of a 19-man Advertising Advisory Committee. [BROADCASTING, Dec. 12]. Group held an exploratory meeting at the Commerce Dept. Dec. 9.

High on the list of objectives is the proposed formation of an advertising unit within the department itself. A subcommittee to be headed by Fairfax Cone, of Foote, Cone & Belding, will explore that possibility. Other groups dealing with committee organization and review of the department's research and statistics also were named. C. J. LaRoche, C. J. LaRoche & Co., and David W. Howe, *Burlington* (Iowa) *Free Press*, were named chairmen of the respective subcommittees.

A permanent chairman will be announced this week to head the advisory committee, it was learned last week. A nominating group, headed by Paul West, ANA, and Messrs. Cone and LaRoche, is handling recommendations. Frank Stanton, CBS president, is under consideration for the post, it was understood.

The Commerce Dept. has emphasized that it initiated the program so that advertisers may get the best data available, weigh the usefulness of the facts and in turn make recommendations to the department and the Business Advisory Council. It described the unit as "an advisory arm" to the department and council.

RADIO'S ASSISTANCE Cited By Ad Council

ADVERTISING COUNCIL executives paid tribute to radio for the time contributed to Council projects Thursday at the first Chicago meeting of the board of directors. A special luncheon meeting for leading advertisers, agencies and radio and television executives was called to order at the Blackstone Hotel by Charles G. Mortimer Jr., vice president of General Foods Corp. and chairman of the Council.

In one of four reports from coordinators on major Council projects, Theodore S. Repplier, Advertising Council president, said two billion listener impressions have plugged the American Economic System campaign since its inception a year ago. This, he explained, is equivalent to 100 weekly Bob Hope shows.

Young Reports

Thomas H. Young, advertising director of the U. S. Rubber Co. and coordinator on the Savings Bond drive, reported $44 million in free time and space, "the largest individual campaign ever run." He added that in the first 41 weeks of this year, Savings Bond messages made 1,089,000,000 impressions on network listeners.

One and one-half billion listener impressions are expected to be totaled for the safety campaign by the end of this year, it was predicted by Wesley I. Nunn, manager of the advertising department, Standard Oil of Indiana. The present total, 1,109,295,000, represents 1,047 shows and 135 advertisers, he reported. A fourth report was given on Better Schools by Roy E. Larsen, president of Time Inc.

The theme of the business conference—The Human Responsibilities of Business—was discussed at length by Chester C. Davis, president of the Federal Reserve Bank of St. Louis, and Harry A. Bullis, chairman of the board of General Mills. Each stressed (1) the close relationship between personal and business freedom and (2) progress results only from productivity.

Radio executives among the table hosts were Frank Stanton, president of CBS; Niles Trammell, former president of NBC and now board chairman, and Edgar Kobak, former MBS president who is now a private consultant. Agency hosts included Louis N. Brockway, Young & Rubicam, and Frederic R. Gamble, president, AAAA.



FOR Ralph J. Mathewson (1), WEEI Boston transmitter engineer, it's a 25-year crown for service to The Hub's CBS outlet. Harold E. Fellows, general manager of WEEI, does the honors. Mr. Mathewson pulled the switch that released WEEI's first radio beam on Sept. 29, 1924. He is the station's first member to attain the quarter-century distinction. Occasion of the crowning ceremonies was the fourth annual dinner of WEEI's 15 Year Club, now consisting of 18 members with an aggregate service record of 367 years.

NBC-KFI PACT

Split Threat Is Averted

THOUGH divorce between NBC and KFI Los Angeles was threatened for a time, all was settled for at least another two years in Los Angeles last week when Niles Trammell, network board chairman, conferred with Earle C. Anthony, station owner, and William B. Ryan, station general manager.

Effective Jan. 1, 1950, the contract between the network and the station has been signed for another two years. Terms are reportedly a standard contract. One executive told BROADCASTING, "there are no ifs attached."

Possibility of a split between the network and the station after almost 23 years, loomed when NBC sought to buy KMPC Los Angeles [BROADCASTING, Nov. 28].

Commenting upon the new two year pact, Mr. Ryan advised BROADCASTING: "We hope to be affiliated with NBC as long as sound broadcasting is an advertising and public service medium. During the relationship between NBC and ourselves, which has extended for more than 22 years, there has never been any unhappiness on either side."

It is understood that as a result of the new contract, KFI will resume its local promotion of network programs which had been discontinued when news of the NBC-KMPC negotiation first broke. In addition it is understood that KFI also will undertake local promotion of NBC interests of a general nature in cooperation with the network's department.

IRVIN GROSS

Named to Advisory Post With Taylor Stations

IRVIN GROSS, formerly of Edward Petry & Co. and now operating his own business, has been named by O. L. (Ted) Taylor as advisor on operations, sales promotion and research for KGNC Amarillo, KFYO Lubbock, KRGV Weslaco, all in Texas, and KANS Wichita, Kan., and KTOK Oklahoma City.

In announcing the appointment, Mr. Taylor said Mr. Gross is "eminently qualified to work with stations in an advisory and creative capacity as a result of his extensive station and representative experience. Having grown up in Southwestern radio, he is particularly well equipped to serve this group of stations.

"Mr. Gross will spend a considerable portion of his time in the Taylor-Borroff (station representative) New York office and his counsel on administrative matters will also be available to the personnel of that organization. The appointment of Mr. Gross is the initial step in a comprehensive development program . . . for . . . 1950."

For eight years Mr. Gross had been with WFAA Dallas as merchandising manager and later in charge of national sales. From 1942 until recently he was with the Petry organization.

Mr. Gross said he is not releasing a list of his accounts because the privilege of announcement has been reserved to clients. "I am simply continuing to work with stations as I did during my years with the Petry organization," he said, "but now I can devote my undivided attention to the more limited list of AM and TV stations engaging me for continuous service on a retainer basis. As time permits, I'll be able to undertake specific assignments of any type within my capabilities for non-competing stations or for service organizations catering to the broadcasting industry.



Drawn for BROADCASTING by Sid Hix

HARKER NAMED

Fort Industry Officer

ELECTION of Tom Harker, national sales manager of The Fort Industry Co. for the past two years, as vice president and national sales director was announced last Wednesday by Lee B. Wailes, Fort Industry vice president in charge of operations.



Mr. Harker

In making the announcement, Mr. Wailes said that Mr. Harker's election as an officer of the company "is in line with his increased responsibilities with the addition of the company's three television stations" (WSPD-TV Toledo, WJBK-TV Detroit and WAGA-TV Atlanta). His election resulted from board action at a meeting in Bloomfield Hills, Mich., Nov. 25.

Prior to his association with The Fort Industry Co., Mr. Harker was an account executive with both ABC and MBS. Previously he was in charge of national sales for General Tire & Rubber Co.

His headquarters are at 527 Lexington Ave., New York, where he directs and coordinates sales activities of the ten Fort Industry radio and TV stations in the national markets. Mr. Harker has "rendered an invaluable service in strengthening" those activities, Mr. Wailes added.

SANTA'S ROYAL WELCOME

Radio, TV Hit New Yule High

CHRISTMAS 1949 bids fair to be radio's all-time high in public service, program ingenuity and promotion—accompanied by a surge of added business as retailers and other business firms in the community turn to radio in increasing numbers to put across holiday ideas.

Reports reaching BROADCASTING indicate that the local department stores in particular are logically in the forefront of these advertisers. And even though many of the Christmas shows are meaning countless dollars to radio, the stations themselves are going further in gratis public interest projects—giving a heart-warming, if not record-breaking, demonstration of how the medium rallies to aid the less fortunate.

Typical of Christmas season programming by the nation's networks and 2,900 outlets are these reports to BROADCASTING:

Christmas messages of President Harry S. Truman and England's King George VI will be aired over CBS, the former as the Chief Executive presses a button in Independence, Mo., lighting the national Christmas tree in Washington, D. C., on Christmas Eve. The tree-lighting ceremonies also will be telecast this year over CBS television network.

The eleventh annual presentation of Handel's oratorio "The Messiah," by the Independence Messiah Choir of Kansas City will be heard in a special 90-minute CBS program beginning at 11:30 p.m. EST, Sunday, Dec. 18.

CBS annual Christmas carol service ushers in the holiday at midnight Christmas Eve. The story of the nativity, as adapted from the Gospels of St. Matthew and St. Luke, will be told in music and drama, in *While Shepherds Watched,* on Christmas Morning.

NBC-TV Feature

The Christmas midnight mass and carols at St. Patrick's Cathedral in New York will be carried exclusively over NBC television network, Saturday, Dec. 24 (11:45 p.m., EST) for the second year in succession. NBC mobile unit cameras inside the church will bring viewers the celebration of the Pontifical Mass with Francis Cardinal Spellman, Archbishop of New York, as celebrant. Auxiliary Bishop Joseph F. Flannelly, administrator of the Cathedral, will preach the sermon. The narration accompanying the celebration of the mass will be by Rev. Charles J. McManus of the Cathedral staff.

A special hour-long *Howdy Doody* program in which the puppet will give his interpretation of the *New York Sun's* famous editorial "Is There a Santa Claus?" will be presented on NBC-TV network, Friday, Dec. 23, from 5 to to 6 p.m.

The premiere of the nine-part cantata by Peter Mennin, "A Christmas Story," to be performed on ABC by the Robert Shaw Chorale and the ABC Symphony Orchestra, will be presented Christmas Eve at 9-9:30 p.m. ABC also is broadcasting the Christmas tree lighting by President Truman, Saturday, Dec. 24, 5-5:30 p.m.

Mount St. Michael's Choir of 24 Jesuit priests will present a Christmas program of choral music on ABC scheduled for 10:30-11 p.m. Christmas Eve. From midnight to 12:30 a.m. Christmas morning, the service from the Cathedral of St. John the Divine will be broadcast; from 12:30 to 1 a.m. Christmas Day, "Handel's Messiah," recorded by Huddersfield Choral Society with Sir Malcome Sargent conducting the Liverpool Philharmonic Orchestra, and from 1 to 2 a.m., midnight mass from St. Louis Cathedral in New Orleans are scheduled.

MBS broadcast its annual presentation, *The Joyful Hour,* yesterday (Dec. 18), 8:30-9 p.m. Program featured stars of stage, screen and radio in a reading of "The Nativity," interspersed with the saying of the Rosary, and Christmas music.

More than one million items of toys and clothing were collected by MBS and its stations for hospitalized patients and underprivileged or war-suffering children at home and abroad, the network announced last week.

Over 200,000 toys were contributed to children in this country by listeners to *Ladies Fair* (Mon.-Fri., 2-2:30 p.m.). These will be distributed by the Salvation Army on Christmas Eve. Two other daily programs, *I Love a Mystery* (7:45-8 p.m.) and *The Bob Poole Show,* (3-4 p.m.), were responsible for contributions from listeners of more than 675,000 toys and articles of clothing, collected for the Foster Parents Plan for War Children Inc. Remainder of the donations were from other programs and general announcements.

'A Christmas Carol'

On Thursday, Dec. 22, CBS will feature a cast of celebrated British players when *Skippy Hollywood Theatre* dramatizes Charles Dickens' Yuletide classic, "A Christmas Carol." This is the first of six dramas produced and recorded in London by the series' producer, Les Mitchel.

An all-time favorite for children, "The Night Before Christmas," will be told by Bill Bailey, m.c. for the Phillips 66 WLS Chicago *National Barn Dance,* as a special feature of ABC's Christmas Eve show.

Three weeks ago, NBC found itself in the position of denying its "report" that Santa Claus had been shot. Children besieged the network's telephone lines begging denials after Newscaster Paul Long had said on Morgan Beatty's *News of the World* program "John L. Lewis just shot Santa Claus." The next night, Mr. Beatty, broadcasting from Houston, Tex., presented "Santa" on the news show as irrefutable proof that the bewhiskered old gentleman was still very much alive and would make his appointed rounds this year on schedule.

In Duluth, Minn., the KDAL "Santa Special" took off from the North Pole and landed on schedule at the Duluth Municipal Airport. Out of the plane stepped old St. Nick right into the middle of the thousands of youngsters who came to greet him. The KDAL promotion was worked out in cooperation with the Duluth Retail Merchants' Assn. who sponsor Santa's "Little Red House" in downtown Duluth.

Seven Programs Set

WASH (FM) Washington and other Continental FM Network stations are putting the finishing touches on seven Christmas Day programs. They include *Christmas in Homoja Village,* to be broadcast by Tom Carr at WANN Annapolis, interviewing residents of Homoja Village, the Quonset Hut city in the heart of Annapolis; and approximately 3,000 midshipmen to be heard in Christmas carols from the U. S. Naval Academy Chapel in Annapolis.

In Buffalo, the *Buffalo Evening News's* WBEN-TV utilized a float in a holiday parade to promote television locally. Attracting a great deal of attention, the exhibit featured a couple depicting early American settlers, WBEN-TV Cameraman John Novelli (with camera) and Old St. Nick himself seated in his sleigh.

Currently being programmed in Columbus, Ohio, is the *Santa Claus Show,* the first locally sponsored simulcast in the Central Ohio market, by WBNS, WELD (FM) and sister television affiliate, WBNS-TV. Program takes the youngsters of Central Ohio on a daily trip to Santa's headquarters in the North Pole, via a mythical plane ride, arranged on film. The live part of the show then takes place in Santa's workshop, as the children see and hear of the Christmas Day preparations being made by Santa. Series is sponsored on all three outlets by the F. & R. Lazarus Co., and is a 15-minute Monday-Friday feature.

WBZ-TV Boston camera crews have moved their equipment into The Hub's busy South Station for Christmas week, with Chick Morris interviewing shoppers and commuters. During the telecasts, Announcer Art Amadon will join groups of carolers in serenading the depot throngs during the busy period each afternoon.

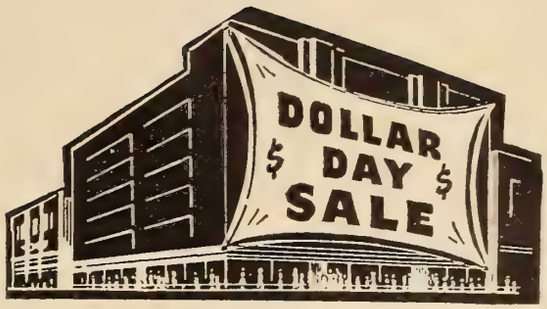
In preparation for a special series to be aired on the *This Is New York* show on WCBS New York, Staff Writer George Roosen posed as Santa Claus for a week at R. H.

(Continued on page 44)



THE sign says "fresh paint," but WRC Washington's Doll House—Christmas collection booth for food and toys for the needy—opened right on schedule for the 14th straight year. This get-together at the Booth's opening includes (l to r): Bill McAndrew, WRC general manager; Frank M. Russell, vice president, NBC; Bill Herson, WRC personality and Doll House keeper; Andrew Parker, president of Woodward & Lothrop department store, and Tom Amatucci Sr., who donated over $9,000 to build two booths, the WRC Doll House and the WMAL Country Store. President of Tom's Auto Service, Chrysler-Plymouth dealer, Mr. Amatucci has a heavy budget of spot advertising on Washington TV and radio stations. Both houses have complete broadcasting facilities and special programs are aired from the two points.

Success story:



Talk about results, just read this! A Richmond department store recently concentrated *all* its promotion for "Dollar Days" on WLEE. No other advertising medium was used for this event.

Business was 64% greater than the preceding week and 25% better than a similar promotion of the previous month!

Richmond merchants get results like this all the time from WLEE. More and more national advertisers are following their lead. Put WLEE on *your* list. Call in your Forjoe man and get the whole WLEE story.

WLEE

Mutual in Richmond

TOM TINSLEY, *President* • IRVIN G. ABELOFF, *General Manager* • FORJOE & CO., *Representatives*

COMMUNICATIONS

Solon Seeks Common Policy

HOPE for a coordinated policy looking toward a "sound and intelligent future in American communications" has been expressed by Sen. Ernest W. McFarland (D-Ariz.), chairman of a Senate Interstate Commerce communications subcommittee.

In a letter fortnight ago to K. E. Stockton, president of American Cable & Radio Corp., Sen McFarland said that several "prominent" members of Congress, while personally opposed to government ownership of business, felt Government should enter the international communications field and build up a strong system of its own.

The McFarland subcommittee, beginning in January, will launch an extensive inquiry into operation of government systems competing with private firms, and into the extent of the use of frequency space by government agencies [BROADCASTING, Oct. 17, 24]. International carriers are expected to submit to the subcommittee a "practicable" merger plan in the international field early next month.

AD COUNCIL

'Stop Accident' Guide Issued

THE ADVERTISING COUNCIL has issued a 1950 campaign guide for cooperating advertisers and media to launch next year's "Stop Accidents" drive. Young & Rubicam Inc., Chicago, prepared the 10-page booklet, which contains examples of accident prevention messages in various media. Materials for all media are available to advertisers who wish to tie in with or sponsor such ads.

Wesley I. Nunn, advertising manager, Standard Oil Co. of Indiana, who has been volunteer coordinator of the "Stop Accidents" program since 1947, will continue to serve in the 1950 campaign. Helen J. Crabtree is the Advertising Council's campaign executive on the project.

MONOPOLY GROUP

McGrath Is Vice Chairman

J. HOWARD McGRATH, U.S. Attorney General, has been named vice chairman of the new government inter-agency committee formed to enlist the voluntary cooperation of private industry in curtailing monopoly practices [BROADCASTING, Dec. 12].

First meeting of the group, held Dec. 9 at the request of Commerce Secretary Charles Sawyer, was attended by Lowell B. Mason, acting chairman of Federal Trade Commission, and other government officials. Organization of the committee is a first step in the administration's all-out campaign against certain business monopolies. Plan was advanced by President Truman.

PHILCO CORP.

Three Executives Named In TV-Radio Div.

SIMULTANEOUS appointment of three executives in the Television and Radio Division of Philco Corp. has been announced by William Balderston, Philco president. Larry T. Hardy becomes president of the division, Joseph H. Gillies vice chairman of the division's executive committee, and Frederick D. Ogilby vice president in charge of sales.



Mr. Hardy

Mr. Hardy joined Philco in 1932 and served as Chicago and Northwest Division representative until 1937 when he was made vice president and general manager of Simplex Radio Co., a Philco subsidiary. In 1939, he was named manager of small sets and then manager of the Home Radio Set Division. He was elected vice president in charge of the Television and Radio Division in 1944.

Mr. Gillies has been with Philco since 1929. He was a member of the factory organization for several years and in 1939 became works manager. Three years later he was named vice president in charge of radio production and then vice president in charge of the Television and Radio Division.

Mr. Ogilby, who has been manager of television sales, joined Philco in 1931 as a sales representative in the New York division of



Mr. Ogilby



Mr. Gillies

* * *

Philco Distributors Inc. He became sales manager in Brooklyn four years later and in 1936 was named New Jersey sales manager for the branch. He later served as sales head of Philco Distributors Inc. in New York, and general manager of the same organization in Philadelphia and New York. In 1947 he became Radio Division sales manager and then manager of television sales.

Carl Titus Majer

CARL TITUS MAJER, 52, a member of the staff of WIBG Philadelphia, died on Dec. 9. Mr. Majer was a brother of Mrs. Margaret M. Kelly, wife of John B. Kelly, who has an interest in the station.

1909 Eldon A. Park 1949

ELDON A. PARK, 40, vice president of Crosley Broadcasting Corp. and general manager of WINS New York, died last Monday of heart disease and complications, after a long illness. Death occurred at his Roslyn, L. I., home.

Mr. Park was born May 20, 1909, in Bluffton, Ind., and educated in Montpelier, Ind., public and high schools. He attended DePauw U. for one year, and was graduated in 1933 from the U. of Cincinnati.

He joined the Crosley organization in 1933 as assistant traffic manager of WLW Cincinnati, and worked his way up through successive executive posts.

Adding up part-time work for WLW while still attending school, Mr. Park spent half his life time in radio. Late in 1937, he was sent to NBC in New York for training and upon his return to Cincinnati assumed the position of NBC district supervisor for WLW originated shows fed to the network.

Following a prolonged vacation in 1940 because of poor health, Mr. Park was appointed assistant sales manager of WLW. The next year he entered the Army as a captain, later receiving a medical discharge. After another stay in New York as account executive for the Crosley



Mr. PARK

* * *

station, he became assistant general manager of WLW in 1944 and was placed in charge of programming a year later. In 1946 he became a vice president of Crosley and in 1947 was named general manager of WINS.

Mr. Park was active in the past year in an attempt to form a station managers' association in the New York area.

He is survived by his wife, Eleanor, and two sons, Richard, nine, and Roger, two.

Promotes Spots

WHEN a sponsor advertises his own show, that's not unusual—but when he advertises his spot announcements that's something else. Which is just what Collins' Department Store is doing in Pikeville, Ky., according to Mike Layman, station manager of WLSI Pikeville. Store is running newspaper ads telling readers to "listen to our important daily announcements" on WLSI. Spots are aired thrice daily—8:15 and 11:30 a.m., 4:30 p.m.— and once on Saturday, 1:30 p.m.

PHILCO EARNINGS

Point Toward Good Year

WILLIAM BALDERSTON, Philco Corp. president, told stockholders on Dec. 12 that Philco's earnings in the current quarter should exceed the total earnings for the first nine months of this year. The firm reported earnings for the first nine months of $2,506,000, or $1.32 a common share, against $6,632,000 or $3.95 a share in the 1948 period.

Stating that all Philco TV plants at present are operating at record levels, Mr. Balderston noted that "even after increasing our manufacturing schedules several times, it has been necessary to allocate the available television production all fall." Reporting that the demand for radio and radio-phonograph models also exceeds production, he said Philco is ending the year in a strong financial position with no outstanding bank loans of any kind.

JUSTIN MILLER

Heads March of Dimes Group

JUSTIN MILLER, NAB president, last week was named chairman of the 1950 March of Dimes National Radio-Television Division Committee, it was announced by Basil O'Connor, president of the National Foundation for Infantile Paralysis.

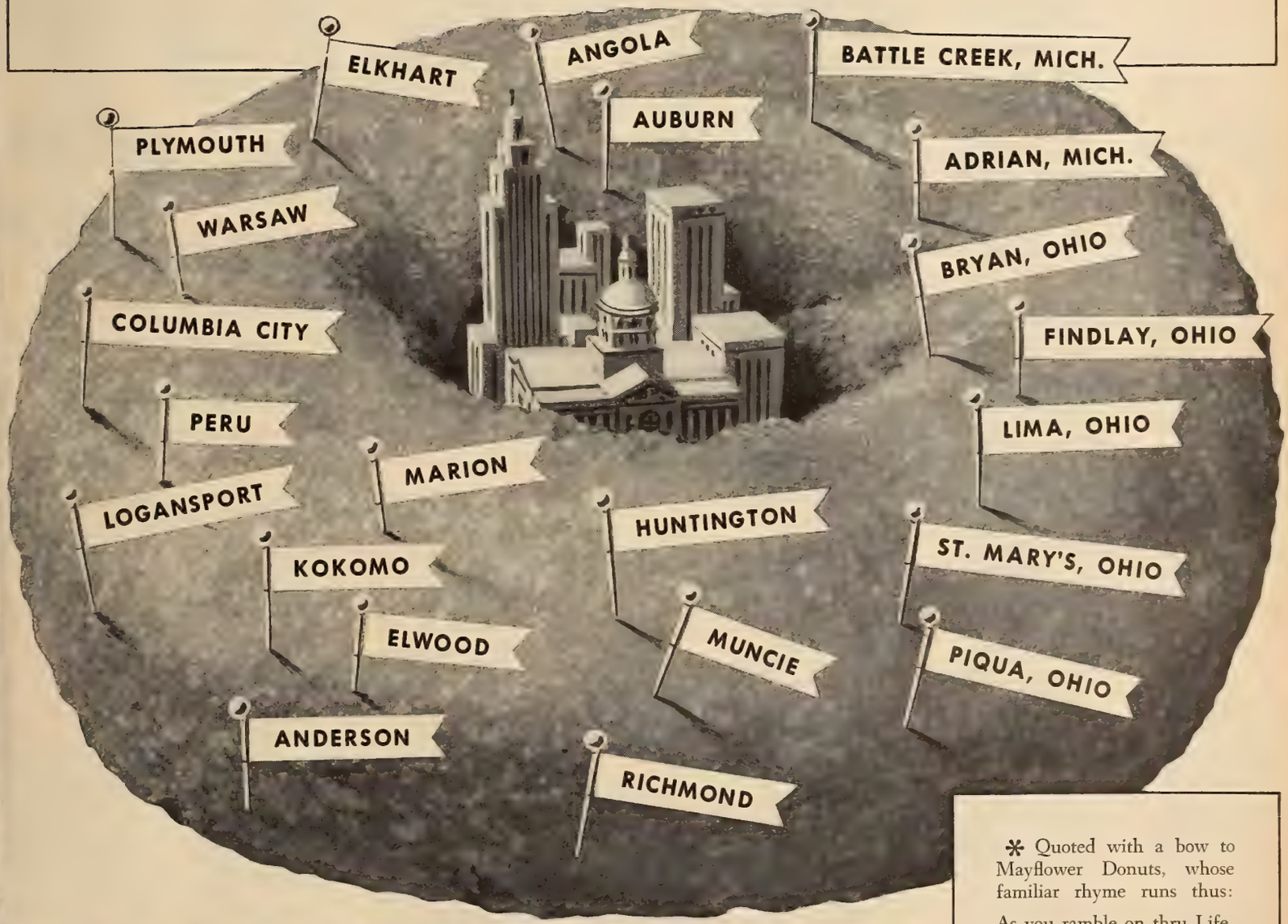
Named as Mr. Miller's co-chairmen were: Charles C. Barry, ABC vice president; William H. Fineshriber Jr., MBS vice president; Joseph H. McConnell, NBC president; Hubbell Robinson Jr., CBS vice president.

Columbus Exhibition

ENTRIES for the 14th American Exhibition of Educational Radio Programs to be held in Columbus, Ohio, must be in by Jan. 16, I. Keith Tyler, director, Institute for Education by Radio, Ohio State U., announced last week. The exhibition will be held simultaneously with the 20th Institute, May 4-7, he said.

BIG DOUGHnut

"Keep your Eye upon the Doughnut. . "* is more than a well-known, popular slogan. It's good time-buying counsel in selling the rich Midwest market.. especially in Indiana, Ohio, and Michigan. Forming a ring around Fort Wayne are 59 BMB counties with an effective income of $1½ billion.. *all* reached economically by WOWO! For availabilities, and for information on WOWO's sensational leadership in the Hooper polls, check WOWO or Free & Peters.



* Quoted with a bow to Mayflower Donuts, whose familiar rhyme runs thus:

As you ramble on thru Life, Brother,
Whatever be your Goal,
Keep your Eye upon the Doughnut
And not upon the Hole!

WOWO

FORT WAYNE

ABC NETWORK AFFILIATE

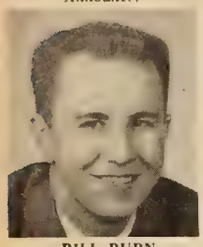
WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • KEX • WBZ • WBZA • WOWO • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales



BILL MOHER
Announcer



BILL BURN
Sales Service—Announcer



SHIRLEY RYAN
Staff Vocalist



AUDREY REMME
Staff Vocalist



HILDEGARDE USSELMAN
Staff Organist



TEX RANDALL
Staff Vocalist



O. E. McCRACKEN
Religious Service



ERNIE BREVIK
Public Service—Announcer



JEANNE ALM
Staff Vocalist



EVELYN LAWRENCE
Vocalist



AL EDWARDS
Staff Vocalist



THELMA BERGSTROM
Staff Vocalist



MARGE RANDALL
Staff Vocalist



ROY McCANNELL
Stage Manager



BILL WEAVER
Sports Director—Announcer



MAURIE WALLER
Production Manager



GEORGIE ARDEN
Women's Director



MARY LOU DUNKIRK
Vocalist



HANK HOLLAND
Staff Vocalist



PHIL RITO
Staff Musician



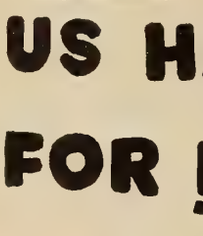
"LITTLE JOE" STAMNESS
Staff Musician



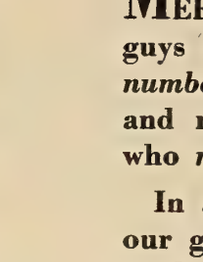
BOB BRADLEY
Announcer



RAMONA HOYEM
Program Secretary



FRANK SCOTT
Music Supervisor



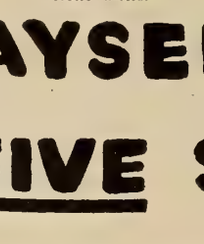
PAT KELLY
Staff Musician—Librarian



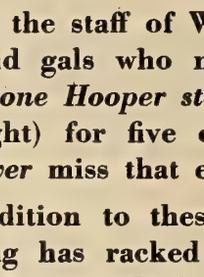
KEN KENNEDY
Program Director



NORM SCHRADER
News Writer



DON AUMAN
Musical Director



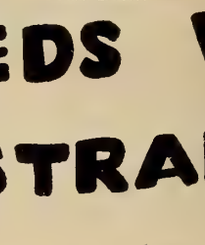
LINDA LU
Staff Vocalist



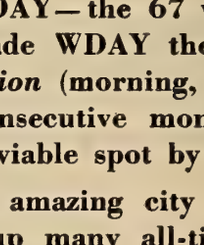
ROY PEDERSEN
Sales Promotion Manager



ROGER PAGE
Sales Service



"CLEM" CORNFORTH
Staff Musician



THE TEXAS RANGER
Staff Vocalist



CAROLYN ALLEN
Clerical



JULIUS HETLAND
Technical Director



ROBERT HANSON
Staff Musician



HARRY JENNINGS
Staff Musician

US HAYSEEDS WON FOR FIVE STRAIGHT

MEET the staff of WDAY—the 67 wonderful guys and gals who made WDAY the *nation's number-one Hooper station* (morning, afternoon and night) for five consecutive months—and who *never* miss that enviable spot by very far!

In addition to these amazing city Hoopers, our gang has racked up many all-time rural mail-order records for WDAY!

Yes, the boys and girls on our unusually large and loyal staff have a flair for programming that would make lots of big-city stations envious. Actually, we've had 488 years of experience *with* WDAY, plus centuries of radio experience with other stations.



EARL C. REINEKE
President



JACK DUNN
Station Manager



VIRGINIA DENIS
Receptionist



TOM SEE
Mail Supervisor



CAROL HAGEN
Accountant



MARCELLA SOEBY
Sales Secretary



TOM BARNES
Sales Manager



GRACE BACCUS
Clerical



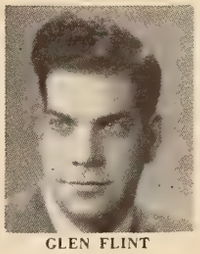
MARLENE SEVERTSON
Clerical



HAROLD BANGERT
Public Relations Counsel



MAX GUTTMAN
News Writer



GLEN FLINT
News Editor



JULINE SAVOLD
Chief Engineer



FRANK COOK
Engineer



ALAYNE SHORTRIDGE
"Mike Notes" Secretary



SOPHIE HANCOCK
Office Manager



DORIS JENSEN
Receptionist



JACK LESTER
Sales Service



DONOVAN WARDWELL
Co-op Director



HATTIE FARRELL
Studio Custodian

THE NATION'S TOP HOOPERS MONTHS ON WDAY, FARGO

Now in its 28th year, WDAY has an *urban* and *rural* superiority that few stations in America can match. It's a regional phenomnon . . . a radio wonder . . . a terrific medium!

Write to us or Free & Peters for all the dope.
It's really fabulous!



WDAY
FARGO, N. D.
5000 WATTS
NBC . 970 KILOCYCLES
FREE & PETERS, INC.
Exclusive National Representatives

HERE ARE THE SHARE-OF-AUDIENCE FIGGERS!
(Fargo-Moorhead City Hoopers, Dec. '48-Apr. '49)

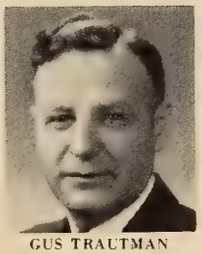
	WDAY	"B"	"C"	"D"
WEEKDAY MORNINGS	66.2	16.8	7.7	4.2
WEEKDAY AFTERNOONS	66.1	11.4	11.9	3.7
EVENINGS (SUN. THRU SAT.)	67.5	14.1	9.2	7.2



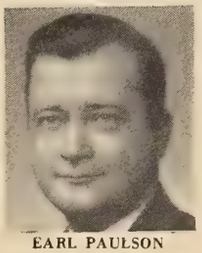
"SHORTY" ESTENSON
Staff Musician



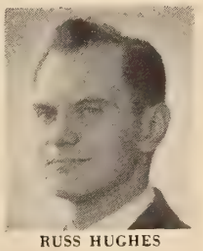
ROBERT ANDERSON
Staff Musician



GUS TRAUTMAN
Engineer



EARL PAULSON
Engineer



RUSS HUGHES
Engineer



ORV NELLERMOE
Staff Musician



JOHN LEON
Engineer



GEORGE KOVELL
Engineer



ROBERT WACHAL
Engineer



HENRY SHIELS
Engineer

Editorial

The Gate or Gate Receipts?

WE'RE NO rhetoricians, but we challenge the dictionary definition of sports. "Sport," says the language book, is "that which diverts, and makes mirth; pastime; diversion."

Obviously sports today are industry—big business. Professional or amateur, college or high school, it is now a matter of gate receipts. Thus, we now have football industry, baseball industry, prize-fight industry, basketball industry, and even roller derby industry.

If the mass radio media were not the causative agent in this change of concept, they at least helped to inspire the lust for gold.

Today the headlines are all the same. The Eastern College Athletic Assn. regards television as a potential threat to the financial structure of intercollegiate athletics. Professional football does or doesn't want broadcasts or telecasts. The prize-fight industry wants extra purses for radio and TV rights. And even the high schools want (1) pay for coverage of their events; or (2) no broadcasts or telecasts at all.

Confused thinking and cockeyed economic philosophies are rampant. Radio and TV are as culpable as the sports tycoons and athletic directors. They bid for exclusive rights, which reach ridiculous levels. Newspapers cover everything gratis. But they do it on a non-exclusive basis.

Radio and latterly TV have given new life to many decadent sports. They have created fans. They have made possible the building of huge stadia and auditoria.

Some day, we imagine, both sides will become realistic. There was the case of the recent LaMotta-Cerdan middleweight championship fight, which was a gate flop drawing less than half the expected receipts. It was the first title contest of importance at which radio and TV were frozen out.

If baseball and football ban radio or TV, the effect won't be as immediate as it has been in the boxing industry. Fans would still go to see performers familiar to them—familiar largely because of radio and TV promotion. Gradually, however, interest would wane. The empty seat acreage would increase in direct ratio. We think the professionals will be smart enough to realize this.

In the *amateur* sphere (and we use the term generically) our schools now brazenly proclaim they're in it for the money.

Have the schools—colleges and junior alike—forgotten that in the final analysis it's the taxpayer who builds and supports our institutions of learning? Even the endowed universities get privileges from the public, such as by way of tax exempt status.

It's time it was realized that the public *wants* broadcasts and telecasts. And we would like to see a survey that disproves it.

Bentons and Bows

WHEN CONGRESS convenes next January, the junior Senator from Connecticut will be William B. Benton, former Assistant Secretary of State in charge of the Voice of America and related information and education pursuits, principal owner of Muzak, and a founding partner of Benton & Bowles (with which he no longer is connected).

And when Congress convenes in January 1951, it's entirely possible that the House will be graced by the presence of Frank T. Bow, attorney of Canton, and the last general counsel of the House Select Committee to Investigate the FCC. Mr. Bow has announced his candidacy for the Republican nomination from the 16th Congressional District of Ohio.

Senator-designate Benton, whose appointment to fill the unexpired term of Sen. Raymond E. Baldwin was announced last week by his old agency partner, Gov. Chester Bowles, should be a colorful figure on Capitol Hill. As Assistant Secretary of State his tribulations were plenty with the Voice. But his background in business, and his knowledge of radio and the advertising media should add a new and almost unprecedented touch to the oratory in the greatest deliberative body on earth.

Mr. Bow's ascendancy to the House is not certain, but if broadcasters had their say, they would elect him by acclamation, irrespective of party affiliation. A year ago, when the Select Committee had completed its task of FCC investigation, Mr. Bow commented:

I think Congress should spell out what controls, if any, the Commission should have over program content. There should be immediate legislation to prevent the further encroachment of Government into competition with private broadcasters and other communications industries.

A Congress with Bentons and Bows should be exhilarating.

FM's Love Life

THE FCC, which has loved FM wildly if not well, is now in danger of cherishing it to death. For the proposal to increase FM's minimum operating hours [BROADCASTING, Nov. 21], far from spurring development of the new medium, could easily bring its downfall.

It is not the first time FCC's passions have got out of hand. To begin with, it should be no concern of the Commission if a station operates six hours or 16. The individual broadcaster is in a position to judge whether there are sets enough to justify longer or shorter broadcast days. The Commission, in all its presumed wisdom, can make no such seat-of-the-pants determination.

The "scarcity" of FM frequencies is a thing of the past, like hopes of an "early" lifting of the television freeze or a "timely" clear-channel decision. If the Commission thinks a station isn't operating long enough, let it entertain applications for the station's facilities and choose the one which makes the best showing. It's standard procedure in AM.

Assuming *arguendo*, as its lawyers would say, that FCC has a right to require longer hours, its present proposal is patently discriminatory. FM stations in joint AM-FM operations would be required to operate the same hours as their AM sisters between 6 a.m. and midnight, while FM-only stations would have two years to reach 12 hours a day.

In FM's present unprofitable state such a requirement not only would doom many an FM station but would raise a serious threat to their AM partners. The danger to FM-only stations, with no AM revenues to fall back on, would be as great or worse. For FM, by and large, is running at a loss even on its present schedule.

The wonder is that FCC hasn't read the handwriting of some 175 licensees and permittes who have turned in their FM authorizations already this year without the impetus of the current proposal.

We concede that FCC's plan is based on a proposal advanced by the FM Assn. and that FMA felt it was acting in the best interests of FM. Now FMA is merging into NAB. The first big job NAB could do for FM is come out strongly against the disastrous plan. Otherwise the medium which a succession of FCC chairmen sought to force down the throats of broadcasters, and which the Commission has long hailed as "the best system of aural broadcasting extant," is apt to become the best one extinct.

Our Respects To—



ARTHUR CHARLES NIELSEN

EVER SINCE his undergraduate days at the U. of Wisconsin, where he maintained the highest scholastic average ever recorded in the College of Engineering, Arthur Charles Nielsen has been conspicuous by his thoroughness.

So it is only natural that *thoroughness* occupies a place in "The Nielsen Code," to which more than 1,800 employes of the A. C. Nielsen Co. re-dedicate themselves periodically.

"Accept business only at a price permitting thoroughness," says the code. "Then do a thorough job, regardless of cost to us."

Other Nielsen principles, outlined to his associates in the early days of the 26-year-old marketing research organization, embody impartiality, accuracy, integrity, economy ("consistent with thoroughness"), service, the importance of "never changing your price," and "earliest delivery—whatever the inconvenience to us."

Chicago born, Arthur Nielsen is the son of an 80-year-old retired accountant with the Quaker Oats Co. He was born in Chicago Sept. 5, 1897, spent his early years on the city's south side, but moved to suburban Berwyn by the time he reached his teens. At Morton High School, not far from the famous Western Electric plant, he became interested in electrical engineering, and it was in this course that he distinguished himself at the U. of Wisconsin. He also was captain of the Badger tennis team.

Mr. Nielsen was graduated from the U. of Wisconsin in 1918 with a Bachelor of Science degree in electrical engineering. Before graduating, however, he served several months during World War I as a Navy ensign on transport duty in the North Atlantic.

Mr. Nielsen's first job was as electrical engineer with the Isko Manufacturing Co., Chicago, manufacturer of refrigerating machines. A year later he became a field research worker for the H. P. Gould Co., same city, publisher of business papers. His performance surveys on machinery gave him the idea for his own concern, which he founded in Chicago Aug. 24, 1923, in office space about 20 feet square. Nielsen operations today require nearly three acres of floor space.

A. C. Nielsen Co. was organized to furnish manufacturers with survey reports on the performance of their materials and equipment compared with those of competing companies. Reports were submitted to clients and used for advertising, sales promotion, and personal-sales purposes. This reliance on impartially reported facts to sell Nielsen client companies' products was a revolutionary development in

(Continued on page 40)



Represented Nationally by EDWARD PETRY & COMPANY, INC.
New York, Chicago, Los Angeles, Detroit, St. Louis, San Francisco, Atlanta, Dallas.

Management

FRED STOYE, stockholder in KLAS Las Vegas, Nev., named general manager. He was associated with KCBQ San Diego before coming to KLAS as sales manager.

J. L. VAN VOLKENBURG, CBS vice president and director of television, is in Hollywood for 10 days' conferences.

JOHN ELWOOD, general manager of KNBC San Francisco, last week attended National Citizens' Committee for Hoover Report conference in Washington, D. C. He is chairman of Northern California branch of the Committee.

SYLVESTER L. (Pat) WEAVER JR., NBC vice president in charge of television, named chairman of advisory committee of American Heart Assn.'s 1950 heart campaign.

Respects

(Continued from page 38)

1923, and the company is still known in some quarters as the original sponsor of the idea of selling industrial goods on the basis of certified performance in the field.

For eight years the Nielsen firm forged steadily ahead with "performance surveys." By 1931, personnel numbered 45, but with the coming of the depression the working force was reduced to 12 in 1933. This year was a turning point, however, as the "Index" type of marketing research was evolved.

The "Index," applied first to the drug industry, was based on these principles: Payments to retailers for their cooperation; repeated use of a constant "sample" of retailers, proportioned to give a true cross section of the entire industry; getting sales records from invoices accumulated for Nielsen by retailers; measurement of consumer sales, by considering inventory changes as well as retailer purchases; continuous bimonthly surveys, instead of static surveys; simultaneous coverage of many subjects; recording the retailer's actions rather than his conversation; and simultaneous serving of competitors.

Nielsen's "Drug Index" proved an immediate and substantial success, so the same principles were applied successfully in 1934 to the food industry. Four years later the same type of service which was being offered to the drug and food industries was sold to several major distillers, and for the first time a national and continuous market survey was presented to the producers.

In the fall of 1942, the Nielsen Radio Index joined the ranks of company services, but only after six years of pre-testing, including a four-year pilot operation. Third to enter the field, NRI, as the service is called by broadcasters, "represents the most comprehensive effort ever made to create an ideal marketing research tool for the radio industry," Mr. Nielsen claims.

The company now has offices in New York, Toronto, Oxford (England), Sydney (Australia) and maintains spacious headquarters in Chicago.

Championship Record

At 52, Arthur Nielsen can work with indefatigable energy because he keeps in superb condition. He maintains an enviable record as an athlete on the tennis and squash racquets courts, having been ranked No. 2 among U. S. Veteran tennis players. In 1946, he established a new record by winning three national tennis titles in a single year: Father-Son Grass Court, Father-Son and Father-Daughter Clay Court championships.

In 1936 he was awarded the Annual Advertising Awards Committee silver medal for his "distinguished contributions to advertising research." Four years later, he won the Chicago Federated Advertising Club award.

Mr. Nielsen recently addressed delegates to the 12th Congress of the International Chamber of Commerce as chairman of the United States Council's distribution committee. He surprised the delegates by placing in their hands a 180-page International Trade Manual, conceived by him and prepared under his direction. The basic premise of this project, he explained, is that free interchange of marketing information is an essential first step toward healthy international trade. He offered the manual as a tangible example of the possibilities in a complete series of similarly-developed booklets.

Clubs and Other Activities

Mr. Nielsen is a director of the Chicago Assn. of Commerce and Industry, and of the De Mille Foundation for Political Freedom. He is a member of the Executive Program Advisory Committee of the U. of Chicago, the board of trustees of the Wisconsin Alumni Research Foundation, a member of Northwestern U. Associates, and, in addition to the aforementioned post on the United States Chamber of Commerce, is on the Distribution Commission of the International chamber. He also belongs to the University Club, New York; West Side Tennis Club, Forest Hills; Germantown Cricket Club, Philadelphia, and is a member of Sigma Chi, social fraternity, and Tau Beta Pi and Eta Kappa Nu, engineering honor societies.

On June 15, 1918, Mr. Nielsen married Gertrude Beatrice Smith of Chicago, a high school and college chum. The Nielsens live in Winnetka, Ill., on Chicago's North Shore. They have five children—Arthur Jr., 30, who assists his father; Mrs. Margaret Nielsen Hamilton, 27; Philip R., 20, a student at Leland Stanford U.; Barbara, 18, a student at Smith College, and Virginia, 13, at home.

Son Arthur and Daughter Margaret have paired off with their dad on the tennis courts, where the younger man is fast over-taking the "old master."



PUBLIC INTEREST awards of National Safety Council went to 17 stations or networks at sixth annual meeting of the National Assn. of Radio Farm Directors in Chicago [BROADCASTING, Nov. 28]. **Among those receiving citations for their interest in farm safety are (l to r): Back row—D. A. (Andy) Adams, Texas Quality Network; Robert B. White, ABC; Dix Harper, WIOU Kokomo, Ind.; Frank Atwood, WTIC Hartford, Conn.; Robert Child, Rural Radio Network; H. G. Schmidt, St. Joseph, Mo.; front row— Herb Plambeck, WHO Des Moines; E. C. Stangland, KSOO Sioux Falls, S. D.; Luella Engel, WRFD Worthington, Ohio; Paul Jones, NSC's public information director, who presented awards; G. W. (Bill) Givens, WGY Schenectady, and Homer H. Martz, KDKA Pittsburgh. Stations not represented are CHUM Toronto; KASI Ames, Iowa; KPOJ Gresham, Ore.; KUSD Vermillion, S. D.; KWG Stockton, Calif., and WFIL Philadelphia.**

Luckman Chosen

APPOINTMENT of Charles Luckman, president of Lever Bros., as national chairman of the Democratic Party's 1950 Jefferson-Jackson dinner was announced last Monday by William Boyle Jr., chairman of the Democratic National Committee. Dinner will be held in Washington's District of Columbia National Guard Armory Feb. 16. Mr. Luckman was chosen largely on the strength of his service as chairman of the Citizens' Food Committee in 1947-48, it was indicated.

WFIL AM-FM-TV Philadelphia commended by City Council for services in Silly Willie safety campaign during September and October.

AGENCY COMMISSION

Denver Admen Okay 15%

THE 15% agency commission granted by media is enough for a magazine, newspaper or station to pay, according to a majority of Denver advertising executives who responded to a survey conducted by the McCord Research Bureau, Denver opinion and marketing research firm. A minority of those quizzed felt the 15% inadequate.

Of those answering the question on agency commissions, 58% said 15% was about right, 38% not enough, none felt it was too much, and 4% had no opinion or were heavily qualified. Some who said the commission was adequate stressed, however, that in the case of ads placed in non-commission-paying media, the account should be generally charged a service or retainer fee. According to Bureau Director Hallack McCord, some respondents pointed out that today's increased media rates are a boon to the agency, helping to offset increased overhead costs.

Commercial

FRANK S. LANE named sales manager of KRMG, new 50 kw ABC affiliate in Tulsa, Okla. He started in radio in 1925 at KVOO, then Bristow, now Tulsa. Later he was manager of WDOD and WDEF, both in Chattanooga. He built and managed WSPB Sarasota, Fla. For past two years he has been associated with KTOK Oklahoma City.

ED J. HENNESSY, former account executive at WCON Atlanta, Ga., appointed commercial manager of WGBA Columbus, Ga.



Mr. Hennessy

ED STAWNIAK, formerly with KFH - AM - FM Wichita, Kans., returns to station after serving as program manager of KSOK Arkansas City, Kan. He is member of sales staff at KFH, previously having been with WSAR Fall River, Mass.

BILL McDANIEL, KECA-TV Hollywood salesman, named acting sales manager of station. **OWEN JAMES** transferred from staff announcer to television salesman at KECA-TV.

JOE KILLEEN joins sales staff of WTMJ Milwaukee after working at WSAU Wausau, Wis. Both are owned by *Milwaukee Journal*. He was at WSAU 13 years, serving as sales manager for past five.

HAROLD PENNYPACKER, formerly TV director at WPTZ (TV) Philadelphia, appointed account executive.

EUGENE L. FLANAGAN, freelance radio script writer and formerly program director at WPDQ Jacksonville, Fla., joins sales department of WHLI-AM-FM Hempstead, L. I., as account executive. He was at one time sports director of WPTF Raleigh, N. C.

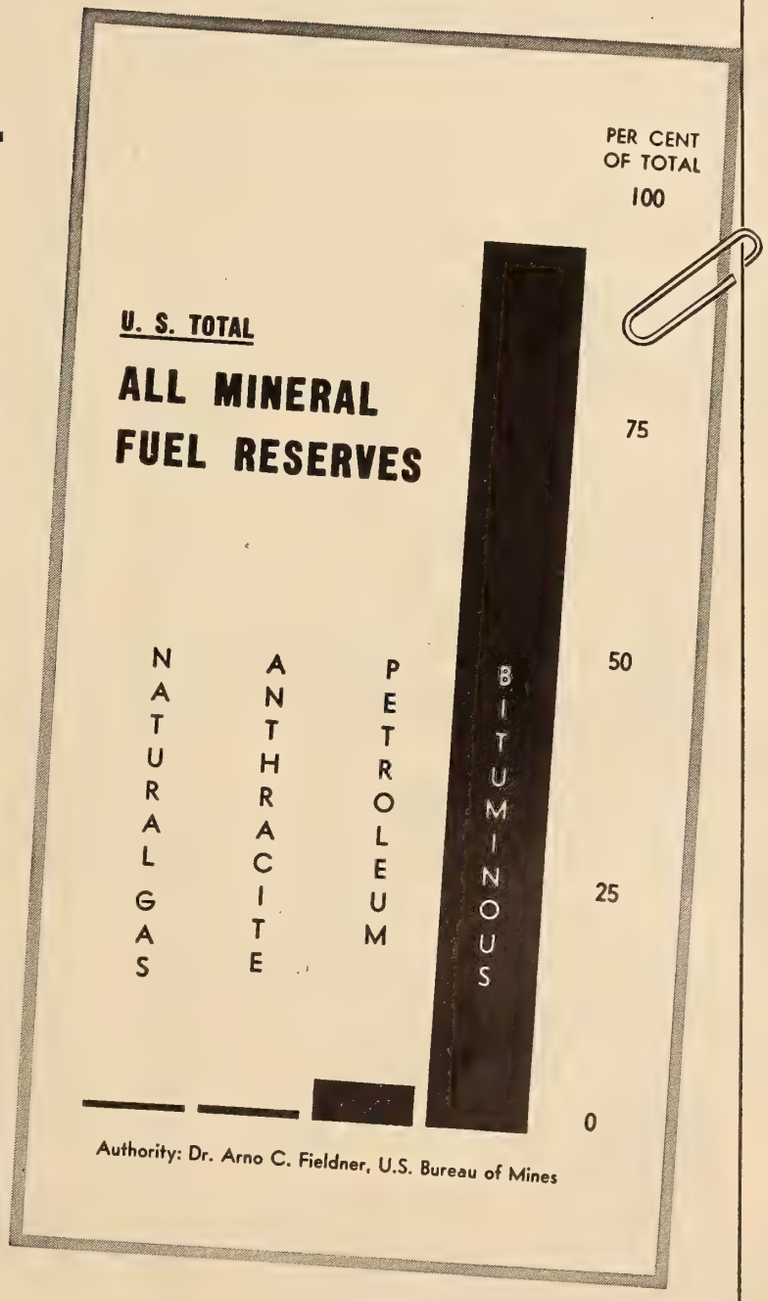
Memo to Editors

YOU CAN'T OVERLOOK A FACT THIS BIG

This chart demonstrates the nation's dependence on coal. It drives home the point that coal men strive to make clear when they decry the spendthrift exploitation of our relatively short-lived fuels resources—for example, the use of natural gas for such a high consuming purpose as firing steam boilers. A *prudent* national fuels policy would conserve natural gas for those purposes which serve the home—such as cooking and heating—and for industrial and chemical processing needing strict temperature controls. *Next to petroleum, natural gas is the cheapest source for synthetic gasoline!*

Water-power potential, too, is limited. If all the economically feasible hydro sites in this country were to be developed, the resultant energy could supply only *one-fifth* of the nation's total energy output. But to be economically feasible, water power must be near electricity's markets. Otherwise, excessive distribution costs—which already amount to 80% to 85% of every dollar spent by consumers for electricity—make even such "ideal" development uneconomical.

So no one can afford to ignore coal's importance—and abundance—either economically or historically in the day-to-day economy of the nation.



BITUMINOUS COAL INSTITUTE

A Department of NATIONAL COAL ASSOCIATION

Southern Building, Washington 5, D. C.

BITUMINOUS COAL . . . LIGHTS THE WAY . . . FUELS THE FIRES . . . POWERS THE PROGRESS OF AMERICA

MULTIPLEXING

Hogan Urges FCC Action

FACSIMILE will enjoy a commercial shot in the arm when the FCC adopts standards for multiplexing, John V. L. Hogan, president of Hogan Laboratories Inc., last Monday told an FCC hearing presided over by Comr. Robert F. Jones.



Mr. Hogan

Mr. Hogan said one New York organization will embark on commercial facsimile as soon as multiplexing's house is set in order. Lack of FCC standards had held back facsimile development, he indicated, because broadcasters were afraid to purchase equipment which might be outmoded by standards yet to be adopted.

He was the main witness at a hearing to consider proposals for obtaining FCC rules standardizing certain aspects of multiplexing facsimile and removing entirely the time limitation of three hours daily now restricting commercial multiplexing.

The only other witness was William S. Halstead, president of Communications Research Corp., New York, who differed with Mr. Hogan on the adoption of one standard. He opposed the Hogan amplitude modulated form of multiplexing as the sole standard. Instead, he requested FCC to give consideration to the frequency-shift (or FS) type employed by him.

Mr. Halstead feared that the 25 kc subcarrier frequency standard sought by Mr. Hogan would interfere with operations of Storecasting and Transit Radio and would outmode equipment with FS multiplex transmission installed at Rural Radio Network, Ithaca, N.Y.

With only this one point developing a contest, the hearing was over in a few hours. Comr. Jones, however, announced that the record would remain open for an additional ten days to permit filing of exhibits and further material.

The hearing was held at Hogan Laboratories, 155 Perry St., New York, where Hogan equipment was set up for a demonstration. Part of the demonstration consisted of multiplexing via equipment installed at Maj. E. H. Armstrong's laboratory at Columbia U. and put on the air at his station, KE2XCC Alpine, N. Y. It was offered in evidence by Mr. Hogan that no degradation of the sound program was experienced during the multiplexing.

In the course of the hearing, Mr. Hogan testified that the standards sought to be adopted would not restrict facsimile solely to the equipment his firm manufactured or had pending patent.

On the other hand, he emphasized, any patents issued to Hogan Laboratories would be made available to other manufacturers to encourage competition. His company would license any reputable firm for use or manufacture on a reasonable royalty basis, requiring payments to Hogan of from 5 to 2%, depending on quantity, he said.

Mr. Halstead's appearance as a witness was something of a surprise—even to himself. He said he had not expected to testify until he heard the request for the 25 kc standard for the facsimile subcarrier frequency. He emphasized he spoke for himself alone, not in his capacity as consulting engineer for any particular client.

Adverse Effect Seen

Transit Radio, for which he has been a consultant, has many thousands of receivers which would be adversely affected by the adoption of the 25 kc standard, he contended. Storecasting operations similarly would be in conflict, he said.

As for Rural Radio Network, he went on, it had found its frequency shift system well-suited to its needs if it were to undertake commercially network facsimile without lines, and had found the equipment most economic. He had served RRN as consultant.

He requested that the FCC "keep the door open" to permit FS multiplexing rather than freeze the AM standards as proposed by Hogan Labs. Those standards, he conceded, were demonstrated successfully by Hogan but as yet were not tested in relay network operations. He expressed the opinion it was in such network operations in rural areas that facsimile might serve its most useful functions.

He argued further on behalf of the FS system that it could be applied on the sound channels of existing TV stations, enabling them to simultaneously transmit video, sound and facsimile.

As a rebuttal witness, Mr. Hogan said that his company had given consideration to the very points made by Mr. Halstead but had reached opposite conclusions.

He saw no conflict with Storecasting or Transit Radio because there was great doubt that the same station would be engaged in simultaneous operations of such services and facsimile. Further, he said, Hogan Labs had plans for network operations under the standards it proposed.

He explained further that the frequency shift system advocated by Mr. Halstead was complicated by a patent dispute between RCA and Press Wireless. He closed with a plea that a single compatible subcarrier system be adopted.

Mr. Hogan was represented by Philip G. Loucks, of Loucks, Zias, Young & Jansky, Washington. FCC was represented by Harry M. Plotkin, assistant general counsel, and by Cyril M. Braum, chief engineer.



RADIO RESEARCH

Sawyer Okays NBS Project

A MAJOR laboratory devoted to "radio propagation research" at a cost of $4½ million is to be erected at Boulder, Col., Commerce Secretary Charles Sawyer announced Thursday. Construction will begin in the summer of 1951.

In announcing approval of a recommendation by Dr. E. U. Condon, Director of the National Bureau of Standards, for development of a 210-acre site located near the U. of Colorado campus, Secretary Sawyer said the Bureau unit will comprise the Central Radio Propagation Laboratory. It is to contain facilities for research in the field of radio propagation (studies of the ionosphere and radio waves properties). Among the major services provided by the Bureau in this field are:

Regular predictions of the proper frequencies which should be used in order to ensure successful communication, continuous broadcasts of standard frequencies, standard time signals and time interval signals, and technical information affecting frequency utilization.

Boulder was chosen as site for the proposed laboratory, which was authorized by the last session of Congress (Public Law 336), because of the following reasons, the Secretary said: Nature of the work requires location in town or small city; equipment and service needs require ready access to a large city; technical factors necessitate moderate climate and diversity of terrain; proximity to a major university can provide source for training of junior staff members and also be a source for new personnel; the area is accessible to all parts of the country, and the laboratory is near a major center of air and rail traffic.

FOREIGN CENSUS

Hartley Aids in Campaign

PLANS for a nationwide campaign to enlist the aid of foreign language stations in the 1950 census taking were set last week by Arnold Hartley, WOV New York, chairman, NAB Foreign Language Station Subcommittee, and Frank R. Wilson, information assistant to the Census Director.

Campaign was planned in recognition of the diffidence and reluctance among foreign-language communities to provide information because of language differences. Live material, translated into the proper languages, will be provided stations, and "name personalities" of foreign language radio will cooperate in the campaign. Transcriptions in six languages are currently in preparation.

Upcoming

Jan. 9: Deadline for George Foster Peabody Awards for Radio and Television.

Jan 9-13: NRDGA's 39th annual convention, Hotel Statler, New York.

Jan. 24: Academy of Television Arts and Sciences annual awards for highest television achievements, Hollywood.

Jan. 27: Advertising Workshop, Pantlind Hotel, Grand Rapids, Mich.

Feb. 1: NARBA conference, Havana, Cuba.

Feb. 4: Radio Correspondents Assn. annual dinner, Statler Hotel, Washington.

Feb. 6-8: TV Institute and Industry Trade Show, Hotel New Yorker, New York.

Feb. 8-10: NAB board of directors, San Marcos Hotel, Chandler, Ariz.

Feb. 10-11: Oregon State Broadcasters, Eugene, Ore.

March 6-8: Second national conference, Chicago Television Council, Palmer House, Chicago.

WCCO APPOINTS

Bland, Wilkey in New Posts

APPOINTMENTS of Lee Bland as program manager and Gene Wilkey as general sales manager of WCCO Minneapolis were announced last week by Wendell B. Campbell, the station's general manager.

Mr. Bland, now CBS assistant director of special events, will take his new post Jan. 3, assuming program duties formerly performed by Mr. Wilkey who also is assistant general manager of the station, a position in which he continues.



Mr. Wilkey



Mr. Bland

Mr. Wilkey entered radio in 1939 at WDOD Chattanooga, following his graduation from the U. of Chattanooga. He served in various program capacities at WDOD, finally as program director. He joined WCCO in 1944 as assistant program director, becoming program director in July 1945 and assistant general manager a year ago.

Mr. Bland has been CBS assistant director of special events for two years. Before that he was assistant director of the CBS documentary unit. He joined CBS in 1941 after service with WCMI Ashland, Ky., WKRC and WCKY Cincinnati and WFMJ Youngstown, Ohio.

De Bevec to Wheelock

JOHN DE BEVEC, formerly with BBDO and Tatham-Laird Inc., both New York, has joined Ward Wheelock Co., also New York, as media director.

OHIO APPEALS

Federal Court Hears Argument

APPEALS from FCC decisions denying AM locals permits to the Mansfield (Ohio) Journal Co. and Lorain (Ohio) Journal Co., both controlled by Isadore and S. A. Horvitz, were heard Thursday by the U. S. Court of Appeals for the District of Columbia.

Arguing for the two applicants, who own newspapers in the cities, were George O. Sutton and William Thompson. They contended the FCC's hearing notice had failed to include such points as alleged monopolistic practices in newspaper-radio competition. The Commission's July 14, 1948 decision [BROADCASTING, July 19, 1948] had held the applicants unqualified because of alleged efforts to suppress competition by denying use of their white space to advertisers buying time on WMAN Mansfield.

Judge Wilbur Miller asked Mr. Sutton if statements in the FCC decision on monopolistic practice aren't conclusions of fact rather than law. Mr. Sutton contended the stations were penalized by the FCC as though they had been found guilty of the alleged practices, and added that the FCC in effect was endeavoring to decide what a newspaper can and cannot print.

Judge George Thomas Washington asked if failure of the government to grant a license constitutes a penalty. Mr. Sutton felt such was the case. Mr. Thompson noted that while the Lorain and Mansfield firms were under common ownership, the papers were separately operated and the FCC's denial of two stations was based on Mansfield evidence.

Max Goldman, FCC assistant general counsel in charge of litigation, and Richard A. Solomon, chief of the FCC litigation branch, argued the FCC's notice of hearing was adequate. They said the newspaper practices were merely used as background by FCC in determining qualifications of the applicants and cited evidence in the record.

William A. Porter, counsel for Fostoria (Ohio) Broadcasting Co., appeared as intervenor, challenging the court's jurisdiction. Fostoria is an applicant for a local station on 1510 kc, same facility sought by the Mansfield Journal Co. The two are mutually exclusive, counsel agreed. The Lorain application was for a daytime local on 1140 kc. The FCC originally denied the Fostoria application but reversed itself and placed the case in the pending file.

The *Lorain Journal* is charged by the Justice Dept. with violation of the Sherman anti-trust act for alleged monopoly practices involving WEOL Elyria-Lorain [BROADCASTING, Dec. 12, Nov. 21, Sept. 26].

LUCE DENIES

ABC Purchase Plans

DENIAL that Henry R. Luce, editor-in-chief of all *Time* publications, was interested in buying ABC network was made Thursday afternoon by an official spokesman for the magazine executive. "It is a rumor that keeps recurring and which I've knocked on the head many times lately," the spokesman said.

Meanwhile, ABC stock continued to be traded heavily on the New York market during the past week, with Wednesday's transactions of 15,100 shares the greatest number sold on a single day this year. The price of the stock on that day rose ½ to 8¾ in a bull market that saw many low-priced issues move in volume.

Sarnoff

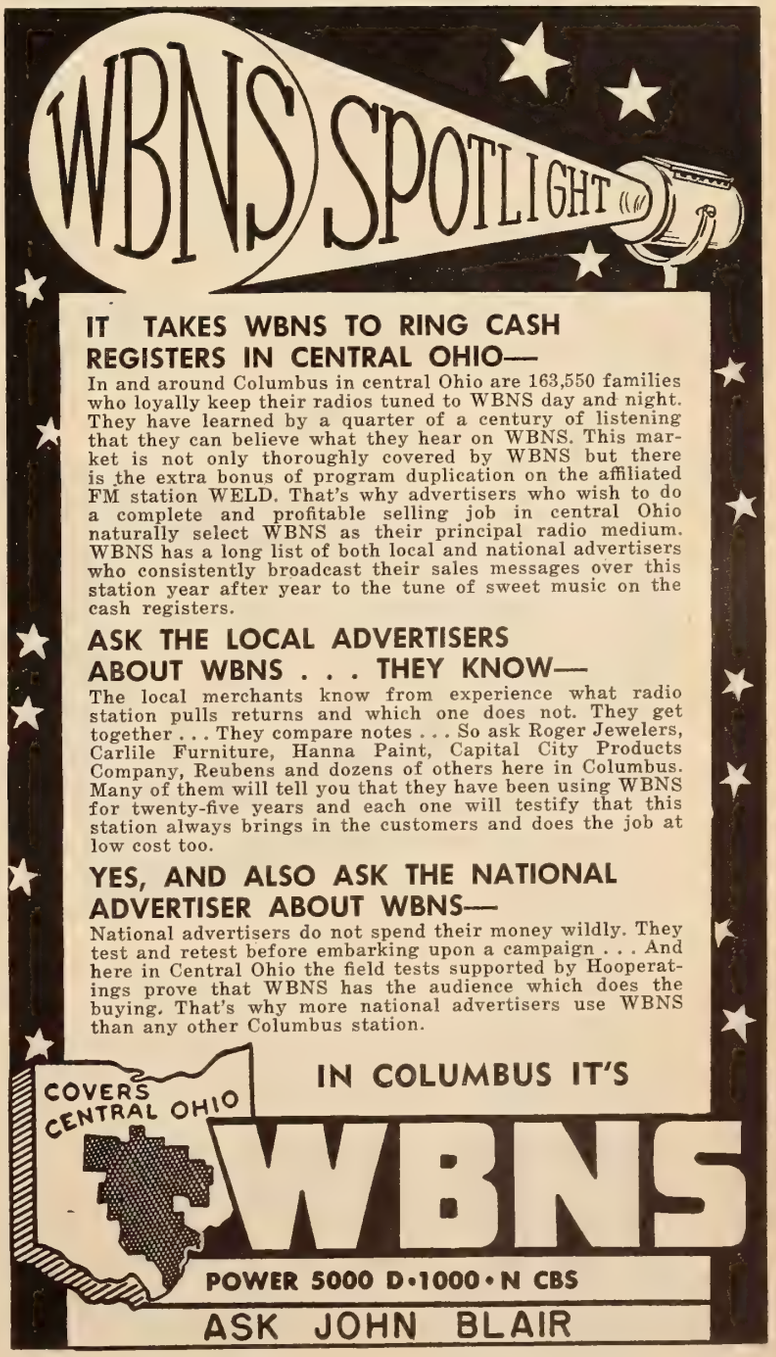
(Continued from page 26)

steady growth, he said.

In presenting the citation to Gen. Sarnoff, Mr. Cohen hailed the industry leader as a man who "has not restricted his interests to the technical field, but has also pioneered with personal views on two vital aspects of the very subject of our debate . . . freedom to listen and freedom to look."

The citation to Gen. Sarnoff was for his "notable cooperation in the development of public understanding of the work of the United Nations and for his contribution in the field of human rights through advocacy of concepts of Freedom to Listen and Freedom to Look as fundamental expressions of Freedom of Information."

WEEKLY broadcast of wrestling bouts from Boston Arena and sports news show giving reports of skiing conditions added to program schedule of WLAW Lawrence, Mass.



Santa's Welcome

(Continued from page 32)

Macy's department store gathering material. The program begins this week.

Nov. 19 was a red-letter day for children in Cincinnati and vicinity. Some 12,000 youngsters greeted Santa when he flew into Lunken Airport. Also on hand was a WCPO-TV remote crew which telecast the entire event. The two-hour show, consisting of WCPO-TV's western and hillbilly group, *The Midday Merry Go Round*, famed Coco the Clown, and Announcer Jim Fair, provided all the entertainment until St. Nick arrived.

WEOL Elyria, Ohio, sold and now has on the air a 26-time quarter-hour broadcast by Santa Claus, with a new angle. Sponsored by Sears, Roebuck & Co.'s Elyria store, the pitch is to increase store traffic by putting a Santa Claus mailbox in the middle of the store and having Santa Claus read the letters on the air every afternoon at 5 o'clock. In its first week, the program drew approximately 1,000 letters. Beginning with the sixth broadcast, it was necessary to extend 30-minutes across the board.

At KXOK St. Louis, a surprise visit was made to the Hal Fredericks toy house by "Sky King," star of ABC's *Sky King* program. A pre-Christmas toy-collecting campaign is being conducted by Mr. Fredericks on his *Song and Dance Parade* show, Monday through Friday at 3:30 and 9:30 p.m. Receiving station for the toys is a child's playhouse erected on the lawn of St. Louis Children's Hospital. New and used toys are being accepted and all used toys are being reconditioned by members of the St. Louis Fire Dept.

Until Christmas, Disc Jockey Bob Falcon of WGAY-FM Silver Spring, Md., will conduct his *Fun With Music* show at "Holiday House," a white frame building in the Silver Spring Shopping Center. Santa Claus also is on hand helping Mr. Falcon give out 5,000 balloons and 4,000 bags of candy to shoppers. The time is being donated by the station to promote shopping in the area with gifts being supplied by the 22 merchants in the shopping center and vicinity.

Series of special programs titled *Christmas on Long Island*, are to be broadcast this week over WHLI-AM-FM Hempstead, L. I. Displaced persons who recently came to this country will describe how it feels to spend Christmas in a free land. Other programs scheduled include a visit to Santa Claus at Loeser's store in Garden City; interviews with a family filling Christmas socks on Christmas Eve; Yuletide advice to the housewife, etc.

WINX Washington's Jerry Strong, morning man and disc jockey, is asking listeners to help him play Santa Claus to Washington orphans and under-privileged children. His list includes 500 youngsters at four of Washington's neediest institutions selected for him by the United Community Service. The Jerry Strong "Christmas Corner" is located at one of the busiest corners in downtown Washington. On Christmas Eve, he and the WINX staff will deliver the gifts and stage Santa Claus parties for the children at their selected institutions.

Cited as one of the most successful Christmas public service promotions by a smaller station is that being sponsored by WILE Cambridge, Ohio. For the second year, the station is conducting its campaign for the H. D. McClelland Christmas Fund to care for needy families during the holiday season. The campaign was instituted by the station at Christmas of 1948 in honor of the president of the station, whose father, Mike McClelland, founder of a chain of Ohio grocery stores, had throughout his life helped needy families at Christmas. Listeners are asked to adopt a family. Particulars on each needy case are read over the air and a code number is assigned to each. General Manager Howard A. Donohoe maintains the project has not only done a great deal of good for Cambridge but has helped establish WILE as an integral part of the community.

Letters to Santa

Each year, WISL Shamokin, Pa., produces a program on which *Letters to Santa* are read. The program draws thousands of pieces of mail from every community, both urban and rural, in the area. Two announcers alternate in reading the letters.

To needy children in Tulsa, KVOO spells Christmas. KVOO General Manager William B. Way, who also serves as Tulsa Chamber of Commerce president, announced the cooperation of 30 merchants, the Salvation Army, Tulsa U. coeds and the Kiwanitas in the drive for toys for Tulsa boys and girls who weren't on Santa's list. Sparked by KVOO facilities, the campaign group is confident last year's collection of 6,000 toys will be surpassed.

Santa Claus made an early flight from the North Pole to Augusta, Ga. There, he was welcomed by WJBF in a promotion staged as part of a package deal which the station sold to Belk's Department Store. Highlight was a seven-mile parade from the Daniel Field airport to the store in downtown Augusta. Thousands lined the route the Santa Claus caravan took and traffic was practically at a standstill in front of Belk's store, station reports. The welcoming committee included Augusta's Mayor W. D. Jennings and other city officials. Highlight of the parade was a huge 60-foot flat trailer-truck on which there was a float with giant reindeer tugging at a sleigh. At the reins was WJBF's Santa Claus (Program Director John Vance). Before he came into town, Santa was interviewed at the airport by Tom Hennessy, WJBF production manager.

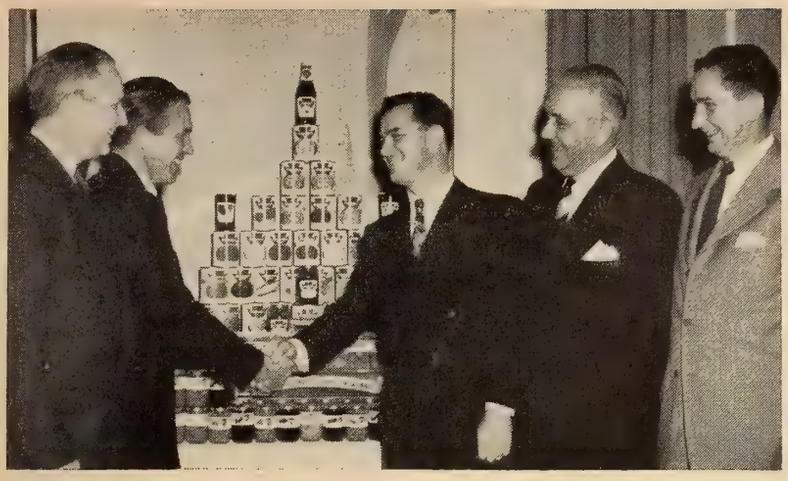
Santa also paid an early visit to Buffalo, N. Y., in a Christmas parade down Broadway Thanksgiving morning. All of the things that serve to make up a first class parade were there—balloons, painted clowns, etc. Lending cooperation were Buffalo's three radio stations, WKBW, WBEN and WEBR. WKBW placed a static booth over the reviewing stand for a complete description of the parade. At the same time WKBW's Roger Baker rode up and down the sidelines on the line of march interviewing and talking with the spectators while Disc Jockey Mike Mearian gave a running commentary of the parade as it was passing the reviewing stand. WEBR used its sound truck which was painted in candy stripes and had an Indian on top. WBEN contribution was a float with people dressed in costumes of colonial times representing Thanksgiving and on the other side of the float a replica of Santa Claus on his throne. A WBEN-TV television camera moved between the two as if taking pictures of Santa and Thanksgiving.

WKRT Cortland, N. Y., didn't have to go far to find Santa because he landed on the studio roof the first week of December. First hint that the jolly fellow had arrived was a shower of hundreds of balloons. The Cortland Fire Dept. sent a truck with aerial ladder to help him off the roof. Santa was interviewed by Program Director Bob Michel as hundreds of youngsters stood by. Then the children took over for the next half hour telling Santa what they wanted for Christmas. The following day he appeared downtown and read some of the letters sent to him from 5:10 to 5:30 over WKRT.

In Lawrence, Mass., two big department stores are sponsoring hour-long shows on WLAW. Besides presenting seasonal music and readings, Sutherland's department store is bringing all its departmental heads before the microphones to air personal greetings to friends and best wishes to customers. Cherry & Webb, catering principally to women, is offering a similar air production with messages to customers and friends. Both stores have been WLAW



WBAL
means business
in Baltimore



JACK HARRIS (center), general manager of KPRC Houston, shakes hands with Roy Lang of the Gardner Advertising Company, St. Louis, account executive for Stokely-Van Camp Inc., Indianapolis (canned foods and food products). Occasion was a Stokely meeting which leading food distributors of the Houston area attended to learn about the firm's new promotional campaign. L to r are: Paul Colwell, Stokely sales manager; Mr. Lang; Mr. Harris; Ray N. Peterson, advertising and promotion manager of Stokely's, and Jim Cathay of the Gardner agency. Biggest part of the new Stokely campaign is a half hour program, *Laugh With the Ladies,* which starts over KPRC Jan. 3, for 52 weeks 11-11:30 a.m., Monday-Friday. Houston area is one of about 20 large metropolitan markets Stokely plans to enter with locally-produced audience participation shows within a year. Sponsorship of five shows already has been set. [BROADCASTING, **Dec. 12**]. **Actual expenditure by Stokely is not known but it is understood the food concern is taking money formerly used in magazine advertising and putting the bulk of it in spot radio. Stokely also is backing up its radio campaign with small ads in leading local newspapers each weekday, throughout the year. Besides KPRC, Stokely has arranged 52-week contracts with WTCN-AM-TV Minneapolis, WMPS Memphis, KFI-AM-TV and KHJ Los Angeles, WMIE Miami and WFAA Dallas.**

sponsors since 1937.

WLAW also is offering a two-week Christmas program which will end Dec. 23. The show consists of a two-way telephone interview with Special Events Director Fred Laffey representing the children of America, and Chief Announcer Richard Hickox assuming the role of Santa. The program is heard Monday-Friday, at 4:55 p.m., and is titled *Letters to Santa.*

On WOR New York, transatlantic Christmas greetings from British families who entertained American 4-H Club members this past summer will be broadcast transcribed during Joe Bier's *Your Town and Country Gentleman* show, on Saturday, Dec. 24, from 5 to 6 a.m. Titled *4-H Club Christmas in Britain,* the program will be recorded from a special transmission to WOR by the BBC. WOR-TV's inventor's forum, *Road to Success,* last week featured toy inventions that have just been placed on the market for the Christmas season.

In Orlando, Fla., WORZ is operating on what it calls "a frequency of 80 heartbeats a minute and with all the power that can be delivered by the energetic WORZ staff." The Central Florida NBC outlet has set up a "Toy Depot" in the center of town to receive contributions of used toys, clothes, etc. At regular intervals the American Legion "locomotive" picks up the articles and delivers them to the Orlando Rescue Mission for repair and distribution to needy families. At the same time, WORZ schedules programs from the "Toy Depot." The drive is in charge of Bill Murrell, WORZ promotion manager.

Last Saturday (Dec. 17) inmates at the Eastern State Penitentiary presented their 16th annual prisoners *Christmas Concert* over KYW Philadelphia. The program, originating in the penitentiary's auditorium, featured the prison band, glee club, novelty groups and soloists. Talent for the broadcast was selected after an elimination contest of several weeks.

From now until Christmas on every station break, WPOE (FM) Elizabeth, N. J., is using the following: "An ideal Christmas gift is—an FM radio!" Station officials point out that the wording varies slightly on each break.

In keeping with the festive spirit, WRBL Columbus, Ga., furnishes carols and hymns over four public address amplifiers and seven public address speakers installed along Broadway, the city's leading business thoroughfare. A special record turntable set up in the WRBL studios is manned each evening by a member of the Columbus Chamber of Commerce with music and console equipment furnished by the station.

WREN Topeka, Kans., also goes on the list of stations which saw to it that Santa made an early visit. On Nov. 26, over 6,000 people descended on the Union Pacific Railroad depot in North Topeka to watch St. Nick and his 10 elfish helpers arrive on their "North Pole Special" train of three cars. Sponsored by the North Topeka Merchants Assn., the arrival was plugged for three weeks over WREN. All available air promotion spots were utilized and an airplane equipped with a powerful set of speakers was used to blanket Topeka and 12 surrounding towns.

In Charlotte, N. C., Byron Smith of the WSOC sales staff collaborated with Joe Marsh, advertising manager of Efird's Department Store, in assembling a Christmas window. In the window, surrounded by gifts, is a mechanical Santa Claus with moving arms and lips. In front of Santa is a WSOC mike. An entire half-hour program of Christmas carols emanates from the window and the lips of Santa, who also sings Christmas carols, inviting children and their parents to join him, and of course, inviting them to Efird's Toyland.

Every day this week and on Christmas Day, WTOP Washington is scheduling Christmas programs. Features include hymns and carols, stories, quizzes and popular tunes.

WTTM Trenton, N. J., greeted Santa at Stacey Park on Thansgiving morning—an annual occasion sponsored by Swern & Co., department store. Among those on hand, as well as hundreds of youngsters, were Ezra Stone, radio's Henry Aldrich; Samuel Swern, president of Swern, and State Senator Richard Kafes. Throughout the morning, WTTM picked up interviews and color.

With its main theme the solicitation of toys for the needy children of greater Miami, Fla., WTTT opened a Christmas toy house in downtown Miami. Decorated in a Walt Disney fashion, the house is on one of the busy thoroughfares. WTTT's Santa Claus broadcasts from the house daily. Members of the Women's Council of the Boulevard Christian Church occupy the booth to collect the toys to be distributed on Christmas Day. Assisting in this promotion are a local used car dealer, Olin's; a kiddie shop, Alray Children's Shop; Alray Bootery, and the A. S. Beck Shoe Store.

In Richmond, Va., the *Santa Reads His Mail* program is presented Monday, Wednesday and Friday, 6-6:30 p.m. over WTVR (TV). Santa, together with "Mother Claus" surrounded by a setting of toys in a North Pole workshop, cheerfully tells Christmas stories and reads letters from eager youngsters. Sponsored by Nolde Bros. Bakery, the first program drew 246 letters from children.

When Bob Maxwell, disc jockey for WWJ Detroit, read a letter

(Continued on page 46)

Burger Beer . . . . . .
DOUBLES SALES in 3 weeks
with *"directed"* advertising on . . .
WGRD
Grand Rapids, Michigan

• LEADERSHIP IS EARNED • LEADERSHIP IS EARI



This is WSYRACUSE AM • FM • TV

NBC Affiliate in Central New York

21 rich Central New York Counties
205,000 BMB Station Audience Families

Headley-Reed, National Representatives

ED • LEADERSHIP IS EARNED • LEADERSHIP IS E

Santa's Welcome

(Continued from page 45)

from a patient at a tuberculosis rest home, asking for a used radio, listeners came through in a big way. Not one, but 43 radios were sent in. All were repaired and sent to the sanatorium, station reports.

Listeners in the Pittsburgh area are enjoying a nightly festival of Christmas music sung by some of the leading choral groups in and around the city. Continuing through Christmas Eve, WWSW is broadcasting a quarter hour of Yuletide melodies every evening.

At WOIC (TV) Washington, the current Christmas Seal campaign was aided for 16 days with presentation each day of live shows, films, slides and half-minute spot announcements at all periods available. As worked out by John F. Hardesty, WOIC director of special events, the format stressed purchase of seals, pointed up the purpose for which contributions are sought, and then reminded the audience to help make the campaign a success by returning their dollar for the seals.

For the fourth year, WABD (TV) New York and other DuMont TV Network stations will telecast the traditional Christmas Eve Candle Light Service of Carols from historic Grace Church in New York, 8-9 p.m., Saturday, Dec. 24. Program features a choir of 50 men and boys and will be telecast through arrangements made by the United States Rubber Co. The service will be conducted by the Rev. Louis Weatherbee Pitt, D. D., S. T. D. The choir will be directed by Ernest Mitchell.

Bill Weaver, star of early morning *Waitin' For Weaver* show on KCBS San Francisco, has launched one-man campaign called "Gifts for the Old Folks," to raise Christmas gifts for aged people in Bay Area institutions. Lucky Stores, with 29 outlets in the San Francisco Bay Area, are cooperating in the campaign by providing clearing house services in the collection.

Ford Dealers of New York will sponsor on WJZ-TV New York, two full-hour film telecasts of Charles Dickens' "Christmas Carol," one on Christmas Eve, 9-10 p.m., and another on Christmas Day, 4-5 p.m. The film, featuring an all-British cast, was released exclusively to ABC-TV for its key station by Sy Weintraub, vice president of Flamingo Films. It has been edited by Nat Fowler, ABC-TV film director, for video use. J. Walter Thompson Co., New York, is the Ford dealer agency.

A special broadcast Christmas Eve of midnight Mass from the Church of the Immaculate Conception in Washington has been arranged by WWDC-AM-FM that city. Arrangements for the broadcast were made by the Rev. Joseph E. Gedra and Norman Reed, WWDC program director. This will be the fourth consecutive year that WWDC has broadcast the Christmas Eve service.

PHOENIX BATTLE

Objections Increase To CBS Switch

CONTROVERSY over CBS' decision to switch its Phoenix affiliation from KOY to Actor-Cowboy Gene Autry's KOOL gained heat and momentum last week as local authorities warned CBS affiliates throughout the country that "your future is threatened."

"If a 'deal' can be made in Phoenix, a 'deal' can be made in your town," said a letter circulated over the signatures of L. C. Boies, Maricopa County sheriff; Phoenix Mayor Nicholas Udall; Attorney P. M. Roca, president of the Phoenix Community Council, and Attorney Dow Ben Roush; Dr. Daniel J. Condon, and President Stephen C. Shadegg of S-K Research Labs.

The letter charged that "engineering superiority, signal strength, the area of coverage, listening audience and community acceptance have no influence on the policies of CBS when a 'deal' has been made."

It denied KOOL Owner Autry is or ever has been a Phoenix resident, but said he "has money, he is an important radio personage, and he has good friends who hold policy making positions with the Columbia network."

Cites Background

The writers noted that KOY joined CBS in 1937. "Over the years," they said, "CBS, its programs and policies have earned and enjoyed our respect and friendship." Now, they continued "we are outraged by the cynical attitude of the Columbia officials," and "are convinced that the network prestige will suffer in our area, that the network will lose listeners and that network advertisers who buy time on Columbia are being badly treated."

They said they were "in no way connected" with KOY and that "it is not our intention to make an attack upon KOOL." Rather, they said, "we thought you would be interested in knowing the details of what has happened. . . . We submit that as an affiliate of CBS you are vitally concerned and entitled to have the truth of this strange situation."

CBS officials offered no comment on the letter, or on the pending suit filed by KOY and, through it, KTUC Tucson seeking specific performance of affiliation contract with the two stations [BROADCASTING, Nov. 21]. The network plans to move its affiliation from KOY, which feeds CBS programs to KTUC, on Jan. 1 to KOOL and KOPO Tucson, in which Mr. Autry has an interest, and to KCKY Coolidge, the latter two on a "bonus" basis.

NETWORK SETUP

ABC, CBS, MBS List Changes

FOLLOWING swing of KOOL and KOPO, Phoenix and Tucson respectively, to CBS effective Jan. 1 [BROADCASTING, Dec. 5], other network alignments became known last week.

MBS-Don Lee acquired affiliations with KOY Phoenix, KTUC Tucson and KSUN Bisbee, the three stations comprising the Arizona Network.

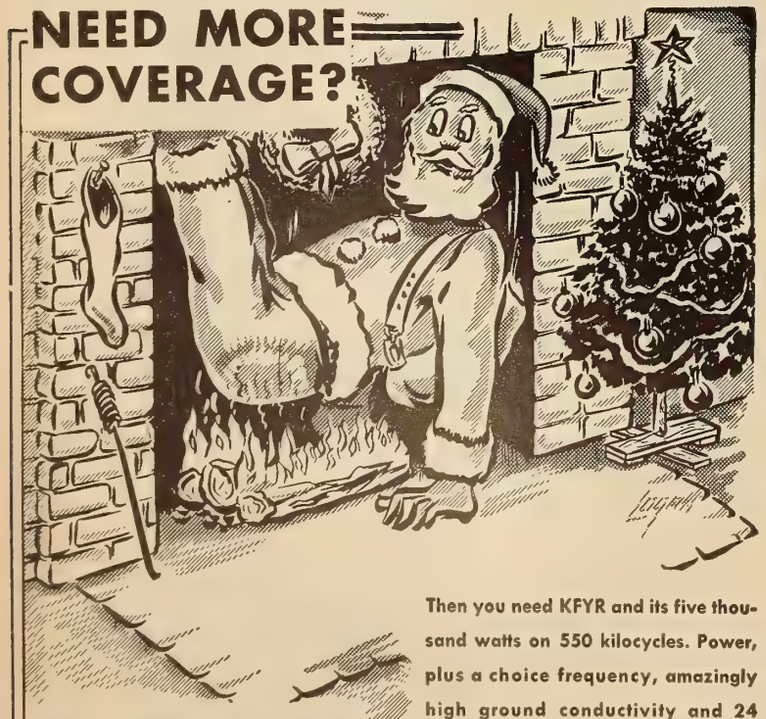
In commenting upon this change which likewise is effective Jan. 1, Pat Campbell, Don Lee vice president in charge of station relations, said the move "will give Don Lee and Mutual considerably greater coverage in Arizona." In fact he feels it "affords Don Lee Broadcasting System the most powerful broadcast coverage front running the virtual length of the state."

ABC on the same date becomes affiliated with KCNA Tucson.

DIRECTORS of WJR Detroit have voted dividend of 20¢ per share to be paid Dec. 22 to shareholders of record Dec. 15.

WSB Donates Faximile

WSB Atlanta has presented to Emory U. a twin-scanner Faximile transmitter valued at $13,000. The presentation was made two weeks ago by John M. Outler Jr., general manager of the station. According to Dr. R. B. Nixon, Emory journalism head, the equipment will be used to demonstrate to students the potentialities of the medium and to experiment with the transmission of various typefaces in an attempt to develop some satisfactory technique for providing radio newspapers. This is WSB's second contribution to the university. Two years ago, the station helped finance the remodeling of the practice studios used in teaching radio.



Then you need KFYR and its five thousand watts on 550 kilocycles. Power, plus a choice frequency, amazingly high ground conductivity and 24 years of intense listener loyalty make KFYR the natural selection for the time-buyer who wants to make sure he picks the best buy. Ask any John Blair man.

KFYR
550 KC 5000 WATTS
NBC AFFILIATE
BISMARCK, N. DAK.

45.0
"HOOPER"*
*(average 5 periods, Winter, 1948)
proves the best buy in
DANVILLE, VA.
is
WBTM
5kw (d) ABC 1kw (n)
Rep: HOLLINGBERY

Operating Outlets

(Continued from page 23)

grants were outstanding. New applications totaled 49.

As of Dec. 15 there were 111 TV outlets authorized of which 97 were on the air. There were 29 licensed stations on that date and 82 CPs. New applications totaled 353.

At the end of 1948 there was a total of 2,127 AM stations authorized with 1,912 on the air, 1,865 licensed and 262 holding CPs. New applications totaled 472. At the same time there were 966 FM stations authorized with 700 on the air, 222 licensed, and 699 holding CPs and 45 holding conditional grants. New FM bids totaled 134. At the conclusion of 1948 there were 124 TV outlets authorized, with 50 on the air, 7 licensed and 116 holding CPs. New applications totaled 311.

Of the 60 AM deletions during 1949, two were subsequently reinstated and four have been set aside upon requests for hearing. Of the remainder, nine specifically cited economic factors for their withdrawal while 19 permits were forfeited for lack of prosecution or denial of additional time to complete construction. Four gave no reason for withdrawing. Two stations, WORL Boston and WJBW New Orleans, were deleted upon failure to win license renewals from the Commission. WPBP Mayaguez, P. R., was revoked.

During 1948 a total of 53 AM stations were deleted including 4 licenses and 49 CPs.

April of 1949 saw the most AM cancellations, with one license and nine permits dropped. July was next with two licenses and eight permits. Only one CP was dropped in January.

Of the 189 FM permits deleted during 1949, 31 represented operating stations. All six licensed stations dropped were operating and one of the 13 conditional grantees deleted was on the air. Out of total 209 cancellations, 79 cited economic factors, 52 were forfeitures, 34 gave no reason and six were as the result of sales or mergers. FM deletions for 1948 totaled 129, representing 2 licenses, 102 CPs and 26 conditional grants.

Heaviest month in 1949 for FM withdrawals was April with 40 cancellations. March was next with 33 deletions. Only three deletions were made in May.

Of the 13 TV withdrawals, three cited economic factors and uncertainty of medium's future as basis for cancellation while six were forfeited. During 1948 there were 2 TV CPs dropped.

March of 1949 had $3,072,860 worth of station sales approvals by FCC, representing 19 deals, while September tallied $2,258,050 in 20 transactions approved and August $2,044,410 in 24. February was the lightest month with seven sales granted totaling $139,875.

Principal reasons in 1949 why some AM operators turned in their authorizations—or didn't build their stations in the first place—appear to have been over-crowded markets and rising operating costs. Many of those FM stations which ceased operation cited continued losses while those who turned in their permits before building or completing construction claimed low FM listenership, no accompanying AM station to support expenses and impact of TV. Some of this latter group said they arrived at these conclusions after surveying their areas.

Among the licensed standard stations ceasing operation during 1949 for economic reasons were WKOB North Adams, Mass.; KRKN Fort Smith, Ark.; KABR Aberdeen, S. D.; WTWS Clearfield, Pa., and WKMO Kokomo, Ind. [BROADCASTING, March 28]. WNCA Asheville, N. C., claimed exception to usual reasons for turning in its license by stating it was operating in the black [BROADCASTING, March 7]. WNCA was one of five AM and two FM outlets in Asheville.

KRKN cited competition with three other outlets in Fort Smith, with 50,000 population, as reason for withdrawing. KABR, on air since 1935 and regional MBS station, also gave economic reasons. WKOB's withdrawal was accompanied by a suit in equity proceeding.

WMOB, one of five outlets in Mobile, Ala., sold its physical facilities to WABB there upon withdrawing from operation because of continued operating losses and rising costs [BROADCASTING, June 20]. WLBF Leesburg and WEUS Eustis, Fla., have merged as WLBE Leesburg under ownership of Paul Hunter [BROADCASTING, June 27, Dec. 5].

WKJG Fort Wayne, Ind., has been purchased by WFTW there with the latter giving up that assignment [BROADCASTING, Nov. 7]. WHHT Durham, N. C., has merged with WSSB there under the latter operation [BROADCASTING, Nov. 21]. Rural Radio Network's WVFC (FM) Ithaca has been merged with Cornell U.'s WHCU-FM there in reorganization move [BROADCASTING, May 2]. WGBA Columbus, Ga., purchased WSAC there, retaining WGBA call although dropping the former's assignment for that of WSAC [BROADCASTING, Aug 29].

WBRC-FM Birmingham, said to be the most powerful FM outlet in the country, fortnight ago announced it was ceasing operations because of lack of interest in FM, according to Mrs. Eloise Smith Hanna, president [BROADCASTING, Dec. 5].

Complete list of broadcast deletions will appear in BROADCASTING, *Dec. 26.*

WINS Case

(Continued from page 27)

a few of the present employes." He said he had never discussed the question with the committee or any of its members.

FCC's General Counsel meanwhile got into the dispute indirectly by filing formal exceptions to a hearing examiner's statement, in an initial decision in the Boston 950-kc case, questioning the merit of foreign-language programming. The WINS employes committee had cited the examiner's statement in support of their objection to Mr. Pope's plan to program WINS in foreign languages.

ILGWU's WFDR Broadcasting said its own programming of WINS, if it acquires the facilities, would be along the lines of WFDR, that WFDR personnel would be used, and that WINS employes would get preference for other jobs.

The application, prepared by William C. Fitts Jr. of Fly, Fitts & Shuebruk, said WFDR Broadcasting is "still convinced that FM offers the best method of aural broadcasting."

If it is awarded the WINS assignment, WFDR would use it "to publicize the superior quality of FM and to educate the AM listeners to the end of stimulating their interest in the purchase of FM receivers. We are convinced that in no other way can a market for FM be built in the New York area."

In its application WFDR Broadcasting has the full backing of the union, which also controls WVUN (FM) Chattanooga and KFMV (FM) Los Angeles as well as WFDR. In an agreement submitted to FCC, the union agreed to lend WFDR whatever amount it needs during the next five years, without interest.

A financial statement for WFDR as of Dec. 2 showed total assets of $176,441, and a $62,448 loss on operations. The station went on the air last June. A financial report of the union for calendar 1948 showed total receipts of $15,029,325 and disbursements of $11,444,886.

The Pope interests meanwhile notified FCC they were "involuntarily" withdrawing their pending application for transfer of WHOM from Jersey City to New York. FCC had ordered them to choose between this application and the one for acquisition of WINS, since both involved the same metropolitan area.

CONSTANT SERVICE
OF HIGHEST TYPE
WILL NET SPONSORS
INCREASED SALES IN
HALIFAX NOVA SCOTIA
JOS. WEED & CO.
350 Madison Ave., New York,
(Rep.)
5000 WATTS—NOW!

CERAMIC CAPITOL OF THE WORLD



Wanna
DRUM UP
business ?
. . . NOW ON THE AIR

WOHI serves 200,000 in Ohio, Penn. and West Va. with news, music and sports designed exclusively to the community interest. Programming is fashioned for the folks at Midland, home of Crucible Steel; for Columbiana County, leading apple growing county in Ohio; for Beaver County, Penn.—3rd largest industrial county in the state.

Coverage in Ohio, Pennsylvania and West Virginia . . . serving over 200,000.

In the heart of the ceramic industry of the world — famous for dinnerware bricks, tile, hotel chinaware, sewer pipe.

A stable market with industry balanced by agriculture.

We'd like to do a little drumming for you. Soon?

Richard V. Beatty
Pres. & Gen. Mgr.

SERVING 200,000 in Ohio, Pennsylvania and Virginia.

WOHI

EAST LIVERPOOL, OHIO

FM HOURS ISSUE

Protests to FCC Mount

FM OPERATORS' opposition to FCC's proposal to boost their minimum operating hours was beginning to snowball last week, based on the fear that an enforced increase could lead to FM's ruin.

Almost to a man, FM broadcasters who have gone on record on the proposal foresee increased operating losses and probably broad-scale abandonment of FM authorizations if it is put into effect.

Some said they might give up their own stations.

Others said they had been contemplating a reduction rather than an increase in hours, in view of losses already being taken. They argued that longer hours would deteriorate programming even if stations were not abandoned.

Support for the proposal has come from FM Broadcasters of Chicago, WNIQ (FM) Uniontown, Pa., and Louis Schweitzer of Peter J. Schweitzer Inc., manufacturers. They argued that both the FM industry and the public would benefit. Today (Dec. 19) is deadline for filing comments with FCC.

FCC's proposal came at a time when approximately 175 FM authorizations had been dropped voluntarily already this year, leaving around 800 still outstanding. It would require an FM outlet in a joint AM-FM operation to operate as much as the AM station and would require FM-only stations to reach 12 hours a day after two years on the air [BROADCASTING, Nov. 21]. Current rules require a six-hour daily minimum.

President E. B. MacNaughton of the Oregonian Publishing Co., licensee of KGW and KGW-FM Portland, wrote FCC that KGW-FM's operating costs during its three and a half years on the air have exceeded $75,000 while operating revenue has been "not one cent."

Costs Cited

To operate KGW-FM the same number of hours as KGW, Mr. MacNaughton said, would increase operating costs more than $10,000 per year.

"Any increase in daily hours of operation will result in an increase in operating costs that may result in a decision to cease FM operations entirely," he continued.

He reported that KGW-FM, first FM outlet in the Pacific Northwest and the second on the Pacific Coast, now operates 3-10 p.m. Unlike the four other AM-FM operations in the Portland area, he said, KGW must employ separate transmitter crews for the AM and FM stations.

Leslie C. Johnson, vice president and general manger of WHBF and WHBF-FM Rock Island, Ill., wrote NAB President Justin Miller that FCC's proposal "in the long run may well mark the obituary of FM." He said it was his view that NAB "should take a position against legislating a hardship on the FM industry."

Mr. Johnson particularly opposed the FCC plan's distinction between FM-only stations and those operated in conjunction with AM outlets. The distinction, he contended, is "unjust and discriminatory." He continued:

Many operators are trying to carry on FM as best they can in the face of declining economic conditions, hoping that eventually they will be able to nurse it to health and prosperity. Many of these AM-FM operators are going into television.

If the AM-FM operator is forced into fulltime FM service, it could easily through pressure of unions and other outside groups result in a forcing into separate fulltime program service which would be ruinous under present conditions. The net result would be the wholesale dropping of FM permits and the loss by station investors through the country of many millions of dollars.

Besides that, FM would be set back almost to the point of extinction because there are not sufficient FM-exclusive operators of ample financial stability to carry the ball and make FM the outstanding medium in aural broadcasting.

Mr. Johnson maintained that public acceptance of FM does not yet justify "extremely long" hours of operation. Therefore, he said, FM should not now be burdened with absolute requirements as to hours.

WFJS Position

President Donald L. Breed of the Freeport Journal-Standard Publishing Co., which has operated WFJS Freeport, Ill. as an FM-only station since Oct. 1, 1946, claimed FCC's plan would bring "either deteriorated service or increased operating losses at this station."

He said WFJS cut its schedule to 65 hours a week "not through choice, but rather as a move demanded by the overall economy if we were to continue in operation." When FCC's proposal was announced, he said, "we had come to the conclusion that we could best fulfill our obligations to the community and keep our losses at a near reasonable level by a still greater curtailment."

If FCC's rules had permitted, Mr. Breed said, "we would have been operating the period from 6 to 11 p.m. only," when "we do our best local programming and hence achieve our greatest acceptance."

He told the Commission "it would be economic folly for us to continue an FM-only operation" if the rival Freeport AM station were a fulltimer rather than a daytimer. He continued:

If we are to continue under the present situation it will be with the thought of providing a nighttime broadcast service to the community, with a strong accent on community service, rather than the hope of a profitable enterprise. . . .

If we were to be required to operate the longer hours during the day, the service during the evening hours would have to be curtailed or operating losses would increase.

He said WFJS has an AM application pending but that it is being held up pending the clear-channel decision. With no other AM channels available, he said, "we must find a mode of operation which will satisfy our obligation to the community and still hold our operating losses to a reasonable figure. The proposed rule would make this an impossibility."

If AM-FM operators are dropping their FM stations for economic reasons, he said, it should be "obvious" that "the FM-only operator should be allowed rather wide latitude in the choice of methods . . . to bring the cost of operation into line with potential revenue."

Total Loss Seen

Excessive FM losses, Mr. Breed said, can have only one result: "Closure of the FM facility, with the consequent almost total loss in the venture."

J. S. Gray, manager of WCED-FM Du Bois, Pa., told the Commission he felt hours of operation "should be a matter for individual station consideration and action, as conditions justify."

He said "a substantial increase in the required minimum of hours would work an undue hardship on many FM operators after their already heavy expenditures with little or no financial return."

Others who have taken similar positions opposing the rules include WHLI-FM Hempstead, L. I.; KLUF-FM Galveston, Tex., and WARL-FM Arlington, Va. [BROADCASTING, Nov. 28, Dec. 5]. WARL requested a far-reaching hearing which would examine the responsibility of networks, manufacturers, and FCC itself for FM's "lack of success."

An opposite tack was taken by Ed Hamlyn, manager of WNIQ (FM) Uniontown, Pa., who told FCC he thought the proposal would

(Continued on page 85)

W-CAR

"One of the Motor Area's Favorite Stations". . . .

On the air

10 Years

Dec. 16th

WCAR — 1130 KC

WCAR-FM — 99.5 mc.

Pontiac, Michigan

ROY THOMPSON

WRTA

25 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in industrially-rich Altoona. WRTA, the Roy Thompson Station, will assure you a loyal, buying audience throughout the listening hours.

ABC 1240 KC

Altoona, Pa.

Represented by ROBERT MEEKER ASSOCIATES



Station WICA, Ashtabula, Ohio

THE consulting radio engineer prescribed uniform cross section towers of maximum strength and efficiency for this directional array, but the budget demanded a minimum of expenditure. So there was only one place to take the prescription—BLAW-KNOX.

The three type LT towers illustrated, although low in cost, have the strength and high factor of safety characteristic of Blaw-Knox design and engineering. The type SGN tower completing the array has the additional strength to support the heavy-duty FM pylon and any future TV requirements.

Your tower prescription will be promptly filled at BLAW-KNOX.

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OFFICES IN 100 PRINCIPAL CITIES

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2038 FARMERS BANK BUILDING, PITTSBURGH 22, PA.

BLAW-KNOX ANTENNA TOWERS

Sponsors Love It

(Continued from page 29)

another chance that blew up. I tried to console myself with the fact that I was eating regularly, that my day was full enough anyway and that the Upper Midwest was adequate for anybody. Then bright and early on a morning last week the order was signed. That was when I really got scared and I've been jittery ever since.

"Life turned complicated immediately. Network radio is different than local, I guess. Here you just go on the air and at the end of the week pick up your paycheck. In the last week I've had to sign contracts, discuss options, meet with account executives and copy writers, talk long distance with program department directors, furnish biographical material, have pictures taken, read a 112-page book on what you can't do on the radio, meet with the trade press, produce affidavits of citizenship and loyalty and find out what my mother was doing the night of Oct. 19, 1912. All this for five minutes a day. I don't know how those guys who are on for a half-hour manage it all.

"It's in the bag, anyway, and I hope we last through May. The boys in charge have been very nice about the whole thing. I asked them what they wanted us to do and they said we could do anything we wanted to. (That wasn't what that little book said.) According to present plans, it'll be 'a little talk and a little tune.' I told them that I was strictly a corny guy and that all I could produce was corny stuff. They didn't squawk.

"It's going to be fun to see how a couple of midwesterners will click on the national scene."

HEADLEY-REED

Quarters Moved; Staff Shifted

HEADLEY-REED Co., effective Jan. 3, is moving from its present offices at New York's Chrysler Bldg., to new and larger quarters in the Graybar Bldg., 420 Lexington Ave.

William B. Faber, who has been with Headley-Reed Co. for the past 10 years, will head the TV department. Patrick J. Sullivan is being transferred from AM sales to traffic and availability, to be assisted by Ed Simons, formerly with Thomas Cook travel agency.

Cameron Higgins, formerly with ABC, and Naomi Zieph, of the New York *Post*, have been added to the research & promotion department, which is directed by Herbert L. Bachman.

Paul Weeks of Headley-Reed's Chicago office has been transferred to New York. William Shrewsbury, formerly with Transit Radio, and Walter B. Dunn, formerly of ABC Spot Sales, have been added to AM sales.



KNOW YOUR MARKETS!

FORT SMITH ARKANSAS

IS NOW CLASSIFIED A METROPOLITAN MARKET AREA!

Yes, Fort Smith—now a city of over 50,000 (special 1949 U. S. Census)—is considered as the center of a metropolitan market area . . . so be sure to include us on all future metropolitan area lists.

AFFILIATES:

KBRS—SPRINGDALE, ARKANSAS and KHBG—OKMULGEE, OKLAHOMA

These affiliated stations offer a liberal discount when a schedule comparable to the one on KFSA is used on either or both . . . thus reducing your total cost per listener for this area.

ASK YOUR NEAREST TAYLOR-BORROFF OFFICE

KFSA 950

SOUTHWESTERN HOUSE
FORT SMITH, ARKANSAS

RADIO VOICE OF SOUTHWEST AMERICAN & FT. SMITH TIMES-RECORD

SAVINGS TIME

Dist. 17 Seeks Uniformity

UNIFORM daylight saving time, to conform to the national pattern, was urged upon cities in Washington and Oregon by NAB District 17, which met Wednesday and Thursday in Portland, Ore.

Since daylight time on a national basis lasts from the first Sunday in April to the last Sunday in September, the fact that Pacific Northwest cities have in years past set their own starting and stopping dates has resulted in numerous time readjustment headaches for stations in the area, delegates agreed.

Going one step further, District 17 urged uniform daylight saving time for the entire Pacific time zone. At present California observes daylight time on a statewide basis as well as in Western Washington, Northwestern Oregon and British Columbia.

District 17 broadcasters agreed to request formally that the United States reject any proposal, when the NARBA conference resumes next April, "which might result in changing the power limitation of the several classes of broadcast stations."

Carl Haverlin, BMI president, alluded to what he termed an "unfortunate headline" in the Dec. 12 issue of BROADCASTING which might give the impression that BMI had or was about to purchase SESAC. Mr. Haverlin said that while the BROADCASTING report of the Salt Lake City resolution was accurate, the headline could give an erroneous impression. (The headline read, "SESAC Purchase by BMI Proposed by NAB District 14," with the first four words in larger type.)

Mr. Haverlin said no negotiations were under way for the purchase of SESAC by BMI.

SOUTHEAST FM

FMA Urges 100% Transition

AM BROADCASTERS in the southeastern states, particularly Florida, were urged Thursday by FM Assn. to plan now for 100% transition to FM as a means of meeting Cuban interference.

FM is the only system which provides interference-free reception and at the same time eliminates the characteristic AM static in the southern and Gulf areas, according to FMA.

Basic system for the transition to FM in Florida is already established, FMA contends. Though outnumbered 2-1 by AM, the FM stations are declared to be serving larger areas.

Ease of the proposed transition to FM depends largely on extent of cooperation broadcasters get from set manufacturers. This would take the form of an iron-clad guarantee that set makers will produce reasonably priced high-quality FM sets in sufficient numbers to meet public demand, says FMA.

Telecasting Insert
Pull Out for Filing

'VOICE' CONTEST

State Winners Announced

NAMES of the 51 high school students who won state Voice of Democracy contests in the 48 states, District of Columbia, Alaska and Puerto Rico were announced last week by Robert K. Richards, NAB public affairs director and chairman of the joint committee directing the contest.

Radio Mfrs. Assn. and U. S. Junior Chamber of Commerce co-sponsored the third annual contest with NAB.

The 51 winners, who won over one million contestants in school, community and state judgings with five-minute broadcast scripts on the subject, "I Speak for Democracy," will compete by recordings for the four national awards, $500 scholarships and trips to Washington.

Judges for Finals

Judges for the finals include Tom C. Clark, associate justice of the U. S. Supreme Court; Douglas Southall Freeman, editor and author; Andrew D. Holt, president, National Education Assn.; J. Edgar Hoover, FBI director, Edward R. Murrow, CBS commentator; James Stewart, actor and chairman of the board of judges.

The four prizes will be awarded at a Washington luncheon during the week of Feb. 19-25. Winners will visit President Truman, Congress and Cabinet members, appear on radio and TV programs and repeat their winning broadcasts in the historic House of Burgesses at Williamsburg, Va.

TABLE model radio-phonograph, featuring three-speed automatic record changer and dual stylus, being shipped by General Electric Co. to its distributors. Model, #129, has Eastern list price of $89.95.

The QUA in WQUA means QUAlity Service and QUAntity Audience among the 225,000 People in the QUAd Cities

DAVENPORT • ROCK ISLAND
MOLINE • EAST MOLINE

WQUA FULL-TIME MUTUAL
RADIO CENTER, MOLINE, ILL.

DECEMBER 19, 1949

TELECASTING

A Service of BROADCASTING Newsweekly



if you want to cover the country...

talk to Du Mont. 99% of the television receivers in the country can receive your program over the Du Mont Television Network, either live or by teletranscription.

TELEVISION DUMONT NETWORK

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515 Madison Ave., New York 22, N.Y.

Du Mont programs shown live on these stations

WAAM.....Baltimore, Md.
WNAC-TV.....Boston, Mass.
WBEN-TV.....Buffalo, N. Y.
WGN-TV.....Chicago, Ill.
WCPO-TV.....Cincinnati, Ohio
WEWS.....Cleveland, Ohio
WTVN.....Columbus, Ohio
WHIO.....Dayton, Ohio
WJBK-TV.....Detroit, Mich.
WICU.....Erie, Pa.
WLAV-TV....Grand Rapids, Mich.
WJAC-TV.....Johnstown, Pa.
WGAL.....Lancaster, Pa.
WTMJ-TV.....Milwaukee, Wis.
WNHC-TV.....New Haven, Conn.
WABD*.....New York, N. Y.
WFIL-TV.....Philadelphia, Pa.
WDTV*.....Pittsburgh, Pa.
WTVR.....Richmond, Va.
WHAM-TV.....Rochester, N. Y.
WRGB.....Schenectady, N. Y.
KSD-TV.....St. Louis, Mo.
WHEN.....Syracuse, N. Y.
WSPD-TV.....Toledo, Ohio
WTTG*.....Washington, D. C.
WDEL-TV.....Wilmington, Del.

Programs shown on these stations by Du Mont teletranscription

KOB-TV.....Albuquerque, N. M.
WAGA.....Atlanta, Ga.
WBRC-TV.....Birmingham, Ala.
WBTV.....Charlotte, N. C.
KBTV.....Dallas, Tex.
WFMY-TV.....Greensboro, N. C.
KLEE-TV.....Houston, Tex.
WSAZ-TV...Huntington, West Va.
WFBM-TV.....Indianapolis, Ind.
WMBR-TV.....Jacksonville, Fla.
KTSL.....Los Angeles, Cal.
WAVE-TV.....Louisville, Ky.
WMCT.....Memphis, Tenn.
WTVJ.....Miami, Fla.
WDSU-TV.....New Orleans, La.
WKY-TV....Oklahoma City, Okla.
KMTV.....Omaha, Nebr.
KSL-TV.....Salt Lake City, Utah
KPIX.....San Francisco, Cal.
WTCN-TV.....St. Paul, Minn.
KING-TV.....Seattle, Wash.

**Du Mont owned and operated stations*



● There's a popular outdoor movie place just outside Bloomington, Indiana, on state road 37. We never took an actual traffic count past the place, but we know it's terrific! And, the screen is visible for hundreds of yards each way from the highway.

When the movie closed for the winter season it hurt us, no end, to see all that screen space going to waste. So, we made arrangements to paint a big WTTS and WTTV in the space.

It just goes to show what extent we go to keep people constantly reminded of WTTS and WTTV.

Ever since WTTS went on the air, we've promoted it heavily, using all kinds of promotional plans. The cost sometimes scares us, but we've accomplished what we set out to do. WE'RE LEADING THE FIELD. Continuous merchandising—with balanced programming—has set us up in the enviable number one spot in the Bloomington market.

LET OUR NATIONAL REPS. GIVE YOU THE COMPLETE STORY

WTTS
A Regional Station on the Air 20 Hours a Day.

RADIO AND TELEVISION CENTER • BLOOMINGTON, INDIANA

WTTV
Indiana's Second TV Station.

Owned and Operated by Sarkes and Mary Tarzian

Represented Nationally by
WILLIAM G. RAMBEAU CO.
360 N. Michigan Avenue, Chicago

National Representatives
BARNARD & THOMPSON, INC.
299 Madison Avenue, New York

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg.
Washington 4, D. C.

DECEMBER 19, 1949

BROADCASTING, Telecasting
$7 annually, 25c weekly

NATIONWIDE VIDEO

Cost Estimated at Over $1.7 Billion Annually

By BRUCE ROBERTSON

TO ESTABLISH television as a truly national medium requires more support than is likely to come from advertising alone, in the opinion of the Faught Co., New York firm of business consultants.

In a 110-page volume published today (Dec. 19) under the title, *Some Billion Dollar Questions About Television and Some Suggestions on How To Think About Them* ($5 per copy), the firm proposes that Phonevision or some other form of pay-as-you-view system be added to the medium's income from advertisers.

As a basis for its socio-economic analysis, the study presents an estimate of the annual costs of maintaining a hypothetical national TV service comprising 1,000 full-fledged stations plus 200 satellites, operating as four networks on a 70-hour a week schedule (40 hours of network and 30 hours of local programming), as follows:

Interest (on a capital investment of $735 million which Faught Co. estimates as the cost of building such a TV system)	$ 44,100,000
Depreciation	61,250,000
Operating costs (non-program)	435,000,000
Programming costs	941,200,000
Line charges	31,800,000
Gross profit (figured at 15%)	227,002,500
Total costs for one year	$1,740,352,500

This total is just about three times that of the gross revenue of radio in 1948 (roughly $597 million). Expressing the belief that these figures are "realistic answers to the particular assumptions we have made about our national TV system," the Faught Co. points out that any one who disagrees may substitute his own figures and still have a concrete basis on which to base further calculations.

Here the study raises the serious doubt "that television will ever become a truly nationwide medium (as compared with present radio patterns and service) if it has to depend on the economics of advertising alone." Noting that at the 1948 rate of 2.1% of the nation's "business done" for advertising, an increase of about $80 billion in business volume would be needed to pay the estimated TV bill. The report goes on:

"It is not a question of whether our economy could afford to spend the $1,740,352,500 for TV advertising. . . . It is rather a question of how to get the nationwide service built, and built in such a pattern as to make it pay off as an advertising medium. . . . Radio stations have grown like local mushrooms in American cities because (1) they were relatively cheap to build; (2) they could also be programmed economically both off the network (for national advertisers) and locally with enough versatility to attract all kinds of advertisers, even those with station break budgets. Moreover, (3) the backbone of the national radio system was built when large profits could be retained and many is the station which was paid for out of the first year or two's revenue.

"Now comes television. The initial investment can easily run to 10 times the initial investment of a radio station of proportionate size. Overhead and operating costs are double or worse, prospective programming costs are as we predicted them, and what is particularly significant—local programming of TV is proportionately the most expensive kind, whereas radio has devised a variety of bargain basement types of programs to snare the local advertiser. . . .

Dimming Prospects

"Thus when we reconsider our economics and add the assumption that most of television's budget will have to come out of national advertising appropriations, the early prospects of building a national TV system and supporting it out of advertising grows dimmer."

In advocating Phonevision or some similar home box-office system of collecting viewer fees to augment TV's income from advertising, Faught Co. assumes a charge of $1 an hour for non-sponsored TV programs and that "each box office TV family would buy an average of $2.50 worth of paid movies, plays, operas, rodeos, circuses, ball games, boxing events, races, education, benefits, etc., etc., etc., per week."

Assuming further that this TV home box office system would build an audience of 10 million viewing families much more rapidly than it would take to get 10 million ordinary TV sets into the nation's homes, the study points out that at an average of $2.50 per week per home this would mean $25 million worth of TV business a week, with half of this amount—or some $650 million a year—going to pay for programs not now available or too expensive for advertising to support—first run movies, top flight sports events, etc.

The study stresses the point that box office TV would supplement and not replace sponsored programming. "People could no more afford (nor would be disposed to buy) all of what radio and TV now gives them than advertisers could (or would be disposed to) provide all of the special kinds of entertainment and education that various groups would be willing to pay for."

The study concludes:

"Because even the prospect of a box office adjunct to sponsored TV would so enhance the profit-making potentialities of TV, it would almost certainly accelerate the huge investment which will be necessary to bring television to all of the people; and which will not be rapidly forthcoming, if at all, on the present prospects of TV's revenue as measured against its investment gamble. Thus would television's greatest bottleneck be broken open.

"The potentialities which box office TV offers to set buyers in the way of low cost convenient recreation, entertainment, education and all programs of self-improvement —beyond what they can reasonably expect from sponsored programs— would likewise stimulate and vastly widen the total receiver market.

"These two factors, in turn, would accelerate and expand the ownership and use of sets. In other words, they would build the TV audience."

DR. DuMONT

Says Color Not Ready, Capital Needed

FCC SHOULD not authorize standards for color television in the near future, because the art is not sufficiently developed, Dr. Allen B. DuMont, president of Allen B. DuMont Labs, told a Congressional group last Monday. He also stressed need for equity capital in continuing expansion of the television industry.

Dr. DuMont appeared before a joint economic investment subcommittee, currently holding hearings on the need for loans and capital among small business firms. Sen. Joseph C. O'Mahoney (D-Wyo.) presided as chairman.

Emphasizing that the Commission should make no decision on color TV until pictures are as sharply defined as monochrome transmissions, Dr. DuMont said that apparently some companies are experimenting with a view to seeing "how bad a color picture they can get away with . . . but we don't go that far." He mentioned no names.

Dr. DuMont has been a staunch proponent of "no color television-now" before and during FCC hearings on the color question, contending that certain technical difficulties remain to be worked out [BROADCASTING, Oct. 10]. He places color from 10 to 20 years off.

He told the subcommittee that FCC's 15-month freeze on standard TV applications, "because of color," has forced a shutdown of 400 or 500 division personnel this year, and that the action has "a very big effect on business." DuMont Labs has been unable to maintain its ratio of profit, he added.

Furthermore, if color is authorized in the not too distant future, FCC would ultimately find it necessary to "throw it out and start all over again," he contended.

Tracing the development of his firm, which he started with an investment of $500 in 1931, Dr. DuMont placed current rate of sales at $70 million, and predicted sales of $80 million during 1950.

He agreed that any new business, with the public acceptance enjoyed by television, need not suffer for lack of equity capital, but added that now is not a particularly op-

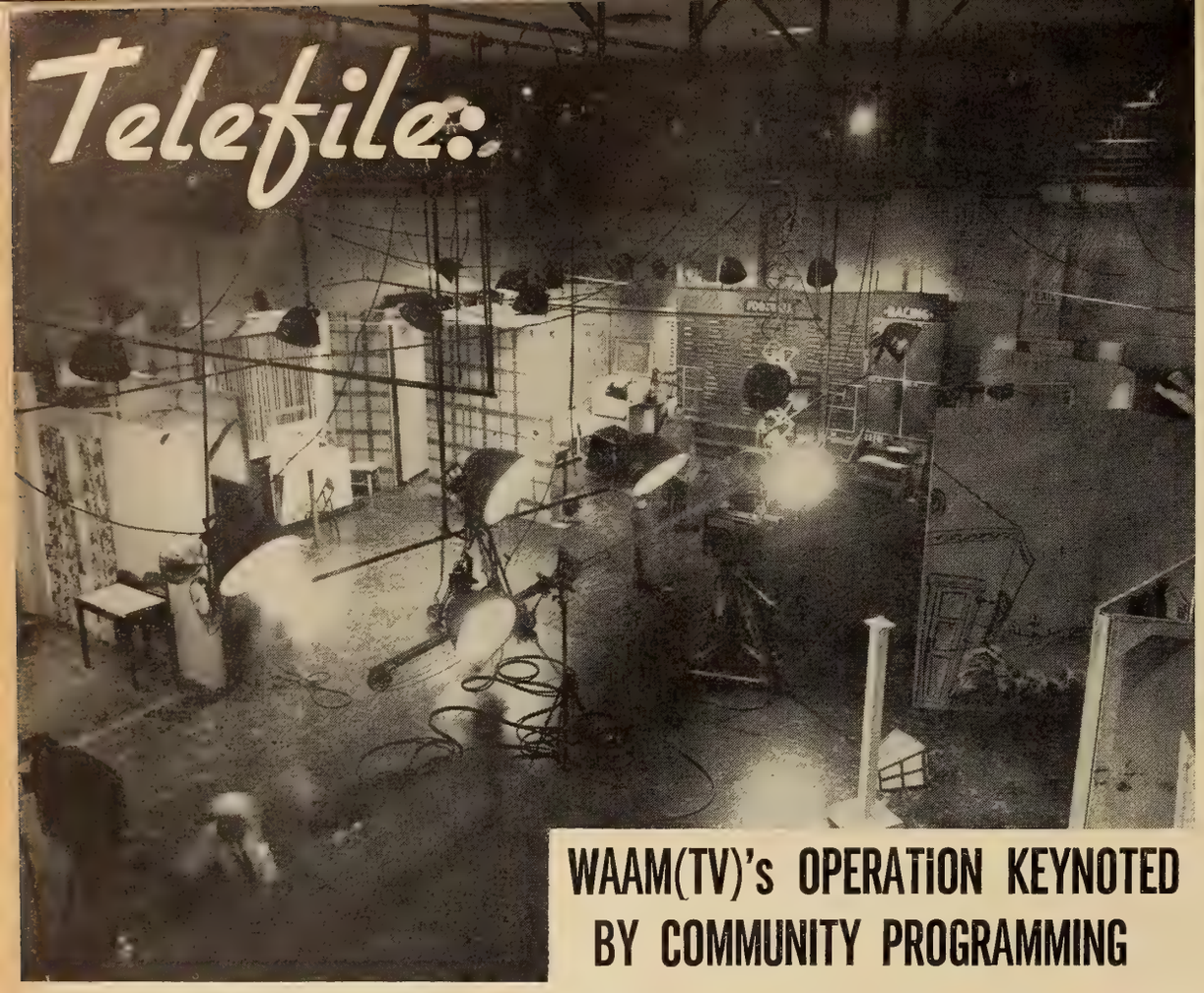
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Corner of WAAM's 126,000 cubic foot main studio.

WAAM(TV)'s OPERATION KEYNOTED BY COMMUNITY PROGRAMMING

By J. FRANK BEATTY

ONE WINTRY day in February 1946 four eager men, whose professional careers ran along otherwise conventional lines, developed an overpowering urge to build a television station in Baltimore.

Knowing the ways of the marts, they realized that overpowering business urges must be supported by ample capital.

That's why Radio-Television of Baltimore Inc. came to be incorporated less than two months later. And that's why WAAM (TV), a $1½ million video plant atop the highest hill in Northwest Baltimore, is well into its second successful year of operation.

The men who hatched this ambitious electronic project were Herbert Levy and Henry Fisher, both attorneys, Frederick L. Allman, broadcaster (WSVA Harrisonburg, Va., and WSIR Winter Haven, Fla.), and Norman Kal, head of Kal, Ehrlich & Merrick, Washington agency. Joining them in the financing were Benjamin and Herman Cohen, brothers, prominent Baltimore businessmen, and Samuel Carliner, former judge of the Peoples Court, City of Baltimore.

While WAAM's ambitious creators were waiting for their FCC construction permit, two other Baltimore TV stations were well along in their early television careers—WMAR-TV, *Sunpapers* outlet, and WBAL-TV, video adjunct of the 50-kw Hearst-owned operation. In due course (March 1948) the CP came along and seven months later WAAM took the air from its beautiful new plant as Baltimore's third TV station.

And how is WAAM faring in this three-station market, with an estimated 112,500 television homes in the basic service area?

Well, when the founders were in the early throes of launching the enterprise they drew up what was optimistically termed a "five-year plan." It would take at least five years on the air, they decided after dabbling in a mess of very cold facts, to get WAAM into the black.

But now, if you shove some of these hardy pioneers into a corner and pull down the shades, they'll admit privately they hope to reach television's coveted and sparsely occupied elysium in less—quite a bit less—than five years.

Like most television debuts, the Nov. 1, 1948 advent was a memorable one. First, and fortuitously, the entire opening schedule was sold out. Second, and this is one for the record, WAAM was on the air 23 consecutive hours on its second day. Nov. 2 happened to be Presidential election day. Local returns were sponsored by Johnson Bros. radio and television store.

* * *

Only one studio was available for the inaugural, but one year later—Nov. 1, 1949—when WAAM celebrated its first anniversary on the air it produced a half-hour documentary in one of the East's largest studios. This studio is unique as well as large and well-equipped. It's unique because it has an adjoining outdoor studio big enough for major sports events.

All this array of production facilities is based on WAAM's basic philosophy—local live programming and local personalities. The local appeal is supported by programs from two TV networks—ABC and DuMont.

Despite its localized programming, WAAM was deliberately built four miles out of the crowded Baltimore business area. The founders had been watching the tendency of business enterprises to move out of downtown congestion. Moreover they figured that the whole television project should be built as a unit.

The remote location has proved a blessing rather than a problem, according to WAAM officials. There's no parking worry around the extensive WAAM acreage. Employes love it and those without cars enjoy station wagon service. Because no department is more than 75 feet from any other department an executive conference can be called in 30 seconds.

It's strictly and unqualifiedly a single-purpose television unit, this handsome brick structure whose hilltop locale prevents photographing. Offices are large and comfortable. Studios are a production man's dream come true. Engineers revel in a huge workshop replete with gadgets and benches.

Incidentally, there's a move under way in Baltimore's city council to give WAAM's site the name "Television Hill." WBAL-TV uses an adjacent knoll for its tower.

* * *

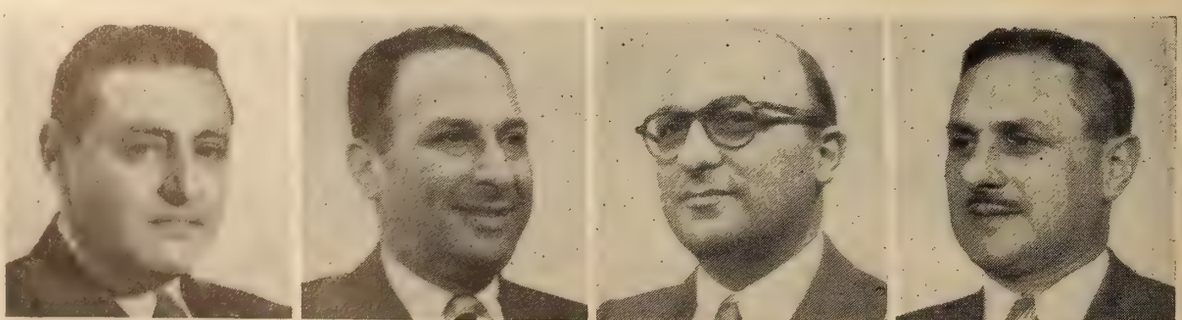
WAAM's equipment is RCA throughout, aside from some Raytheon audio facilities. The remote truck has a three-camera chain plus the usual gear.

The indoor studio (126,000 cubic feet) is circled by sets of all sorts, including a fully equipped kitchen. It's 65 feet square and 25 feet high with facilities for quick shifting of heavy props. A second studio is 20x30 feet in size and there is a 12x14 announce studio along with film and audition rooms.

But the special pride of WAAM's producers is the big outdoor studio, connected directly to the largest indoor room by a set of doors big enough to drive a truck through. Some fancy programming has been done under the sky, including a game of field hockey, lip tattooing of a race horse, handball, gymnastics, boxing matches, pool, demonstration of a Marine flame-thrower and the Helldrivers auto maneuvers. Future plans include facilities for football, baseball and other sports.

Indoor programming has been brightened by such props as a

. . . The Top Echelon and Station Executives



Norman Kal — Herman Cohen — Benjamin Cohen — Samuel Carliner

horse and wagon, autos and even trucks.

Special station facilities include a master preview system, push-button operated, allowing network, remote, film cameras, studio and test patterns to be viewed and heard at will in positions all over the plant. Independent status of master control room and studio control permits independent rehearsal and prevue without disturbing the control room which is on the air.

The main studio, taking sets up to 25 feet high, has 18 separate mike outlets and a flexible camera video patch system. Steel catwalk runs along three sides and through the center. Control-room control of studio lighting is planned; system of hybrid coils allows transcriptions to be played into studio through loudspeaker either on the air, through console or both, and a number of other special facilities simplify operations in a program structure that includes 25 weekly hours of live telecasting.

A custom announce console has the pushbutton master prevue system as well as call system and talkback to control room and other key points, with split earphones allowing communication to announcer while on the air. WAAM's engineers designed special receivers for the off-the-air pickups from Washington. They have a large laboratory and workshop.

The art department has built 132 complete changes of scenery to go with 10 permanent sets in the large studio. Some of the special scenery includes such effects as a 32-foot New York street scene and an elaborate hacienda.

* * *

WITH these facilities, WAAM has been able to push its local programming policy to an exceptional degree. Six weeks after it took the air the station decided to take a fling at daytime programming. First schedule was a five-weekly 4 p.m. film program sponsored by Joseph M. Zamoiski Co., Philco distributor.

An afternoon sports program, 3-6, was started last April 4 with Tommy Dukehart and Joe Chaseman in charge. Nick Campofreda, of professional sports fame, comes on at 5 for an hour sponsored by Gunther Brewing Co. six days a week. The whole sports package, a typical example of WAAM's sports pioneering, is picked up off the air by WTTG (TV) Washington. WAAM and WTTG swap a lot of programs off the air, getting good signals despite the 35-mile gap. Some of the programming is deftly interlaced via frequent shifting of studio source.

* * *

AT 6 p.m. WAAM comes on with Kitty Dierken's participating show. This 45-minute dinnertime segment is a repeat performance of a 2:30-3 p.m. program. Kitty's routine is interesting and effective too, according to WAAM. She shows items of all sorts on the first show and suggests viewers call up a friend to see if she has the show and if she hasn't, then remind her it will be repeated at 6 p.m. for 45 minutes.

There's a telephone in Kitty's studio living room so viewers can ask her to repeat a recipe or show an item again. Kitty also takes orders on all items that are advertised on the program, which is out to do a direct selling job and not merely generate goodwill. Recipes are presented via cards so the housewife can copy them easily.

Kitty sells bread, bracelets and most everything else. Last Nov. 1, for example, she offered canasta books for $1. Calls came in volume, and many of the callers also ordered card tables and covers. Ideal Toy & Novelty Co., one of the largest toy makers in the world, recently bought 10 spots for its Baby Coos dolls. Kitty quickly sold $50 worth of dolls in the studio and soon Baltimore stores were sold out. She sold about $1,000 worth of goods last week directly to 742 telephoners and 82 mail respondents.

Then there's a program, *This Is Your Zoo,* sponsored 7-7:15 p.m. Tuesday by Baltimore Federal Savings & Loan Assn. The zoo's director, Arthur R. Watson, uses everything from camels to monkeys as talent. Recently the sponsor offered a gay booklet, "It's Fun to Save," with pictures of familiar zoo performers. Each picture had a jingle. Slots for nickels, dimes and quarters can hold $5, enough to start an account at Baltimore Federal.

A few days ago the Baltimore Zoo was presented a pair of rare chinchillas by a viewer, who had been watching the program several weeks and felt the zoo deserved the valuable prize, in the form of an indefinite gift loan.

It's this sort of local programming that WAAM is featuring.

WAAM is on the air over 65 program hours a week, nearly half of it local live programming. In November it staged over 120 hours of live local studio shows. In a typical week (Oct. 10) WAAM had 18 hours 45 minutes sustaining, 30 hours 5 minutes commercial, 16 hours 55 minutes participating, including 154 spot announcements.

Newest WAAM community project is a cooperative campaign with Gunther Brewing Co. to raise funds for the Baltimore Colts, local pro football team. High spot of the campaign, to which WAAM and Gunther have been devoting two hours a day, was a night TV auction in the WAAM studios. Over $6,500 was raised in the first five hours. Bids ranged up to $1,000 for goods donated by merchants.

Unique fact in this particular auction is that over $11,000 in cash has already passed into the hands of the Colts.

In addition to its two-network advertisers, WAAM's national spot accounts include Kools, Benrus, Borden, Scotch Tape, Simmons mattress, Weston biscuit, Schick, Ovaltine, Pall Mall, Ideal Toy, Pequot curtains, Jiffy starch, Lucky Strike, Hamilton Watch.

* * *

TOP officers of WAAM are Ben Cohen, president; Mr. Carliner, executive vice president and treasurer; Herman Cohen, vice president; Mr. Levy, secretary; Mr. Kal, general manager; Armand Grant, director of sales; Helen Powers, administrative director; Herbert Cahan, program director; Anthony Farrar, chief of production; Glenn Lahman, acting chief engineer; Ben Wolfe, technical director; Kenneth Carter, manager of local sales; Joel Chaseman, publicity director, and Barry Mansfield, art director.

Board members are the Cohens, and Messrs. Allman, Kal, Levy, Fisher and Carliner.

The Class A one-time hourly rate is $400, ranging down to $80 for five minutes. Class C rates run from $200 to $40. Announcements range from $61.25 to $23, depending on time and frequency. National representative is Harrington, Righter & Parsons.

Video power is 26,100 w with 13,800 w audio. Top of the 525-foot tower is 826 feet above the nearby sea level.

Already plans are in the works to add a new building next year. It will include space for a dining room and storage.



WAAM plant includes vast outdoor studio area for sports events and features. Among stunt programs was crash of Donald Forester, motorcyclist, into lighted gasoline-drenched barrier.

AFRA ELECTS

Ten Board Members to TVA

AMERICAN Federation of Radio Artists fortnight ago elected 10 of its national board members to the combined board of the new Television Authority. Those elected included two from Chicago and four each from New York and Los Angeles.

They are:

For the Eastern Region, Clayton Collyer, Virginia Payne, Alex McKee and Alan Bunce; Central Region, Harry Elders and Norman Barry; West Coast, Ken Carpenter, Knox Manning, Frank Nelson and Bill Gavin. All new TVA board members, with 10 representing each of five unions, met for the first time Wednesday in New York. All meetings will be held there. Each will hold his position for a temporary six-month period.

Central region AFRA board members who elected two representatives include, in addition to Messrs. Elders and Barry, Raymond Jones, Dean Reed, Harry Goldstein of Detroit, Andre Carlon of Cincinnati, Nellie Booth of St. Louis, Don Roberts of Kansas City and Rod Whalen of New Orleans.

Because AFRA's West Coast and Central regions want representation at TVA meetings in New York at all times, they elected the following New Yorkers as alternates: Nelson Case and Ben Grauer for Chicago, and Vinton Hayworth, Staats Cotsworth, Carl Frank and Bill Adams for Los Angeles.

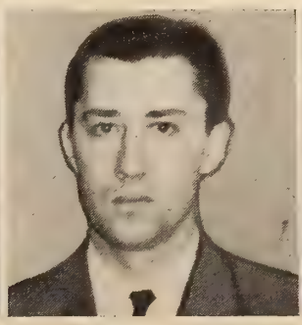
Who Are Responsible for WAAM's Operation . . .



Herbert Levy



Helen Powers



Frederick L. Allman



Armand Grant

Telestatus

DuMont Reports on Daytime TV

(Report 90)

WITH the advent of daytime programming on the DuMont Television Network [TELECASTING, Nov. 28], the network has prepared an attractive booklet outlining its study of daytime viewing and listening habits. The network's key station, WABD (TV) New York, has been presenting daytime shows for over a year.

Quoting New York radio and Telereports of The Pulse Inc. for November 1948 through October 1949, the report shows that radio listening falls off one-half when television enters the home—even during the day. From 12-6 p.m. radio sets in use in all New York homes are shown as 22.2 with radio sets in use in TV homes at half that figure, 11.1. Considering the June-October period for 1948 and 1949, video sets in use gained by 43% on the average between the two periods. Since November 1948 when DuMont daytime (12-6 p.m.) programming began, TV sets in use have averaged 9.1, New York Pulse Telereports for the period being quoted as the source.

In the hours 12-2 p.m., when WABD telecast *Midday Matinee*, the study reports a drop of 45% in radio sets in use in TV homes when compared with radio sets in use in all homes. During those hours for the November 1948-October 1949 period, TV sets in use have averaged 4.7 and DuMont's rating has increased 125%, Telereports again being the basis of the information.

Telereports ratings for the five programs which appear in *Midday Matinee* are given for the period July-October 1948 showing the steady gains which have been made. The study ends with a summary of the number of television homes in the top 10 U. S. markets served by DuMont and a short evaluation of television from the Dept. of Commerce publication *Television as an Advertising Medium*. Lead page of the report carries a quote extolling the virtues of daytime television from "Kathi's Daytime Success" [BROADCASTING, Nov. 7].

With its television study, DuMont also has released a promotion piece on *Captain Video*, a five-a-week half-hour children's program presented by the network. The two color booklet covers the background and ratings of the program along with press comments and other information on the show.

* * *

Big Set Demand Seen Among Veterans

APPROXIMATELY 1,100,000 World War II veterans alone will be in the market for TV sets during the first three months of 1950, if a survey conducted by Raytheon Mfg. Co., New York, is indicative of the entire country.

The maker of video sets and receiving and cathode ray tubes polled 1,000 veterans in its plants at Waltham and Newton, Mass., to discover how many now own TV sets and how many plan to buy them with their GI insurance refunds during the first part of the year.

Results showed that 27% now own sets, and 14%, or 73% of the non-owners, plan to use refunds for their purchase. If these results hold true for all veterans (an estimated eight million) in video areas, Raytheon points out, it would indicate that they would buy 1,100,000 sets in the three-month period. This would mean a production of 350,000 sets per month, and would represent the peak capacity of the entire TV industry.

* * *

TV Film Use Reviewed by Eastman

AS AN AID to those concerned with the technical aspects of television production, Eastman Kodak Co. has just released a new booklet, *The Use of Motion Picture Films in Television*. The 57-page publication covers the use of film in preparing video programs as well as for recording from a cathode ray tube.

Subjects covered include the production of motion picture films for TV, studio photography, picture production methods, sound recording on film, laboratory practices in processing, video transmission of film images and kinescope or cathode-ray tube photography. The booklet is written for the technician and not as a guide for the advertiser or sponsor. Copies may be obtained free of charge from the Motion Picture Film Dept., Eastman Kodak Co., 343 State St., Rochester 4, N. Y.

* * *

New Rates Announced By Two Stations

TIME RATES at WTTG (TV) Washington, DuMont TV Network station, will be increased effective Jan. 1, and the rates at KTLA (TV) Los Angeles were increased Nov. 1. Hourly rate at WTTG will increase to $400 base with a one-time spot rate of $60. Frequency discounts will follow the current pattern according to Walter Compton, general manager of the station, who announced the new schedule. The new rate card, the fifth for the station, reflects the consistent growth of set circulation in the Washington area, Mr. Compton said.

At KTLA the basic air time rate for a one time class A hour (7-11 p.m., Monday through Saturday, 12-11 p.m. Sunday) is now $300 dropping to $60 in the same period for a minute or less. Additional charges also are made for live-studio and film-studio use. The new schedule, Rate Card No. 3, quotes not only basic air time rates but also provides tables showing net costs in the three time periods —time charge, plus the facilities charge, less all applicable discounts.

* * *

Daytime Televiewing Increases in Los Angeles

INCREASE of over 70% over previous months in daytime televiewing in Los Angeles is shown in a special Hooper retabulation covering the two local daytime television stations, KFI-TV and KLAC-TV.

According to Kevin Sweeney, KFI-TV Los Angeles sales and promotion manager, the survey, which covered a five day period, further shows that there was an increase of over 140% in some mid-afternoon hours. Higher percentages were the result of increased

(Continued on Telecasting 9)

Weekly Television Summary

Based on Dec. 19, 1949, BROADCASTING Survey

City	Outlets On Air	Number Sets	Source of Estimate
Albuequerque	KOB-TV	1,500	Station
Atlanta	WAGA-TV, WSB-TV	20,500	Distributors
Baltimore	WAAM, WBAL-TV, WMAR-TV	100,036	TV Circ. Comm.
Binghamton	WNBF-TV	2,300	Dealers
Birmingham	WAFM-TV, WBRC-TV	6,750	Distributors
Bloomington	WTTV	300	Dealers
Boston	WBZ-TV, WNAC-TV	213,424	TV. Comm.
Buffalo	WBEN-TV	53,184	Buff. Elec. Co.
Charlotte	WBTV	9,300	Distributors
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	266,460	TV. Comm.
Cincinnati	WCPO-TV, WKRC-TV, WLWT	50,000	Distributors
Cleveland	WEWS, WNBK, WXEL	119,103	West. Res. U.
Columbus	WBNS-TV, WLWC, WTVN	25,300	Distributors
Dallas, Ft. Worth	See Ft. Worth-Dallas listing.		
Davenport	WOC-TV	5,030	Distributors
Quad Cities:	Includes Davenport, Moline, Rock Island, East Moline.		
Dayton	WHIO-TV, WLWD	23,800	Stations
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	145,000	Distributors
Erie	WICU	18,100	Station
Ft. Worth-Dallas	WBAP-TV, KBTV, KRLD-TV	22,000	Dist. & Deal.
Grand Rapids	WLAV-TV	9,000	Distributors
Greensboro	WFMY-TV	7,325	Distributors
Houston	KLEE-TV	10,000	Distributors
Huntington	WSAZ-TV	2,750	Distributors
Indianapolis	WFBM-TV	14,000	Dist. & Deal.
Jacksonville	WMBR-TV	4,160	Wholesalers
Johnstown	WJAC-TV	7,850	Distributors
Kalamazoo-Battle Creek	.....	3,500	Dealers
Kansas City	WDAF-TV	20,434	Distributors
Lancaster*	WGAL-TV	19,011	Dealers
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV KTTV, KECA-TV	302,635	Rad. & Appl. Assn.
Louisville	WAVE-TV	13,104	Station
Memphis	WMCT	12,210	Distributors
Miami	WTVJ	12,000	Station
Milwaukee	WTMJ-TV	60,564	Distributors
Minn.-St. Paul	KSTP-TV, WTCN-TV	50,200	Stations
New Haven	WNHC-TV	58,400	Station
New Orleans	WDSU-TV	9,000	N. O. Pub. Serv.
New York	WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX	875,000	Stations
Newark	WATV	Incl. in N. Y. estimate	
Norfolk	.....	1,001	Distributors
Oklahoma City	WKY-TV	14,340	Distributors
Omaha	WOW-TV, KMTV	10,901	Distributors
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	315,000	Elec. Assn.
Phoenix	KPHO-TV	3,000	Dealers
Pittsburgh	WDTV	55,000	Dist. & RMA
Portland, Ore.	.....	606	Eng. Est.
Providence	WJAR-TV	19,750	Dealers
Richmond	WTVR	20,000	Distributors
Rochester	WHAM-TV	15,931	Distributors
Salt Lake City	KDYL-TV, KSL-TV	7,000	Station
San Antonio	WOAI-TV	1,608	Station
San Diego	KFMB-TV	12,750	Station
San Francisco	KGO-TV, KPIX, KRON-TV	21,000	N. Cal. Elec. Assn.
Schenectady	WRGB	44,200	Distributors
Seattle	KING-TV	15,800	Distributors
St. Louis	KSD-TV	67,700	Union Elec. Co.
Syracuse**	WHEN	19,132	Distributors
Toledo	WSPD-TV	28,000	Dealers Assn.
Tulsa	KOTV	6,600	CPA Audit
Utica-Rome	.....	4,500	Dealers
Washington	WMAL-TV, WNBW, WOIC, WTTG	78,700	TV Cir. Comm.
Wilmington	WDEL-TV	21,804	Dealers
Total Markets on Air 57;	Stations on Air 97;		Sets in Use 3,357,553

* Lancaster and contiguous areas.
** Also claims coverage in Utica-Rome area.

Editor's Note: Sources of set estimates are listed for each city as available and since most are compiled monthly some may remain unchanged in successive summaries. Total sets in all cities surveyed is necessarily approximate since two areas may overlap. To offset this there are many scattered sets in areas not included in the survey.



TELEVISION

and the Beanstalk

(not fable, but **fact**...why **WHIO-TV** is Dayton's **first** TV Station)

• Television in Dayton, Ohio, has grown up almost as fast as Jack's fabled beanstalk. Not overnight, exactly . . . but over a year . . . which is practically overnight as industries grow.

From practically nothing in January to 24,000 sets in November . . . and no telling how many more by the time you read this.

WHIO-TV has played a major role in Television's growth in Dayton. First on the air, first on the cable, WHIO-TV is Dayton's *first* TV station with both local advertisers and viewers.

WHIO-TV is locally owned and operated. Being Daytonians, *we know* what Dayton people want. We program primarily for Daytonians. Local Advertisers know this . . . and are buying local time on WHIO-TV. WHIO-TV originates more *local* programs . . . which means that advertisers benefit from WHIO's smooth production techniques.

And WHIO-TV does more promoting of its programs in Dayton than any other station . . . another important fact to remember when buying TV time in Dayton.

Daytonians enjoy the top shows of three Television networks—CBS, ABC, and Dumont on WHIO-TV.

Dayton's eyes are on WHIO-TV for entertainment, news, sports and special events coverage. Channel 13 is a lucky number for local advertisers . . . and for you, too.
Ask your friendly Katz representative.

Affiliated with
The Dayton Daily News
and Journal-Herald

WHIO TV
DAYTON, OHIO
AM • FM • TV

Represented Nationally by
The Katz Agency, Inc.

On TV, It's Not Pretzels But . . .

Cheesecake That Sells Beer

By JANE PINKERTON

TAVERN PALE's Chicago beauty contest has the same claim to fame as its TV parent —it was born a giant.

Although it originated last February only as a substitute for hackneyed interviews during intermission between wrestling matches, the contest for "Miss Tavern Pale of the Week" and of the "Year" swiftly came into its own. More and more viewers took interest in the intermission period and its bevy of beauties.

In the first week, 11,000 viewers voted for their favorites. In the next 33 weeks the number of ballots totaled an astronomical 1,642,000. The beauty parade halted the week before Thanksgiving, when a new high of 50,196 was tabbed for a seven-day period.

The show—believed to be video's first full-fledged beauty contest—has proved its popularity with the sponsor, too. Atlantic Brewing Co. just renewed for 52 weeks from Jan. 1.

The 50-year-old Chicago firm, which distributes its beer in Illinois, Wisconsin, Indiana, Michigan and Iowa, first bought wrestling matches from Midway Arena on WGN-TV Chicago in 1948. Sports and beer, because of their mutual appeal to males, seemed to go together.

The third appeal, beautiful women, wasn't added until last February. In an effort to omit dull spots in the Thursday evening show, Atlantic and the W. B. Doner Agency, Chicago, schemed to develop a quick, flexible format intermission period which would entertain, sell and offer striking contrast to the wrestlers' brawn. Beauty was the answer.

The 15-minute studio contest was announced at the ringside and to the viewing audience. Although requirements were simple — the woman had to be between 18 and 35—many ineligibles applied, one, a gray-haired bookkeeper of 52. Most candidates, however, were nominated by viewers, who did all the voting also.

Applicants for the 33 shows in the first contest numbered 3,150, from which 410 were chosen to appear on the telecast. Weekly contestants (there were usually eight) tried for the Miss Tavern Pale of the Week title. Thirty-two semi-finalists were whittled down Oct. 27 to seven, from which the queen, Miss Tavern Pale of 1949, was elected and crowned Thanksgiving night.

Inaugural ceremonies in the WGN-TV studios were colorful, with 18-year-old Ingeborg Jorgensen, Chicago model, receiving $5,000 worth of merchandise prizes from sponsor Leo Lederer. She sat on a gold throne flanked by a fur rug, and wore a realistic gold and gem-encrusted crown and a red velvet cape trimmed with ermine. One gift—a massive bouquet of a dozen orchids—complemented her purple velvet bathing suit.

This royal fanfare also greets Tavern Pale viewers each week, with Actress-Model Pat O'Hara posing a personal and pertinent product question in a tight closeup at the finish of the commercial. This personalized approach has gained for Atlantic many new distributors, dealers and consumers in the 50-mile radius Chicago area. The name Tavern Pale has been bandied about — and that's just what the sponsor wants.

Because competition in beer selling starts with a capital "C," Leo Lederer, vice president of the firm, doesn't release many actual sales figures. He does report, though, that sales increased 8% within two months after the show took the air. After six months, one of the city's largest distributors reported sales increases of 20%.

"Our general sales increase, without any doubt, is due mostly to our beauty contest, which is why we've renewed for another year and will probably go on indefinitely," said Mr. Lederer, "We find that television is selling as well as advertising."

Mr. Lederer and his brother Harold, Atlantic president, have backed up their convictions about TV with some positive action. Drastic cuts have been made in other advertising media. This money has been rechanneled into television, which absorbs about 75% of the sponsor's advertising budget.

* * *

ATLANTIC's show costs about $100,000 a year. Sports rights and time for the wrestling matches and the 15-minute beauty contest add up to the biggest portion, about $80,000. The remainder is for merchandising and promotion, talent, props and photography expenses for beauty queens as well as the product.

Dealer and consumer promotion has penetrated almost every corner tavern in the city. Before the contest began, an arty black and white promotion piece was sent to every Tavern Pale dealer and distributor. These urged tavern owners to stock up on the brew for thirsty wrestling match viewers. It was found that package stores and taverns with TV sets attracted good crowds for the matches, but bigger ones for the bathing beauty parade.

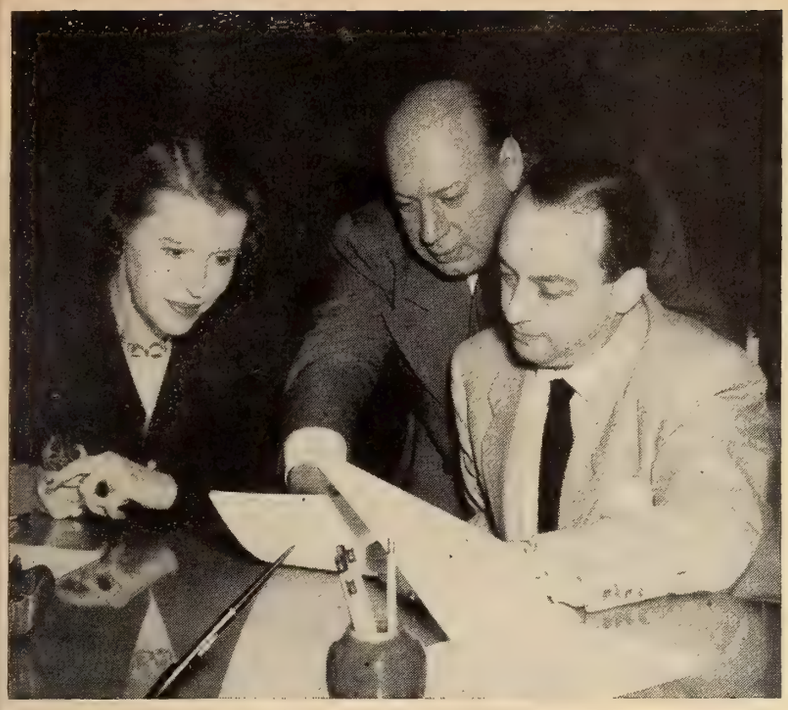
After the third week, dealers began suggesting sponsorship of a neighborhood girl in their home territories. Tavern Pale and the Doner agency, recognizing the unlimited value of local tie-ins, capitalized on this with window posters in local taverns showing the neighborhood nominee. They passed out beer napkins with printed promotion, store displays, sunflower-size buttons for bartenders and ballots with collection canisters.

Interest in the contest soared, and more and more women nominated themselves or found a sponsoring group in an effort to cap the title and the $60 worth of donated prizes in the weekly contests. The six semi-finalists who lost to Miss Jorgensen each got weekly prizes plus a handsome gold watch. The queen herself received a television set, $200 diamond watch, table, lounge chair, $500 fox jacket, a permanent wave and a two-week, all-expense trip to Hollywood with her 17-year-old sister. The trip also includes visits with half a dozen movie stars and dinner at the homes of Alan Ladd and Jane Russell.

Doner is still wondering what the queen is going to do with a free $250 modeling course. The firm offering the giveaway is Chicago's top rival of the modeling agency



HAPPY SPONSOR, Leo Lederer of Atlantic Brewing Co., is surrounded by seven Chicago beauties who competed for the Miss Tavern Pale of 1949 title in finals on WGN-TV Thanksgiving night. Winners of weekly crowns are (l to r) Marilyn Ware, June Anderson, Louanna Hansen, Queen Ingeborg Jorgensen, Joanne Arc, Penny Karno (who received an R.K.O. movie contract after a talent scout saw her on the show) and Marlene Reilly.



SHOW PLANNING takes place at weekly conferences attended by (l to r) Norine Freeman, director of radio and television planning, W. B. Doner Agency, Chicago; Ted Weber of the WGN-TV sales staff, and Marvin H. Frank, executive v.p. of Doner Agency and head of the Chicago office.

through which Miss Jorgensen does professional work.

Gimmick elements in the contrast of beauty and brawn are unlimited also. On Dec. 1, just before the start of the 1950 contest for Miss Tavern Pale of the Year, Atlantic sponsored an intermission telecast of "Mr. Tavern Pale" nominees. The first in a proposed series scheduled to take place about every six weeks, the feature showed professional athletes, weight-lifters and body-builders competing for a trophy.

If viewer response is favorable, the male element will continue to be starred. Judges for this parade, however, are experts. They score entrants on posing, general physique and muscular development.

Myron Wallace, one of Chicago's most bustling radio and TV actors, is m.c. of the program. For almost a year this work was done by Milford F. Kostman, assistant to Marvin H. Frank, executive vice president in charge of W. B. Doner's Chicago office. Norine Freeman, Doner's director of radio and television planning, writes and directs the shows, plans promotion and interviews all applicants. She and her colleagues are even more optimistic about next year. "We'll easily get two million votes", she predicts.

Telestatus

(Continued from Telecasting 6)

set ownership and availability of more programs with two stations telecasting. Survey also revealed, according to Mr. Sweeney, almost even division of audience between the two stations, with KLAC-TV having one-tenth of a point margin over KFI-TV.

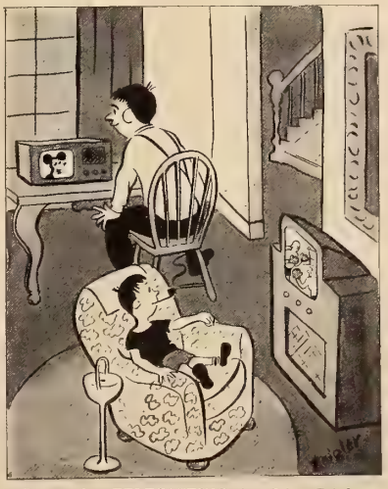
KFI-TV has had daytime programming since March 1, adding morning programming Dec. 5. KLAC-TV added daytime programming Nov. 7.

* * *

Increased Programming Listed by WLWT(TV)

INCREASED programming on WLWT (TV), Cincinnati video outlet of Crosley Broadcasting Corp., has brought the station's average to 12 hours daily, Monday through Saturday. Late evening entertainment features plus two weekday telecasts fed from Crosley's WLWD (TV) Dayton have accounted for the increased programming time. With the increase in programming, WLWT sponsors during November reportedly reached an all-time high of 97 advertisers.

Te-Ve



Drawn for TELECASTING by John Zeigler

DuMont

(Continued from Telecasting 3)

portune time to obtain it. DuMont Labs probably will expand, however, as time goes by, he said. Specifically he would like to see expansion financed from sources other than company earnings, and equipment depreciation not computed for tax purposes.

Questioned on patents, Dr. DuMont admitted that his company, which holds over 75 cathode ray tube patents available for license to "anybody," and RCA "are unable to get together" on the amount to be exchanged or received "one way or another." Each has sued the other, he added.

He testified that the bulk of companies are licensed through RCA patents through arrangements with General Electric, Westinghouse Corp., Farnsworth and the telephone company.

Patent rights were originally sold by DuMont in 1937 for $15,000. The firm currently has 1½ mililon Class "A" and half a million Class "B" stock outstanding. In 1948 it began selling common stock to employes. Its total assets today are roughly $22 million, he testified.

Dr. DuMont said his firm had developed tubes "sufficiently good enough to sell" in 1932, but they were not put on the market until 1936. Manufacture of transmitters, on which DuMont Labs experimented in 1937-38, was begun at the end of the war, Dr. DuMont said. He indicated that, with the current freeze, DuMont transmitter sales have dipped.

GUILDS MEET

On Movie-TV Pay Status

CONTINUING negotiations for motion picture actors working in television, Screen Actors Guild and Screen Extras Guild committees will meet tomorrow (Dec. 20) with representatives from Television Film Producers Assn., Hollywood.

Chairman for the 12-man SAG committee will be Lee Bowman. Richard H. Gordon is chairman for nine-man SEG group. Representing TFPA is a five-man committee consisting of Chairman Marshall Grant, Carl Dudley, Roland Reed, Hal Roach Jr. and Bernard Carr.

SAG started the nationwide drive to "improve the wages and working conditions of actors in motion pictures produced for television exhibition" in meetings last week with Television Film Producers in New York, Chicago and Detroit. Meetings are being held in accordance with SAG 1948 basic agreement with the producers, giving the guild right to reopen the contract in 1949 on the question of television. Further negotiations will be taken up there after Jan. 1.

WTVN (TV) Columbus, Ohio, signal received by man in Evergreen, Col. Viewer sent station picture of its test pattern.

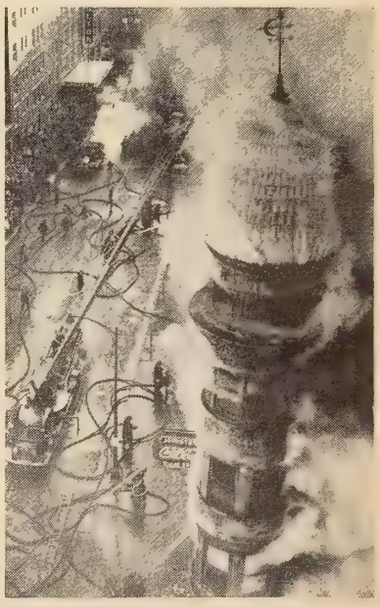
WNBF-TV SPEED

Projects Local News Film

TIP-OFF to what a station can perform video-wise in reporting top local news events was projected to Binghamton, N. Y., set owners the evening of Dec. 6 when WNBF-TV covered a three-alarmer, the city's most disastrous fire in the last six years.

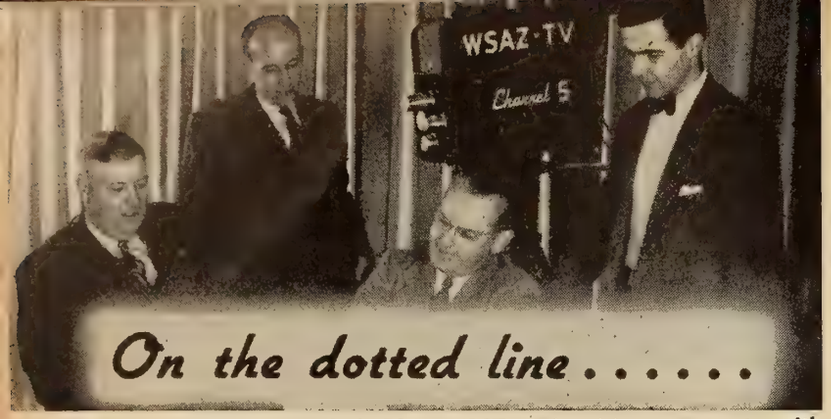
A call from the *Binghamton Press*-WNBF news department was relayed by Edward Scala, program director, to two of the station's movie television cameramen who were rushed to the scene as fire trucks pulled up. From vantage spots on the street and nearby buildings the camera crew filmed the story of flames enveloping the four-story building and their subsequent control two and a half hours later. Mr. Scala, accentuating timeliness, enlisted aid of a local photography enthusiast to rush film processing. Development of the negative was begun at 7 p.m., 90 minutes after the film shooting, and dry prints were obtained by 9:30 p.m.

Following editing—even to lettered titles and a commentary prepared at the studio—the pictures were shown an hour later on WNBF-TV in a five-minute presentation directly after Auto-Lite's *Suspense*. Johnny Ildebrando and Jack Goodsel, the two cameramen, revisited the scene the next morning to make follow-up shots of the gutted building for a subsequent telecast.



Binghamton Press *shot of three-alarm fire covered by WNBF-TV.*

FIREPROOF television film editing room under construction at WNBQ (TV) Chicago and NBC's Central Div. It is being built on 19th floor of Merchandise Mart adjacent to TV master control, and will be equipped with latest RCA 35 and 16mm film splicing and editing units, station reports.



SETTING Red Top Brewing Co.'s 52-week contract for airing pro wrestling matches over WSAZ-TV Huntington, W. Va., are (l to r) Lawrence Riggs, pres., Tri-State Distributing Co.; C. T. Garten, WSAZ acct. exec.; Eli Cohan, Joseph Adv., Cincinnati, and Lawrence H. Rogers II, WSAZ-TV manager.

FIRST advertising contract with WOAI-TV San Antonio is set by Joske's department store. L to r: seated—James H. Calvert, pres., and Edward C. Sullivan, v. p.-gen. mgr., Joske's; standing—J. H. Keenan, v. p., Joske's; Jack Keasler and Fred Vance, WOAI-TV; Jack Pitluk, Pitluk Adv.



SPONSORSHIP of WNBK (TV) Cleveland's *Through the Kitchen Window* is set by Cash J. Laufersweiler (seated l), pres. Northern Ohio Appliance Co. With him are Louise Winslow, featured on show, and standing (l to r), W. W. Priesmeyer, FS&R agency; Harold Gallagher, WNBK; C. A. Lange, Northern Co.

IT'S 52 weeks of television for the Syracuse Trust Co. as Harry Davies (r), bank president, completes agreement for sponsorship of weekly 15-minute program, *Round the Town*, on WHEN (TV) Syracuse, and featuring Bill Bohen as *Round the Town* reporter. With Mr. Davies is Bill Bell, WHEN sales mgr.





JOHN H. LALOR (r), pres. of Utica Brewing Co., contracts for first advertising account on WKTV (TV) Utica, N. Y.—sponsorship of 6-6:10 p.m. news Mon.-Fri. With Mr. Lalor, are John T. Farquhar (l), v. p. Devereux & Co., Utica Brewing's agency, and Michael Carlo Fusco, WKTV gen. mgr.

RENEWAL of 26-week contract with DuMont's WDTV (TV) Pittsburgh to carry wrestling from Chicago is set by (l to r): Seated—Donald A. Stewart, WDTV gen. mgr.; M. Bernardino, pres., Fort Pitt Brewing Co., sponsor; standing—Larry Israel, WDTV sales dir., and Faris Feland, BBDO acct. exec.





VIDEO IN NEWSPAPERS

Set Dealers' Money Adds Revenue in 1949

TELEVISION is emerging as the newspapers' new Santa Claus. Recent figures on TV advertising revenue deposited in the tills show an unmistakable trend toward enriching the printed medium.

Available reports show that last September, manufacturers and retailers of television receivers placed 3,693,698 lines in the newspapers of 34 major markets. This was an increase of more than 250% over the same month last year.

Further evidence is the total for October which showed an increase of nearly 200,000 lines. It is pointed out that these increases in valuable linage came at a time when linage for all advertising was showing signs of a leveling off. In some categories, losses had been recorded.

Examples of entire sections in newspapers gobbled up by enthusiastic TV dealers are widespread throughout the country. In past weeks, the *Milwaukee Journal* (WTMJ-TV) printed a 24-page section in its Sunday edition of Nov. 27 with 11 of these being full-page advertisements by local set dealers; while the *Baltimore Sun* (WMAR-TV) in its Sunday edition of Dec. 4 published a 30-page section with 15 full-page dealer ads. Other pages of both sections were sprinkled heavily with TV advertising.

An analysis of retail dealer cooperative advertising prepared by Media Records for the TV and radio industry also reveal the following: During the first 10 months of this year, the industry placed 22,500,000 lines of retail ads in newspapers. In addition, 5 million lines were placed by manufacturers at general rates. "National" linage on TV receivers is now running at a monthly rate of close to one million.

This new found rain for the mainspring revenue of newspapers breaks down for the first 10 months of 1949 in main market areas as follows: New York, 4 million lines; Washington, 2 million lines; Los Angeles, 1,852,752; Boston, 1,821,282, and Chicago, 1,712,626.

RMA COLOR PLAN

Encouraged by Meets with FCC

SPOKESMEN for the Radio Mfrs. Assn. said last week that conferences with individual members of FCC left them encouraged about prospects for their projected National Television System Committee to work on color TV standards.

Dr. W. R. G. Baker of General Electric Co., who has been named by RMA to head the industry-wide group, and other representatives conferred with six of the seven Commissioners and outlined the plans as authorized by RMA's board of directors last month [BROADCASTING, Nov. 21].

Other RMA spokesmen said the plan seemed to get a favorable reaction from at least four of the six, and that further conferences are planned. Comr. Rosel H. Hyde, who was unavailable at the time of Dr. Baker's first round of visits last week, is the only Commissioner yet to be contacted.

The committee, to be set up under Dr. Baker's direction, would be similar to the NTSC formed in 1941 and would include representatives of the Institute of Radio Engineers, networks, engineering schools and others as well as RMA members.

Its objective would be to formulate and propose basic standards for future development of color television, and also to present technical data relating to UHF allocations and the lifting of the current VHF television freeze. It would be financed by RMA.

Formation of such a commitee was recommended by RMA early in the FCC's color TV hearing this fall, currently in recess until late in February.

PETRILLO CASE

Counter Proposals Studied

THE NINE-MAN industry committee set up to consider the Petrillo proposals covering services of musicians for television met in New York Dec. 8 and received a 35-page draft of counter proposals made by its subcommittee.

The counter proposals will not be made public, at least until they are presented to James C. Petrillo, president of the American Federation of Musicians. It could be surmised, however, that the television industry is wary of setting precedents which may later prove embarrassing or unwise. Particularly, it is believed, industry members would oppose any royalty-for-each-use formula.

The subcommittee which drafted the proposals comprised Walter Lowendahl, Transfilm Inc., Ralph Cohn, Columbia Pictures, and Hal Roach Jr., of Hal Roach Studios and president of Television Film Producers Assn.

The main committee is comprised of film, television network and station executives and show packagers. It is expected it will take several meetings to study the counter proposals. After they finally are approved by the committee, they will be submitted to the industry as a whole and, if then ratified, will be offered to Mr. Petrillo.

AVAILABILITY of 6BN6 and 12BN6 tubes, which reduce number of tubes and circuit elements required for FM and TV receivers, announced by General Electric Co.'s Owensboro, Ky. plant.



GOOD news for John Mills (l) and Rex Schepp is the opening of their new station, KPHO-TV Phoenix—also good news for Arizona as it is the state's first video outlet. Messrs. Mills and Schepp are co-owners of KHPO-TV which had its debut Dec. 4. Reception was reported to be good as far south as Tucson, 125 miles distant, Yuma about as far west and Wickenburg to the north. Station operates on Channel 5 (76-82 mc) with 17.5 kw visual and 87.0 kw aural.

FIRE SAFETY

WTVR (TV) Demonstrates

ACTUAL demonstrations of how fires are started in homes and industrial plants by gasoline fumes were presented early last month in a telecast over WTVR (TV) Richmond, Va.

The half hour program was arranged by the Richmond Fire Dept. in the public interest. Participants included Director of Public Safety Richard R. Foster, Fire Chief John Finnegan, Lt. John Finnegan Jr., who actually conducted the demonstration, and John Shand of WTVR.

At the opening of the program, Director Foster stressed the importance of heeding and following the advice of the expert in fire prevention. The terrible toll which fires take each year and the role played by the Richmond Fire Dept. in holding down fires in the area were recounted by Fire Chief Finnegan.

For the next 20 minues, Lt. Finnegan showed how fires can get started, by actually starting them in the studio, and then demonstrating the proper way to put them out.

BASIC elements of video transmission and reception are explained in layman's language and depicted with simple pictures in "Here's How To Be a Television Expert," 24-page two-color booklet published by Motorola Inc. Booklet is being distributed through Motorola dealers to salesmen and to set owners and prospects.

STUART BAILEY

Hits FCC Video Actions

STUART L. BAILEY, Washington consulting radio engineer and retiring president of the Institute of Radio Engineers, last week termed it "inescapable" that FCC cannot attain its first allocations objective with the VHF-UHF allocation table it has proposed.

Nor did he think it likely that the current VHF television licensing freeze could be lifted before "late in the fall of 1950."

His assertions came in speeches reviewing in detail the development of television and its problems, delivered before the Kansas City IRE Section last Tuesday and, in less technical terms, at an IRE banquet in Dallas. He spoke on "Television—Why the Deep Freeze?"

Mr. Bailey noted that FCC's announced first priority of allocation will be "to provide at least one television service to all parts of the U.S.," with succeeding priorities to provide one TV outlet to each community, a choice of services to the entire country, and, lastly, at least two outlets to each community.

"Here," he said, "for the first time in television history, we have a proposal to give square miles priority over people in the assignment of channels."

Mr. Bailey, of the Washington firm of Jansky & Bailey and a member of the special Bureau of Standards committee investigating color TV for the Senate Interstate and Foreign Commerce Committee, said the injection of the color question—and the decision to consider it first—are "holding up" the VHF-UHF hearing.

He concluded:

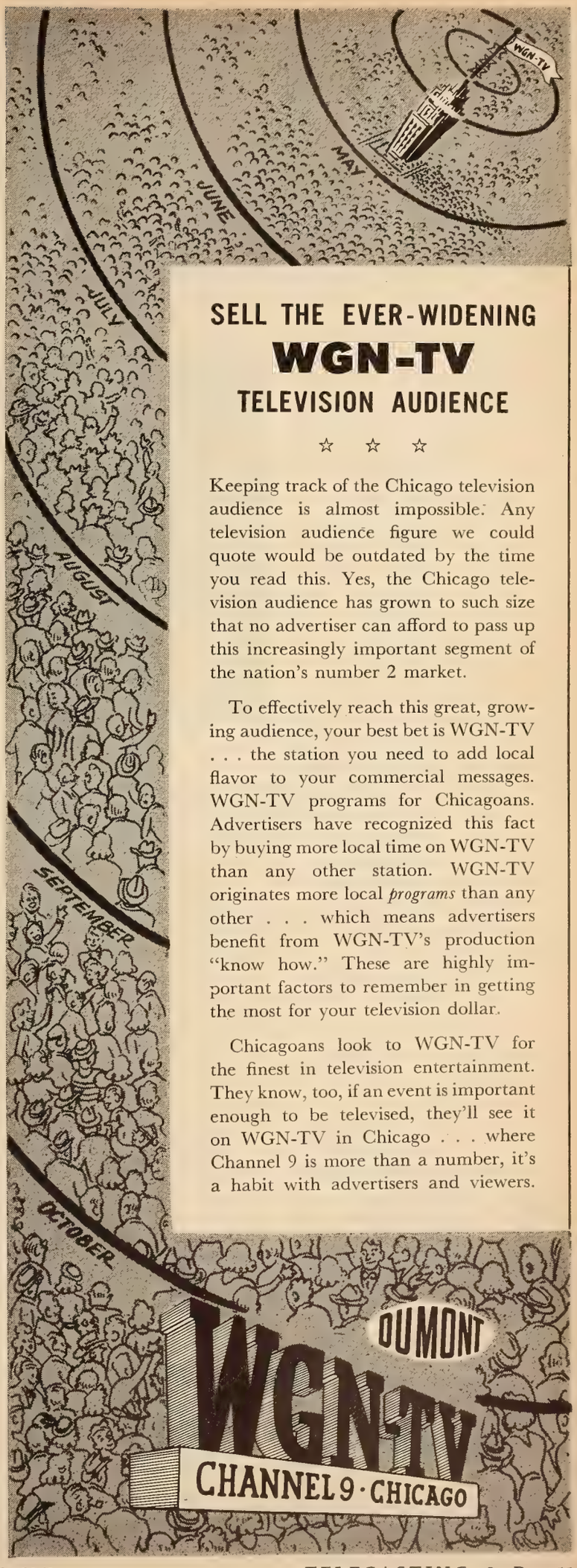
. . . The television freeze was instigated 14 months ago particularly for the purpose of investigating the effect of tropospheric transmission on the predicted service areas of television stations.

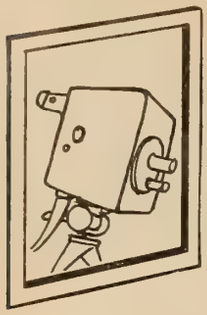
Since that time, new issues have been raised, particularly a priority system which puts the emphasis on coverage of area rather than population, the usability of the UHF, the definition of service areas on a statistical basis, and a possible change in the standards to provide for the use of color television.

All of these add up to a variegated ball of wax which must be molded into some acceptable shape before the industry can proceed. Unfortunately, there is little opportunity to turn back, because the issues are so intermixed. At one time it might have been possible to go back to the proposed allocation of May 1948 and show that the use of palliatives such as offset-carrier and directional receiving antennas would make a usable allocation without the necessity of venturing into the UHF.

However, adoption of the priority system would make such a move impossible. It is certain that no single decision can satisfy all, and it is possible that a criterion of a good decision is one which dissatisfies all elements approximately equally. There is no question but what the freeze was necessary. It will remain for posterity to determine whether its long continuance is constructive or destructive.

TITLE of "most outstanding video program of its kind on the air" has been given KECA-TV Hollywood's *The Ruggles*, domestic comedy program, by the Southern California Assn. for Better Radio and Television.



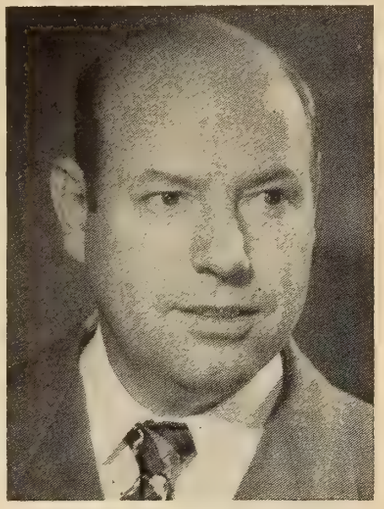


Reel Takes

ROBERT PHILIP NEWMAN

HE ENTERED electronics at the age of 16 via a Quaker Oats box and a couple of paper clips that constituted a crystal radio set. He entered motion pictures at 14 when he reassembled into a movie camera a French movie projector sent him from Europe by a missionary uncle. Both paths led him ultimately into television. And that's where Robert Philip Newman, president of Telepix Corp., Los Angeles, now stands.

His television film firm—started last year—has produced approximately 60 one-minute film commercials for television, both in 16mm and 35mm. Among his clients have been Louis Milani Co., Bullock's (department store), and King's Tropical Inn French Dressing. At the present time the firm is producing a series of 13 quarter-hour puzzle-type programs entitled *Teletrix*. A package of three five-minute films, *Telefunnies*, is scheduled for the near future.



Mr. NEWMAN

Bob is one of those rare souls found in Los Angeles—a native Angeleno. He was born there in 1908. Following graduation from local grammar and high schools, he obtained his A.B. in physics from the U. of California at Los Angeles in 1933.

While in college he utilized the knowledge he had gained of moving pictures in previous study and experimentation by producing a six-reel movie in 35mm with college talent for campus consumption. By this time he had discarded the well-worn French camera and purchased a 35mm Akeley model with which he shot the school play. The movie turned out to be a great success, with the freshman who took the leading female role (Andrea Leeds) ending up with a film contract at United Artists.

Not so successful was his first production with color film with which he had been experimenting. In conjunction with I. Magnin (department store) he filmed in color a fashion show to be shown at the college. During the showing of the program the film broke, was not repaired correctly and the models ended up with various-colored faces. (The student audience thinking they were getting a touch of surrealism, thought the effect most impressive).

After graduation Bob and a former 20th-Century-Fox personnel director went into independent production of one-reel travelogues in color. Following two years at that he left to join MGM where he spent the next several months writing "Pete Smith" comedies. Then followed a year as script writer and color cameraman on "Strange as It Seems" and "Columbia Tours," shorts for Columbia Pictures; three years at Walt Disney Studios directing "Donald Duck" cartoons; and three years with John Sutherland Productions producing various government films.

* * *

In 1946 he decided it was time he went into business for himself. At that point he and Edgar Wilkerson purchased the Eccles Recording Co., in which Bob still acts as manager and chief engineer. (Pollard Garrison purchased Mr. Wilkerson's interest in the firm in 1947.) The company does transcriptions, records shows for rebroadcasting.

By 1948 the growing temptation of television got the better of Bob, and Telepix came into being.

His photographic and electronic interests don't stop when he closes his office doors. For at home, he busies himself taking moving pictures of his wife (the former Virginia Hunt) and his son, Philip, 6. Also, he's thinking of new additions for his recently-completed combination radio-television-phonograph-recorder-playback and bookcase.

SRT-TV SRT-TV SRT-TV

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VIDEO PRACTICE

Noll Gives Operating Guide

TELEVISION FOR RADIOMEN. By Edward M. Noll. New York: The Macmillan Co. 595 pp. $7.

TECHNICAL and commercial aspects of television are reviewed in Mr. Noll's "practical guide to the construction, operation and servicing" of TV operations. Author's background consists of experience in both teaching the theory of television and as an operations technician for several TV and AM stations. He is a television instructor in the Technical Institute of Temple U. and has been associated in technical operations with WPTZ (TV) Philadelphia, WMRF Lewiston, Pa., WILM Wilmington, Del., and WEEU Reading, Pa.

Inside cover points out the book is a "complete, thorough, and up-to-date study of television for radio servicemen, practical electronic technicians in either plant or field work, the radio amateur and experimenter, and the technical school student." Principles and essential mathematics of TV, explanation of fundamental theories, and description of modern TV equipment offer the beginner and expert, alike, accurate understanding of construction and operation of television circuits and equipment. While emphasis is on receiver practice, transmission also is covered. Each step is presented in orderly sequence designed as "instruction course."

ESSAY CONTEST

FCBA To Judge TV Topic

SUBJECT of the 1949-1950 annual essay contest on communications law is "Legal Limitations on Television Programming," according to an announcement by the Federal Communications Bar Assn., sponsor of contest. The competition is open to law school students and $200 and $100 prizes will be given first and second place essays, respectively.

Topics suggested for study include control of program content directly and indirectly by the FCC; federal and statutory restrictions on program content, and right of privacy with respect to television broadcasts. Manuscripts should be submitted in triplicate and should not exceed 4,000 words in length. They should be sent to Publications Committee, Federal Communications Bar Assn., 632 Dupont Circle Bldg., Washington 6, D. C., on or before July 15, 1950, with the author's name, address, and law school on an attached separate sheet of paper.

THEATRE TV

Ranks Grow in FCC Appeal

ORGANIZATIONS representing more than 600 theatres in 14 states last week joined the ranks of petitioners seeking an FCC hearing to allocate frequencies and set up standards for a regular theatre television service [BROADCASTING, Nov. 14, Dec. 5].

The group included United Detroit Theatres, an applicant for a TV broadcasting station in Detroit. The company said it has made arrangements to offer theatre TV in that area and will push its plans "with as much vigor as possible" if FCC gives assurance, by rule-making, "that such efforts will not be frustrated." Many of the other petitioning organizations indicated similar plans.

The petitions reiterated that theatre TV would take television to many communities which will have no broadcast video service "in the foreseeable future." Theatre television, they continued, "offers a unique and unparalleled opportunity for local community service," is particularly well suited for certain types of high-cost productions, and "will permit a finer technical service than television broadcasting can make available," particularly if a broader bandwidth is established.

The petitioners: Martin Theatres of Florida, of Alabama, and of Georgia; Everett Enterprises Inc., of North and South Carolina; Greater Huntington Theatre Corp., Oak Ridge Theatres, and Capitol and Ferguson Theatres, of West Virginia and Tennessee; Independent Theatre Owners of Arkansas; the Kansas-Missouri Theatre Assn.; and Tri-States Theatre Corp., of Iowa, Illinois and Nebraska, and United Detroit.

Their petitions were filed by Marcus Cohn and Bernard Koteen of the Washington law firm of Cohn & Marks.

'Easy Aces' to DuMont

TV FILM show, *Easy Aces*, starring Jane and Goody Ace, is being carried by DuMont TV Network and WABD (TV) New York on Wednesday, 7:45-8 p.m., Ziv Television Productions Inc., series producer, announced last week. First program was telecast Dec. 14 with 18 DuMont stations, out of New York, carrying the show commercially for Phillips Soup sponsorship. Hudson Automobile dealers sponsor the WABD series handled through Aitken-Kynett Agency, Philadelphia. Assisting Mr. Ace in writing are George Foster and Mort Green. Eddie Hyland is chief cameraman.

TRANSMITTER, 5 kw, for NBC-TV programs relayed from New York delivered by General Electric Co. to WSYR-TV Syracuse, N. Y. Station is expected to air test pattern Feb. 15 and begin regular programming March 1.

BEST FILM

ATAS Awards Set For Jan. 24

TELEVISION films produced but not telecast in Hollywood will receive consideration for the "Best Television Film" category in the Academy of Television Arts and Sciences annual awards for highest television achievement.

Presentation of the awards in the form of "Emmy" statuettes will be made at the annual awards dinner scheduled tentatively for Jan. 24 in Hollywood.

Decision regarding the films was made at a recent meeting following protest by academy members against the ruling that would exclude many of their films that were produced in Hollywood but shown in other areas. In connection with the move a sub-committee was formed to screen all such film entries. Don McNamara, television director of Telefilm Inc., was named to head the committee.

Hilly Sanders, vice president and radio and television director, Dan B. Miner Co., Los Angeles, is chairman of the Awards Nominating Committee, which will select three programs for each award category to be submitted for membership vote. Seven agency and a like number of television industry men are on the committee. They are:

Agencies—Leon Benson, J. Walter Thompson Co., Los Angeles; Don Lauritzen, Rockett & Lauritzen; Murray Bolen, Benton & Bowles; Fran Harris, Ruthrauff & Ryan Inc.; Jack Runyon, Biow Co., and Tom Scholts; Industry—William Quinn, So. Calif. Radio & Appliances Assn.; Jack Richards, Richards Radio & Television; Jane Pelgram, radio & television, *Life* magazine; William Leahy, Acme Labs.; Richard Ben, Los Angeles Chamber of Commerce; George Fogle, Crosby & Fogle, and Margaret W. Divizia, audio-visual supervisor, Los Angeles City Schools.

Awards will be made in the following 10 categories:

Best live show; best kinescoped show; most outstanding live personality; most outstanding kinescoped personality; best film made and viewed for television in 1949 (now to include films previously viewed on television in other localities); best commercial made for television (three minute or under) —live, film or kinescope; best children's program; technical award (chosen by technical committee of academy after consideration of all technical achievements brought to its attention in 1949); station achievement (inscribed plaque) for "outstanding overall achievement in 1949."

Completed also at the meeting was the nomination of officers for the coming year. Election is to be made by mail and results announced at the Dec. 20 business meeting. Nominated were:

President, Hal Roach Jr.; vice president, Ray Montfort, Rita La Roy, Gordon Wright, Russel Furse, Syd Cassyd, Mike Stokey; treasurer, Robert E. Packham Jr., Sid Solow, Don Forbes, Syd Cassyd; secretary-treasurer, Irene Bagge, Betty Van Werden, Joyce James; secretary, Harry Witt, Betty Mears, Adele Ullman, Joe Kay.

TV Fund Inc. Reports

NET ASSETS of Television Fund Inc., Chicago, after its first year of operation, totaled $2,780,795.58 Oct. 31, with investments at market value, President Chester D. Tripp has told stockholders.



FIRST anniversary of B. F. Goodrich Co. sponsored ABC telecasts of *Celebrity Time* is heralded with a one-candle birthday cake presented at a New York party Nov. 6, date of the anniversary telecast. L to r are Mark Woods, president of ABC; Conrad Nagel, program m. c., and John L. Collyer, B. F. Goodrich Co. president.

WRITERS STATUS

TWG Changed to 'Group'

STATUS of the Television Writers Guild was altered Dec. 7 by a unanimous resolution of the Authors League Council, its parent body, which changed the TWG from a "guild" to a "group."

The decision to do so was taken because Radio Writers Guild opposed admission of TWG to membership in Authors League and because Screen Writers Guild disputed TWG's right to bargain for writers of television films.

The resolution said:

"Whereas the group formed as the Television Writers Guild can not at present become a member of the Authors League by reason of the opposition of other member guild or guilds and whereas a group of television writers has already been organized, now therefore be it resolved that the former Television Writers Guild be hereafter named and be recognized as a Television Writers Group of the Authors League and proceed to acquire members for such group. The foregoing shall be without prejudice to any question of jurisdiction."

Meanwhile, the National Television Committee, by an agreement of last July, continued to exercise temporary authority over Television Writers. That committee, comprised of representatives from all the Authors League guilds, is divided in east and west halves of 13 members each. Each half has held two meetings in an effort to work out demands to be presented to the television industry. It is expected that it will not be until at least some time in March before negotiations will start.

WFIL-TV Daytime

WFIL-TV Philadelphia moved into the daytime TV picture on Dec. 12 by inaugurating a Monday-through-Friday lineup of shows running from noon to 4 p.m. Shows aired include: George F. Putnam's *Headline Clues;* Johnny Olsen's *Rumpus Room; Okay Mother;* a man-on-the-street show with Margaret Johnson as singer; *Shoppers Matinee;* a fashion show from New York's Waldorf-Astoria; in-school programs with Billy Penn, m.c., and *Science Is Fun.* Heretofore, WFIL-TV's broadcasts began in late afternoon.

Film Report

HAL LINKER, production director of **International Films,** Hollywood, currently preparing 50 12-minute TV films for educational purposes. Series will depict interesting scenes filmed by Mr. Linker during his recent around-the-world trip. Entitled *World Traveler,* films will be distributed nationally. . . . **Vance Van Dine,** representative for **F. W. Gabourie & Assoc.,** Hollywood, goes to New York Jan. 1 to head firm's branch office there.

Sarra, Chicago, will do 20-second and one-minute film spots for **Perk Foods Co.,** Chicago (dog food). Commercials will acquaint televiewers with firm's "Dogs for the Blind" offer conducted in cooperation with the **Master Eye Foundation. John L. Sinykin,** dog trainer and training director of foundation, is technical director. . . . KFI-TV Los Angeles has started telecasting **Disc Jocketts,** production of **Stellar Productions,** 6532 Sunset Blvd., Hollywood.

Telefilm Inc., Hollywood, has produced two-minute prologues for **Pierce Bros. Mortuary** (Los Angeles), for its film "Christmas Carol" to be telecast on Los Angeles stations. Agency: **Philip J. Meany,** Los Angeles. Same firm doing three one-minute spots for **Hoffman Radio & Television Corp.,** Los Angeles (television sets). Agency: **Walter McCreery Inc.,** Beverly Hills. Telefilm also has completed one-minute film spot for **Lamonte Jigsaw** (circular saw). **Frank Ford,** Los Angeles, is agency.

* * *

Hancock Oil Co. of Calif., Long Beach, has purchased series of 26 12½-minute television adventure films from **General Television Enterprises** (distributor) for placement on KNBH(TV) Hollywood Jan. 1. First 13 in series were produced by **Teleplay Productions** and second by **Ace Productions,** both Hollywood, and were sponsored on 24 NBC eastern stations by Procter & Gamble on *Fireside Theatre.* **Five Star Productions,** Los Angeles, is preparing opening and closing films plus one spot commercial for the West Coast series. **Fran Harris** is assisting on production for Hancock Agency: **Ruthrauff & Ryan Inc.,** Hollywood.

United Productions of America, Burbank, Calif., has completed series of four animated cartoons for TV for **Pond's Tissues.** Films will be distributed nationally for telecasting week of Jan. 1. Agency: **J. Walter Thompson Co.,** Los Angeles. Firm also recently delivered second series of nine 20-second commercials for TV for **Ford Motor Co.** through same agency.

12½ minute films entitled "Fortune Quiz" planned by **Telemount Productions,** Los Angeles. Format is quiz on astrology.

Filming is underway by **Filmtone,** Los Angeles, of "Dick Tracy" series following earlier arrangements between studios and **K. P. Palmer,** who held film rights to series. Fifty-two 22-minute programs based on fictional detective will be produced for television, with each segment said to cost approximately $3,000. **Ralph Byrd,** "Dick Tracy" of movie version, will play lead. Mr. Palmer is writer and major producer of TV series; **J. M. Alkow** is supervising production.

INS NEWSREEL

Newspaper Sponsors Set

FIRST newspaper sponsorships of the Telenews-INS daily and weekly newsreels have been announced by International News Service.

The *Miami* (Fla.) *Herald* signed effective Dec. 11, on WTVJ (TV) Miami, with reels incorporated in the first weekly television news roundup for south Florida, under production supervision of the TV staffs of the newspaper and its affiliated station, WQAM-AM-FM Miami. WTVJ (TV) is owned and operated by Wometco Theatres, a local chain. The *Columbus* (Ohio) *Dispatch* has contracted for both the daily and weekly reels on WBNS-TV, the paper's affiliated station.

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Crosley Broadcasting Corporation

CINCINNATI 2, OHIO

Whispering Campaign

STATIONS in the nation's capital have proved that a whispering campaign need not be harmfully intended. Just that kind of a campaign was started in the area early in October. It was directed as a forerunner for Phillips Radio and Television opening of a new store which resulted, in the opinion of all concerned, in a complete success both in point of traffic and dollar volume. Thirty-two times a day, the transcribed voice of High Guidi, WTOP Washington announcer, informed listeners of six AM stations of an approaching event. "It's coming," he announced in a barely audible whisper, "TV heaven at six-eleven." Four TV stations joined the campaign with the same message and soon scores of listeners and viewers had telephoned the stations to discover the secret. On Nov. 30, the secret was disclosed on all stations—the new Phillips store at 611 Seventh St. N. W. Campaign was conceived by I. T. Cohen Adv., Washington, Phillips Agency.

PATENT BATTLE

DuMont Files Added Suit

THIRD SUIT in the patent battle between RCA and DuMont started last week when DuMont sought a declaratory judgment before U. S. District Court, Wilmington, Del., asking decree that DuMont television receivers and cathode ray tubes do not infringe RCA patents and that RCA patents are invalid and unenforceable.

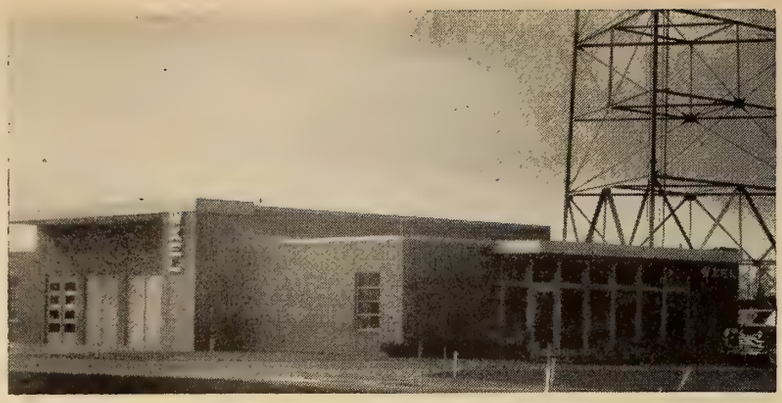
Pending before the same court is another DuMont action seeking to have all DuMont equipment, including transmitters, declared non-infringing. The legal battle opened March 22, 1948, when RCA filed suit in U. S. District Court in Los Angeles charging DuMont, Paramount Pictures, Television Productions Inc. and three DuMont theatres with infringing patents on video receivers and cathode ray tubes. In that action, DuMont counter-claimed the infringement was of its patents.

ALL-NIGHT SHOW

WCPO-TV Aids Fund Drive

ALL-NIGHT video show, Cincinnati's first and produced by WCPO-TV on Dec. 10, rang up $10,000 in pledges for "Mile O' Dimes," annual local affair to raise funds at Christmas time for needy children.

Entire WCPO-TV talent and production staff was employed to keep a running telecast of a full night's entertainment, backed up by show people from Greater Cincinnati night clubs and amateurs from Harris Rosedale's talent school.



WXEL (TV)'s studio and transmitter building in Cleveland, Ohio.

* * *

WXEL (TV) BOW

Is Cleveland's Third Outlet

CLEVELAND's third television station, WXEL (TV) on Channel 9, began commercial operations Saturday (Dec. 17) with industry and local dignitaries on hand for dedication ceremonies.

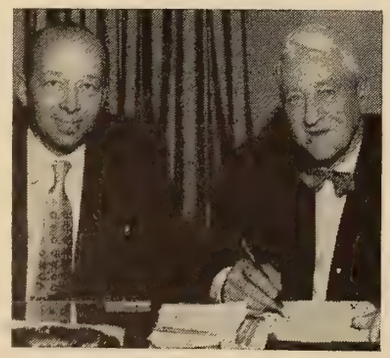
Officials from the DuMont TV Network, with which WXEL has a primary affiliation agreement, RCA, Capehart-Farnsworth, and state and local political leaders attended the opening. Afternoon events at the station and dinner that evening at the Hotel Cleveland were telecast.

Herbert Mayer, president of Empire Coil Co. and WXEL owner, president and general manager, released the station's rate card which has a basic evening hour gross rate of $500 and a spot rate of $60. Also announced is the latest estimate of TV sets in the northeastern Ohio area at over 117,000. In addition to DuMont programs, WXEL will carry ABC, Paramount and WPIX (TV) New York features.

WXEL's transmitter and studio were erected under supervision of Ben Adler, radio and TV consulting engineer, on highest terrain available in Cuyahoga County, 10 miles south of downtown Cleveland at Pleasant Valley and State Roads, Parma, the station reported. According to station officials, the six bay superturnstile antenna (tower is 437 ft.) has the highest power gain of "any television antenna in the Cleveland area." General Electric Co. supplied transmitter and film equipment while RCA cameras are used in the studio.

Mr. Mayer, who gave up law to establish in 1944 the Empire Coil Co., manufacturer of television set components, was authorized construction for WXEL in 1947. Executive staff also includes: Franklin Snyder, commercial manager; Russell Speirs, program director, and Thomas Friedman, chief engineer. Barbara Snyder handles public relations.

* * *



HERBERT MAYER (l), president of the Empire Coil Co., owner of WXEL (TV) Cleveland, and Commdr. Mortimer W. Loewi, director of the DuMont TV Network, contract to add WXEL to the network, effective last Saturday, Dec. 17. WXEL has replaced WEWS (TV) as DuMont's Cleveland outlet.

CATHODE TUBES

Mark Rise in Set Sales

SALES of television receiver cathode tubes in October reached an annual rate of 5,500,000, indicating a sharp increase in TV set production in November and December, according to figures reported by Radio Mfrs. Assn. for its member companies.

Trend toward larger picture screens is shown, with tubes of 12 through 13.9 inches comprising 48% of all October sales to equipment manufacturers. Tubes 9 through 11.9 inches accounted for 30.8% of sales and tubes above 14 inches for 17%. Tubes under 6 inches and 6 through 8.9 inches comprised only 3.4 and projection type tubes represented .02% of October sales.

October TV receiver tube sales totaled 456,375 units valued at $11,719,674 compared to a third quarter monthly average of 216,274 units valued at $5,718,150, or increases of 111% and 105% respectively.

Sales of TV cathode tubes totaled 2,585,585 units valued at $73,959,136 during the first 10 months of 1949, of which 2,423,589 units valued at $69,352,495 represented sales to set manufacturers. Sales of all other types of cathode ray tubes in October, including oscillographs, camera pickups, etc., amounted to 5,880 units valued at $318,509.

RMA has changed from quarterly to monthly statistical compilations of TV picture tube sales, which are compiled by its Tube Division.

TV HEARINGS

Loucks Sees Long Period

PHILIP G. LOUCKS, Washington radio attorney and former managing director of NAB, told the York, Pa., Rotary Club Dec. 7 that it is "doubtful" that FCC's far-reaching television proceedings can be completed before "the latter part of next year."

"Only after final decisions are reached will the current 'freeze' be lifted," he predicted in a speech reviewing the background and progress of the TV situation, including the color sessions already held and the scheduled UHF allocation hearings.

When the color study has been completed, he said, "it is expected that standards for color will be added to those for black-and-white and both systems will advance rapidly." He called attention to FCC's "compatibility" theory on color to support his belief that "there is slight danger that your present set will become obsolete."

Mr. Loucks reassured the York group that "your sound receiver, whether AM or FM, will serve you for many years to come. Sound broadcasting will continue to render its important service to listeners and advertisers alike for many years and I do not believe that anyone in this room will live to see its demise.

"Television, after its present allocation problems are solved, will develop rapidly to be sure, but I for one cannot foresee the time when it will displace its older radio companion, sound broadcasting."

RUBY CO. PLANS

Film Editing Rooms Set

RUBY Co., New York, which sells and leases equipment to film producers, is building new editing rooms which will be available to television film producers at daily, weekly or monthly rates, it was announced last week by Edward Ruby, company president.

The editing rooms will be equipped with the latest equipment needed for the purpose and will be air-conditioned and soundproofed, Mr. Ruby said. The new service will operate under a subsidiary, Ruby Editorial Service Inc., 729 Seventh Ave., New York.

CBS-TV Operas

CBS-TV will inaugurate telecasts of the *Opera Television Theatre*, starting Sunday, Jan. 1. The network, which acquired exclusive television rights to the theatre's productions, of which baritone Lawrence Tibbett is artistic director and Henry Souvaine managing director, will present other performances on a so-far unscheduled basis on succeeding occasions. First presentation is to be Bizet's "Carmen," with Gladys Swarthout in the title role, Robert Merrill as Escamillo and Robert Rounsevelle as Don Jose. Mr. Tibbett will be narrator.

WOAI-TV DEBUT

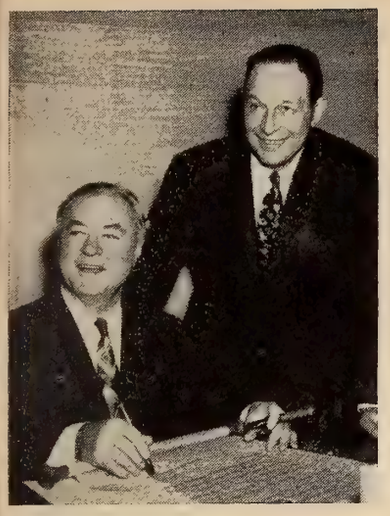
Ceremonies Herald Dec. 11 Opening

WOAI-TV San Antonio bowed in as the first television outlet in South and central Texas Dec. 11 amid formal ceremonies which drew representatives from the radio, publishing and other fields, as well as civic and military officials.

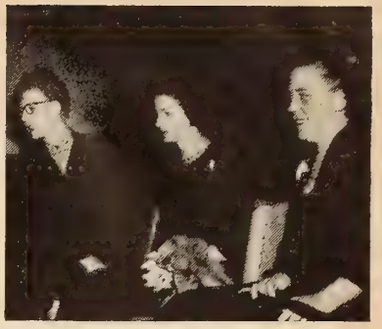
Hugh A. L. Halff, president and general manager of WOAI-AM-TV, opened the dedicatory ceremonies with a tribute to G. A. C. Halff, chairman of the board of Southland Industries Inc., owner and operator of the stations, for providing the area with television facilities. WOAI-TV operates on Channel 4 (66-72 mc) with 21.6 kw visual, 10.8 aural power.

Mr. Halff also introduced San Antonio Mayor Jack White, who proclaimed Dec. 11 as T-Day and the ensuing week as Television Week in the city. Other speakers were Congressman Paul J. Kilday (D-Tex.), U. S. Army and Air Force officials, and Charles L. Jeffers, engineering director for WOAI-AM-TV.

Inaugural program included a documentary film, "WOAI-TV is Born,"; a full-hour variety show, *Curtain Time*, consisting of local live talent, and film programs. The documentary depicted construction and installation phases of the station from the breaking of ground last February to T-Day. Programs were directed by J. R. Duncan, WOAI-TV program director, and produced by Dick Perry, production manager. Telecasts were viewed on TV receivers installed in studio viewing rooms and a cocktail lounge improvised for the occasion.



OFFICIAL proclamation designating Dec. 11 as T-Day in San Antonio is signed by Mayor Jack White in the office of Hugh A. L. Halff (standing), president and general manager of WOAI-AM-TV, who beams his obvious approval. Proclamation was read during dedicatory ceremonies which heralded formal opening of WOAI-TV on Channel 4.



THREE happy ladies—"television widows" during the past six months of construction work and testing at WOAI-TV San Antonio—watch the dedicatory ceremonies which marked opening of Texas' new television outlet. L to r: Mrs. Harry Pennington Jr.; Mrs. Hugh A. L. Halff, wife of WOAI-TV's president and general manager, and Mrs. Charles L. Jeffers, wife of station's dir. of engineering.

Coaxial Allocations

THE present set-up of coaxial cable time allocations among the four TV networks will be continued into 1950 by mutual agreement, it has been learned. Division of facilities, not sufficient at this time to provide fulltime New York-Chicago service to each network, was planned last summer for the fall season, Sept. 1 through the remainder of the year, but has worked out so well it will be continued unchanged for an indefinite period, possibly until the opening of AT&T New York-Chicago radio relay circuit sometime next year, when there will be enough TV circuits for everyone.

Chicago Council Plans

SECOND national conference of the Chicago Television Council is being planned for March 6-8 at the Palmer House, where the first such meeting was held last year. Eleven panel discussions have been scheduled for technical, production and programming phases of TV. Each of three luncheons will feature a nationally-known TV authority, according to Pres. George Harvey, sales mgr. of WGN-TV Chicago.

CANADIAN TV

Gets Parliament Approval

TELEVISION in Canada has been given the green light with approval by Parliament, early in December, of a $4,500,000 loan to Canadian Broadcasting Corp., for construction of its first two 5 kw video transmitters and studios for Toronto and Montreal. Toronto's station will be built at CBC headquarters on downtown Jarvis St., while Montreal's transmitter will be on Mount Royal.

Estimated cost of installation of the Toronto transmitter and 560 ft. tower is $184,000 and the Montreal transmitter is $204,000. Total capital expenditures will amount to $3,600,000, while $195,000 would be spent on training staff, $470,000 on experimental technical operation and a contingency fund of $235,000. Announcement has not been made yet on the firm to receive the contract. Transmitters are expected to be in operation about September 1951.

Dr. J. J. McCann, Minister of National Revenue, under whose department CBC operates, told Parliament there is no intention to keep private enterprise out of TV but there has been a lack of response by applicants in the cities to pool their resources for transmitter construction. Of five frequencies assigned Montreal, he said, two will be retained by CBC and of three in Toronto, CBC will have one. Government expects CBC TV operations for the first few years to cost $10 million, necessitating further loans to CBC since costs are expected to exceed revenue.

ZOOMAR Lens purchased for use in remote sporting event pick-ups and studio productions by WBZ-TV Boston.

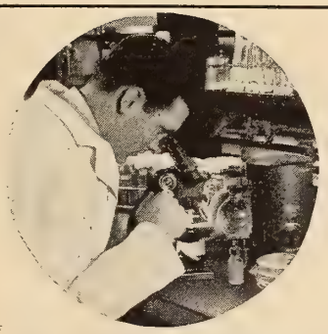
DC-3 RESCUE

NBC On Spot for TV Pickup

CRACKUP of a Capital Airlines DC-3 in the Potomac River near Washington's National Airport Dec. 12, killing four persons, was covered on-the-spot by WNBW-NBC (TV) Washington. Live coverage was said to be the first of its kind in TV history. Station picked-up dramatic rescue operations launched from Bolling Field Air Base for the 19 survivors.

WNBW's mobile unit and trailer power generator were rushed to the scene and began transmitting pictures shortly after midnight, three hours after the crash. Technical Director Charles Colledge strung wire to a field telephone booth while risky assignment was undertaken by Archie De Veaux, station rigger, who scaled WNBW's Wardman Park Hotel transmitter tower in rain and fog to install in less than an hour a microwave receiving disc that had been removed for repairs.

Normal sign-off Monday at 10:30 p.m. was filled until rescue pick-up with film shorts and bulletins on progress of operations. Special network feed was delayed temporarily because of audio difficulties but cleared for a 12:35 to 1:15 a.m. telecast. Station reports picture signal good despite weather conditions and irregular current provided by portable generation. Mr. Colledge directed technical arrangements while Program Manager Ralph Burgin described rescue activities and interviewed personnel on crash boats. Arthur Barriault, NBC reporter, broadcast a special program to NBC radio at 11:15 p.m. as a portion of NBC *World News Roundup*.



WHAT YOU SHOULD KNOW ABOUT TB RESEARCH

In universities and laboratories throughout the country, America's scientists are conducting an unceasing war against tuberculosis. This year alone, more than 22 separate yet coordinated studies are being aided by the National Tuberculosis Association and its affiliates — *made possible by your purchase of Christmas Seals.*

Under investigation are such questions as the chemistry and virulence of the tuberculosis germ, factors influencing the course of early tuberculosis, the reason some strains of germs become resistant to streptomycin, and the effectiveness of a combination of drugs in tuberculosis treatment.

Since 1904, the overall TB program has helped cut the death rate by *eighty-five per cent* — yet TB still kills more people between 15 and 34 than any other disease.

So, please, buy and use Christmas Seals—send in your contribution, today.

BUY CHRISTMAS SEALS



Because of the importance of the above message, this space has been contributed by (BROADCASTING • *Telecasting*)

LEASE SEND **BROADCASTING** AND
950 YEARBOOK AS MY GIFT TO—

1 for $7.00

☐ √ IF RENEWAL
Name .....
Firm .....
Address .....
City..... Zone..... State.....
Sign gift card: .....

2 for $13.00

☐ √ IF RENEWAL
Name .....
Firm .....
Address .....
City..... Zone..... State.....
Sign gift card: .....

3 for $19.00

☐ √ IF RENEWAL
Name .....
Firm .....
Address .....
City..... Zone..... State.....
Sign gift card: .....

4 for $25.00

☐ √ IF RENEWAL
Name .....
Firm .....
Address .....
City..... Zone..... State.....
Sign gift card: .....

5 for $30.00

☐ √ IF RENEWAL
Name .....
Firm .....
Address .....
City..... Zone..... State.....
Sign gift card: .....

6 for $35.00

☐ √ IF RENEWAL
Name .....
Firm .....
Address .....
City..... Zone..... State.....
Sign gift card: .....

7 for $40.00

☐ √ IF RENEWAL
Name .....
Firm .....
Address .....
City..... Zone..... State.....
Sign gift card: .....

8 for $45.00

☐ √ IF RENEWAL
Name .....
Firm .....
Address .....
City..... Zone..... State.....
Sign gift card: .....

PORTANT—Mail today to:

BROADCASTING • TELECASTING

NATIONAL PRESS BLDG., WASHINGTON 4, D.C.

] $ _____ enclosed ☐ Bill me later

gned .....

rm .....

ddress .....

give to anyone in radio-tv



BROADCASTING

Merry Christmas

52 WEEKS A YEAR

. . . with **BROADCASTING • TELECASTING.** What better gift than that of business knowledge, of thought-provoking feature articles and lens-sharp reporting of all radio—AM, FM, TV—Monday every week. Profitable to give, BROADCASTING's practical and sensibly priced, too.

Wind up your Holiday gift-giving quickly and inexpensively by listing your clients, staff members, prospective advertisers, radio friends on handy-order form at right. Each gift announced with a full color Christmas card, hand-signed with your name. Subscriptions start with December 26 issue.

Remember, when you give **BROADCASTING • TELECASTING** you give the finest in radio for 52 weeks, plus the big 3½ lb. 1950 Yearbook.

at Special Christmas rates . . .
1 for $7 4 for $25 8 for $45

Note: Your own subscription may be renewed as part of this order. Simply list it first, as addressed, and we'll extend the subscription for one year from its present expiration. Special prices apply to both new and renewal subscriptions.



BROADCASTING
TELECASTING

The Newsweekly of Radio and Television

Telecasting
Insert
Pull Out for Filing

Programs

KTUL 'CITY REPORT'

Esau Defends Forum Airing

BROADCAST by KTUL Tulsa, Okla., of activities of municipal government, has been upheld by John Esau, KTUL vice president and general manager, after a demand by a Republican party leader that the CBS station's local program *City Report* be discontinued.

John L. Stanley, GOP city chairman, complained that the program, which has been on the air since the present city administration took office in 1948, is "political." Mr. Esau replied that the program has always been impartial, and he rejected the Republican demand, despite a threat by Mr. Stanley and party leaders to enter a formal complaint with the FCC. *City Report* is aired each Sunday night with various city officials explaining departmental functions. According to the station it is a nonpartisan, public interest forum.

FTC SETS DATES

Advertisers May Reargue

FEDERAL Trade Commission has set new dates for reargruments on pending undecided cases involving advertisers who may desire to testify again because of recent personnel changes in FTC membership. Reargument is not required and transcripts of previous testimony and record of action will be accepted, the commission said.

FTC listed these advertisers, all charged with misrepresentation of advertising: Philip Morris & Co. Ltd. (cigarettes, smoking tobacco), for Jan. 4; Procter & Gamble Co. (Teel liquid dentifrice), for Jan. 23; and Carter Products Inc. (Carter's Little Liver Pills), for Jan. 30. Twenty-seven other respondents also were given opportunity to reargue their cases.

EFFECTIVE series of child guidance broadcasts has been inaugurated on KRNT Des Moines, Iowa. Series, called *Greater Horizons*, devotes 15 minutes to dramatization of actual juvenile case from files of Child Guidance Dept. of Iowa. Last half of show contains discussion period, featuring college and university guidance experts and state authorities. Problems posed in particular case just heard are generalized and possible solutions offered. Series is produced and directed by Charles Miller, KRNT's program director.

Spot Coverage

FIRE in house directly across street from WINX Washington studios recently was covered by Announcer Milton Grant, who discovered it, and Disc M.C. Sam Brown who aired bulletins while firemen were arriving. Other station personnel interviewed persons on the scene and relayed close-up information to Mr. Grant, thus giving WINX listeners almost instantaneous coverage.

Chemical Headlines

NEW series on WSYR Syracuse, N. Y., is jointly produced by Syracuse U. radio and chemistry departments. Shows focus attention on latest developments in chemistry and are titled *Headlines In Chemistry*. Interviews with commercial chemists point up practical aspects of such things as atomic energy, anti-histamines and cortisone. Program is aired Sunday at noon.

Old Game on TV

ABBREVIATED form of rugged game played by Canadian Indians is currently being sponsored by Gunther Brewing Co. on WBAL-TV Baltimore. Box Lacrosse is played in local armory with small teams. Participants are teams from local colleges. Though game is far cry from older form, in which teams of between 75 and 200 men participated, much action is anticipated weekly. Nick Campofreda is handling vocal side of telecasts.

Prompt News Airings

ON-THE-SPOT recordings of important news breaks appear often in WTIC Hartford, Conn., newscasts within minutes after events occur. Recent "scoop" was airing of interim appointment by Gov. Chester Bowles of William Benton as U. S. Senator from Connecticut. Mr. Benton's verbal acceptance was broadcast by station as well as recording of Mrs. Benton's reactions. Latter was carried on *Radio Bazaar*, daily show for women. Recordings were made with portable equipment in executive chambers at State Capitol with Program Manager Harvey Olson in charge.

Pupil's Program

SHOW in which talent from Philadelphia public school was utilized recently was aired over WPTZ (TV) Philadelphia for meeting of Philadelphia Home and School Council. Large screen and several smaller receiving units were set up in Board of Education auditorium for viewing of show by those attending meeting. Interviews with displaced children attending local schools were featured and children demonstrated dance manners for teenagers. Speakers told delegates of adaptation of TV for classroom use.

Institutional Approach

NEW kind of public service series on WQQW Washington is sponsored by R. Mars Contract Co., furniture wholesaler in that city. Daily 15-minute show is purchased by firm, which, in turn, makes time available to any qualified group with a public service story. Show is titled *Men from Mars*. Idea originated with James R. Connor, advertising and promotion director of Mars Co. Company also sponsors *Viewpoint—The Washington Forum of the Air*, Sunday feature on WQQW for over a year.

PEABODY AWARDS

Entry Deadline Is Jan. 9

ENTRIES for the annual George Foster Peabody Radio and Television Awards are now being received at the Henry W. Grady School of Journalism at the U. of Georgia, according to Dean John E. Drewry of the Grady School. Final date for entries, which are to be based on 1949 broadcasts, has been set for Jan. 9, 1950.

The Peabody Awards are for outstanding service and excellence of programs. For the first time, television awards will be made. The awards will be announced at a meeting of the Radio Executives Club of New York, May 4, by Edward Weeks, editor of the *Atlantic Monthly* and Peabody board chairman, and Dean Drewry.

Sports Co-op Series

JACKIE ROBINSON, Brooklyn Dodgers baseball star, will open a new sports program on ABC starting Jan. 22. *Jackie Robinson Show* will be aired Sunday, 10:30-10:45 p.m. and will be offered by ABC to local sponsors on a cooperative basis.



BE FIRST ON THE AIR with these RCA VICTOR hits on "DJ" couplings*



PERRY COMO
A Dream Is A Wish Your Heart Makes
The Magic Song
DJ-817



MINDY CARSON
All The Bees Are Buzzin'
Too-Whit! Too-Whoo!
DJ-819



PHIL HARRIS
The Old Master Painter
St. James Infirmary
DJ-818



VAUGHN MONROE
So This Is Love
There's No One Here But Me
DJ-816

* "DJ" records are special pressings—for radio station use only!

RCA VICTOR RECORDS

THE 'WHO-AND-WHAT' OF LISTENERS

KSMO Finds Answers in Six-Months Survey

DEFINITE, tangible evidence of who radio listeners are, how much they listen, what they do and what their living habits are, has been obtained from a six-months study, according to General Manager George Arnold of KSMO San Francisco.

After assuming management of the station, Mr. Arnold said it became his immediate objective to get the facts about the KSMO audience circulation. "We wanted conservative information," Mr. Arnold stated, "upon which agencies and clients could rely. Just talk, glamour, reputation or personalities are not enough to help guide in buying advertising media."

Four thousand questionnaires were sent out by direct mail asking people how many hours each day they listened to KSMO. Of these questionnaires, more than 1,200, or 30% were completed and returned to the station. All had been distributed on a percentage basis according to population.

Here are some facts KSMO found about its listeners: 27% classify themselves in the professional field, 20% are students, 7.2% education, 6.9% clerical; 54% tune KSMO at least three times per week in the morning, 44.2% in the afternoon, 86.4% in the evening; 3.4% own a TV set now and 9.1% state they will buy within a year or are considering; 47.6% are home-owners, 10.9% rent homes, 30% live in apartments; 13.9% have two or more cars within the family; 22.9% mention using trains for travel, 21.5% planes and 47.9% automobiles; more than half (54.7%) of these respondents dine out at least once or twice a week.

WTJH OPENS

New Georgia Daytimer Begins

SERVING a primary group of three communities, WTJH East Point, Ga., went on the air last Thursday. The station is owned and operated by James S. Rivers. A daytime outlet, WTJH operates on 1260 kc with 1 kw.

Mr. Rivers said programs would emphasize religious topics, hillbilly and popular music, children's shows and newscasts. Besides East Point, WTJH also serves College Park and Hapeville.

RADIO and television professionals in Chicago are available as speakers to civic, church and social groups through plan instigated by Headline Club, local chapter of Sigma Delta Chi, professional journalism fraternity.

CBC APPROVALS

CFCF Gets Separate AM-FM

FIRST separate AM and FM operation of a Canadian station was approved by the board of governors of Canadian Broadcasting Corp. for CFCF Montreal, at the December CBC board meeting at Montreal. CFCF and CFCF-FM will be licensed as separate commercial broadcasting stations. CFCF-FM has for some months been operating an experimental FM program service.

At same board meeting new AM licenses were recommended for Shawinigan Falls, Que., with power of 1 kw on 1220 kc to the Shawinigan Falls Broadcasting Co. Ltd., and for Radio La Sarre Inc., La Sarre, Que., for 250 w on 1240 kc and affiliation with the French network.

KCOL PROMOTES

New 'Blanket' Coverage

"TEASER" announcements were aired by KCOL Fort Collins, Col., at all station breaks and promotion pieces were distributed heralding the station's power increase from 250 w to 1 kw and move from 1400 kc to 1410 kc last week.

KCOL, licensed to Northern Colorado Broadcasting Co., told listeners to "look for the new blanket. What is the new blanket? The new blanket is coming soon. . . ." Station then explained it meant coverage of the Northeastern Colorado area and launched 25 contests in which wool blankets were awarded as prizes the day station went to 1 kw fulltime. In addition, KCOL sent out a promotion piece announcing a new monthly publication, *The KCOL Blanket*, which was first issued last week. Included are news of the station, pictures, success stories, availabilities and other features.

DIRECTORS of Motorola Inc., Chicago, voted 50% increase in its regular quarterly dividend, from 25¢ to 37½¢ a share. Special year-end dividend of 37½¢ a share also was declared, bringing total dividends for year to $1.50, compared with $1.25 in 1948.

Technical

DANIEL H. SMITH, appointed technical director of Maine Broadcasting System with offices at WCSH Portland, system's key station. He was previously with Western Electric and Graybar Electric, New York, in field engineering and broadcast sales engineering assignments, and has 17 years engineering experience.

ROBERT L. HARRELL resigns as chief engineer of WKAN and WKIL (FM) Kankakee, Ill., to become chief engineer at KMOD Modesto, Calif. **RICHARD ECKELS** succeeds him at WKAN and WKIL.

JOHN WARREN HALLAM, graduate of Capitol Radio Engineering Institute, Washington, joins engineering staff of WSTV Steubenville, Ohio.

DON ANDERSON appointed chief engineer for KJR Seattle. **L. S. BOOKWALTER,** former chief engineer for KJR and KOIN Portland, becomes director of engineering for the Seattle station. Mr. Bookwalter, who continues as chief engineer for KOIN as well as director of engineering for the two Marshall Field stations, will maintain his headquarters in Portland, and will work in advisory capacity with Mr. Anderson and **CLARENCE CLARK,** KJR studio supervisor.

JAMES E. BRADY, camera control engineer on CBS-TV *Ed Wynn Show,* and **MARDI ANDERSON,** production secretary on show, were married Dec. 9.

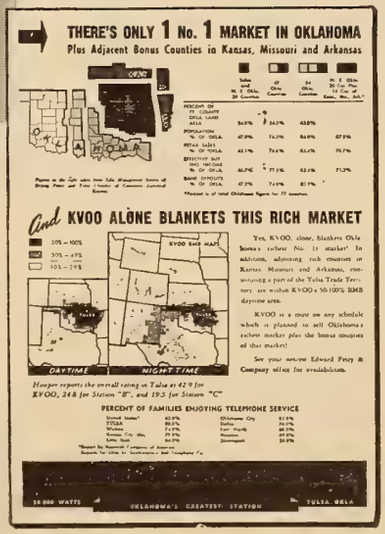
DANIEL BRECHNER, engineer for WWDC Washington, is the father of a girl, Deborah Ann, born Dec. 2.

RCA ENGINEERING PRODUCTS Dept., Camden, N. J., (sound products section) announces new line of radio and sound distribution systems especially designed for hotel installations. Systems are built around six essential "blocks" with standard tuner kit including both FM and AM reception.

WOUI (FM) Debut

THEODORE C. STREIBERT, WOR New York president, participated last Tuesday in the inauguration ceremonies of WOUI (FM) Athens, Ohio U. station. Mr. Streibert was the guest of John C. Baker, university president, who presided at the ceremonies. WOUI is a 10 w station, operating on 88.1 mc.

Consumer Market data PLUS



SRDS CONSUMER MARKETS gives all the up-to-date figures market and media men regularly use in selecting state, county, and city markets for consumer products.

A *national advertising manager* writes: "We are using it to lay out sales quotas and advertising plans." . . . An *account executive* writes: "More information than I have ever seen in a single market data book." . . . A *time buyer* writes: "Has figures on farm radio homes and markets I have been looking for years."

The PLUS factor is the *Service-Ads* of many media (like the KVOO *Service-Ad* shown here).

This is one of 258 *Service-Ads* in the 1949-1950 CONSUMER MARKETS.

They supplement and expand local market data with additional useful information.

Send for Full Explanation folder describing the full scope of CONSUMER MARKETS.

Consumer Markets
A Section of Standard Rate & Data Service
Walter E. Botthof, Publisher
333 North Michigan Avenue, Chicago 1, Ill.
New York • San Francisco • Los Angeles



GL-5814
This tube is similar to the 12AU7. Improved heater design with a somewhat higher heater current.

GL-5751
Similar to the 12AX7, except that amplification factor is 70. Improved heater design with somewhat higher heater current.

GL-5670
Similar to the 2C51 except for improved heater design and a somewhat higher heater current.

GL-5654
7-pin miniature high-frequency pentode. Electrically the same as the 6AK5.



Pinpoint-designed for Specific Needs!

GENERAL ELECTRIC CUSTOM MINIATURES ON THE JOB FOR AVIATION— STANDING BY TO WORK FOR YOU!

RELIABILITY is the one big feature common to the four tubes shown here. First of a growing family of General Electric miniatures designed and built to order for specific jobs, these tubes now are at work for commercial airlines in altimeters, radio compasses, radio control equipment, and high-frequency aircraft radio receivers.

Each tube receives 50 hours of operation under Class A conditions. As an added control, samples regularly are selected and subjected to a life test in which the tube is operated normally but intermittently by turning the heaters on and off at one-minute intervals. These unusually exacting tests are made to avoid early life failures, and to assure that tube performance will be in line with ratings consistently.

Aviation is but one of many industries to which G-E Custom Miniatures are adapted, and for which General Electric special design and production facilities are available. Why not use these tubes for superior performance in *your* next design? Wire or write *General Electric Company, Electronics Department, Schenectady 5, New York.*

CHARACTERISTICS

TYPE GL-5814

Heater voltage, a-c or d-c series	12.6 v
Heater current	0.175 amp
or	
Heater voltage a-c or d-c parallel	6.3 v
Heater current	0.350 amp
Max ratings, design center values, each triode section:	
plate voltage	300 v
plate dissipation	2.75 w
Typical operation, each section:	
plate voltage	250 v
grid-bias voltage	−8.5 v
amplification factor	17
plate resistance	7,700 ohms
transconductance	2,200 micromhos
plate current	10.5 ma

TYPE GL-5751

Heater voltage, a-c or d-c series	12.6 v
Heater current	0.175 amp
or	
Heater voltage, a-c or d-c parallel	6.3 v
Heater current	0.350 amp
Max ratings, design center values, each triode section:	
plate voltage	300 v
grid-bias voltage	never positive
plate dissipation	1.0 w
Typical operation, each section:	
plate voltage	250 v
grid-bias voltage	−3 v
amplification factor	70
plate resistance	58,000 ohms
transconductance	1,200 micromhos
plate current	1.1 ma

TYPE GL-5670

Heater voltage, a-c or d-c	6.3 v
Heater current	0.350 amp
Max ratings, design center values, each triode section:	
plate voltage	300 v
plate dissipation	1.5 w
Typical operation, Class A1:	
plate voltage	150 v
cathode resistor, per section	240 ohms
plate current, per section	8.2 ma
transconductance, per section	5,550 micromhos
amplification factor	35

TYPE GL-5654

Heater voltage, a-c or d-c	6.3 v
Heater current	0.175 amp
Max ratings, design center values:	
plate voltage	180 v
grid No. 2 voltage	140 v
plate dissipation	1.7 w
grid No. 2 dissipation	0.5 w
Typical operation:	
plate voltage	120 v
grid No. 2 voltage	120 v
cathode-bias resistor	200 ohms
plate resistance (approx)	0.34 megohms
transconductance	5,000 micromhos
plate current	7.5 ma
grid No. 2 current	2.5 ma

GENERAL ELECTRIC

180-H7

FIRST AND GREATEST NAME IN ELECTRONICS

Promotion



ELABORATE promotion piece sent to trade by KYW Philadelphia points up station's coverage of "nation's third market." Piece begins with letter to timebuyers stating that improved facilities have strengthened KYW's grasp on its coverage area. Accentuating this is cardboard monkey wrench gripping map of station's area. On back of wrench is written, "Tighten your grip on the nation's third market . . . Use Hard-Working KYW . . ." Blown-up map is included in folder as well as blue bandana, pointing up, again, KYW's coverage. Folder itself is quarto folded poster with information and pictures concerning station talent, programs and promotion.

WNAX Booklet

FOLDER titled "Grass Roots Radio, Big Aggie Style" prepared by Katz Agency Inc., New York, for WNAX Yankton, S. D.-Sioux City, Iowa. Booklet reports on station's "extra-curricular activities," showing how such activities enable station to develop personal relationship between itself and its five-state rural audience. Events described in booklet include farmstead improvement program, assistance to snowbound farmers, support of 4-H clubs, scholarship awards and appearance of station personalities at local events.

Wall of Honors

BULLETIN showing wall of WCOP Boston bedecked with certificates of award is latest promotion piece sent to trade by station. Text explains that WCOP has won highest award each for year it was eligible in ABC promotion contests. Same effort is used in promoting local shows as those from ABC, folder explains.

Novel Prize

REQUEST for merchandise prize from Advertising Club of Washington for its annual Christmas party drew unusual donation from WTOP Washington. John S. Hayes, vice president and general manager of station, offered "One prime aged-in-the-audience station break, class A time, worth $60 on the station with the largest audience (by 32%) and the most watts (50,000) in Washington, to any reputable advertiser."

Mutually Helpful Promotion

HELPFUL promotion both to itself and advertisers in its newspaper affiliate currently being carried on by WWSW Pittsburgh and *Post-Gazette*. Station, in changing to new frequency of 970 kc., teamed up with numerous local radio dealers and repairmen who agreed to make changes on pushbutton radios free of charge for station's listeners. Station advises audience to turn to special classified section of *Post-Gazette* for name of nearest repairman who will do necessary changing. Dealers have been furnished with knob hangers which bear remark, "Your radio has been adjusted to the NEW setting for the NEW 20-times-more-powerful WWSW, Pittsburgh's Sports Station, now on 970 on your dial."

WMAR-TV Statistics

SMALL sheet with graph showing Baltimore's lead over other markets in share of TV audience is latest promotion sent to trade and advertisers by WMAR-TV Baltimore. On graph is written, "WMAR-TV Leads in Baltimore." Statistics are based on C. E. Hooper's "TV Audience Index and TV Trends" for Aug.-Sept. '49.

Jamboree Publicity

REPRINT of pictures and stories from *Wheeling Intelligencer* have been combined into full page spread and sent to trade by WWVA Wheeling, W. Va. Promotion concerns station's 16th annual WWVA Jamboree. Pictures of talent, audience and lines outside theatre where Jamboree was held are included. Printed in red across stories is statement, "The WWVA Jamboree —17 years old and Growing Stronger Every Year . . . Available to sell your product, too! See Edw. Petry & Co."

Flag Identifies

NEW company flag, to be used as institutional insignia in television and other advertising, adopted by General Mills, Minneapolis. Flag will be displayed atop properties of company from coast to coast. It was center of 1949-50 grocery products division sales campaign and will be used in General Mills' sponsored shows over television.

Advertisers Primer

BOOKLET, "A Television Primer for Advertisers," has been sent to present and potential advertisers by WMCT (TV) Memphis and WTAR-TV Norfolk, Va. Sixteen-page brochure explains the how, why and what of TV advertising based on local station experiences. It was written by WMCT Production Manager Bill Brazzil.

Ear-Catching Rhyme

SERIES of promotional "courtesy" announcements in rhyme designed to give strong listener-impressions of national and local upcoming shows has been started by WTTM Trenton, N. J. "Poems" range in length from four to eight lines and are tagged with time and date of show plugged. Typical examples are:

"Willie Shakespeare said it, 'The world is just a stage.'
A backdrop for each little act of playful youth and age.
Of course to catch the *best* acts is quite a trick to do,
So it's the *NBC THEATRE* we recommend to you!" and, locally,

"Sweet and soft—smooth and mellow
Swing your gal—swing your fellow
Polish up those dancing shoes
Chase those early-winter blues
Don't let work-days start to rub
Tune in on our *920 CLUB!*"

Education Offers

SMALL booklet distributed by NBC announces its *University of the Air* series of Home-Study Courses in contemporary literature, music, social science and contemporary living. Titled "Yours for the Taking," booklet gives information concerning various programs through which lessons are heard.

Marquette U. Basketball

FIRST telecast by WTMJ-TV Milwaukee from Madison, Wis., was on occasion of Marquette U.'s basketball game against U. of Wisconsin in Madison. Marquette fans, numbering 2,000, saw game on large screen in their gymnasium over television relay facilities installed by AT&T. Game was first of nine basketball games to be sponsored by First Wisconsin National Bank on WTMJ-TV.

Christmas Tree

ADVANCE notice of Christmas gifts sent to trade by WING Dayton, Ohio. Mimeographed sheet with text printed in red in shape of Christmas tree tells recipients that their WING memo pads will arrive with best wishes from station. Letter is signed by Adna Karns, general manager.

Personnel

ROBERT IVES, formerly with Sindlinger & Co., joins WCAU Philadelphia promotion department.

DAVE BOGART, formerly with ABC New York, joins promotion staff of KGO San Francisco. He replaces **LYNN FRENCH**, resigned.

EMILY ASHE BANKS, publicity director of Town Hall and *America's Town Meeting*, resigns. Future plans have not been announced.

MICHAEL DANN, NBC trade news editor, and **JOANNE LUCILLE HIMMELL** of WNBC New York *Tex and Jinx* staff, were married Dec. 2.

RANDY SMITH, promotion and advertising chief for KOA Denver, is the father of a girl, Marcie Lynn.

V.I.P. SERVICE

Clears Local Shows, Ideas

V. I. P. SERVICE Inc., New York, has established a clearing house for local station programs and sales promotion ideas, Bill Murphy, V. I. P. head, announced last week.

The firm will act as an exchange for local station managers or owners requesting shows for a client. Ideas, transcriptions and inquiries will be sent, with producers and writers trading through V. I. P. receiving royalties on sales of their ideas to other stations. Royalties will be based upon percentages of weekly prices of the shows. The same basis will be used in deciding royalty payments on publicity and sales promotion packages.

Election at CBS

NLRB ELECTION was agreed on Dec. 9 between CBS and Radio Guild, UOPWA, CIO, for about 600 white collar workers at the network. Balloting is to be Jan. 18. Bargaining unit was reduced in size by about 50 after argument by CBS to cut it by much more and by the union to resist any cut.



You can put The Texas Rangers, stars of stage, screen and radio, to work for your products — your client.

Over the past few years The Texas Rangers have done an outstanding selling job on both small and large stations — over four straight years for two different breweries, five years for a bakery, over five years for a dairy.

The Texas Rangers are America's largest and finest group, playing and singing Western tunes. Their music is transcribed vertically for high fidelity —ideal for either FM or AM.

They are priced right for your market and your station.

Wire, Write or Phone for Complete Details

THE Texas Rangers
AN
ARTHUR B. CHURCH PRODUCTION
KANSAS CITY 6, MO



ole' MacDonald . . .

If ole Mac farmed or ranched in Montana, he made money. $265 million to be exact for Jan.-Sept. 1948. Farming is just one of 4 major industries which together toted up retail sales of over $100 million in 1948.
A good portion of Montana's rich areas sit in the KGVO-CBS signal. And the best portion of sales in the area are KGVO-made sales. Yours?



The Art Mosby Stations
CBS KGVO • KANA
5 KW DAY—1 KW NITE MISSOULA
ANACONDA BUTTE 250 KW
Know MONTANA ★
★ NOT ONE, BUT SEVEN MAJOR INDUSTRIES

DERR PROMOTED

Is CBS Associate Sports Dir.

APPOINTMENT of John Derr, assistant since April 1947 to CBS Sports Director Red Barber, as associate director of sports for both radio and TV, was announced last week. The appointment is effective Jan. 1.

Mr. Derr's new assignment, while entailing no actual camera direction of sports telecasts, will include supervisory work with all radio and TV sports programs.

The appointment, according to Davidson Taylor, CBS vice president, is another result of the recent integration of CBS radio and TV public affairs, which has necessitated the need for a fulltime administrator to handle many of the operational duties for Mr. Barber, whose broadcasting commitments sometimes preclude his presence at CBS headquarters.

Mr. Derr joined Mr. Barber's staff as a writer in September 1946, and became editor of his sports program in January 1947. He covered the London Olympic games for CBS in 1948 and substituted for Mr. Barber on several "catbird seat" broadcasts. He also produced the *Football Roundup*, in which more than 20 games were covered via direct pickup wire and telephoned news reports.

WGAR Business High

NOVEMBER was the all-time-high month from point of business in the 19-year-old history of WGAR Cleveland, according to Carl E. George, vice president and sales head of the station. Mr. George said new sponsors included Shell Oil, Hudson Motors, Kaiser-Frazer, Dodge and Procter & Gamble for Prell. November renewals were received from Metropolitan Life, Simoniz, Ajax cleanser, Ward Baking, Halo shampoo, Tenderleaf tea, Blue Bonnet margarine and Carr-Consolidated biscuits.

KXO El Centro, Calif., joins Southern Calif. Broadcasters Assn. as 46th member.



ATTENDING reception in Palace Hotel studios of KCBS San Francisco for visiting executives of CBS Pacific Network are (l to r): Arthur Hull Hayes, CBS vice president and general manager of KCBS; P. H. Kelsey, of Marsh & McLennan, San Francisco; Wayne P. Steffner, CBS Pacific Network sales manager, and Dick McKee, Young & Rubicam, San Francisco. Reception was held to introduce visiting executives to Bay Area agency people who place business with the network.

BIG BROTHER WEEK

Radio To Aid in Drive Against Juvenile Delinquency

OBSERVANCE of Big Brother Week, Jan. 15-21, will be aided in its fight against juvenile delinquency by radio sponsors and talent, it was learned last week.

The project has the approval of The Advertising Council, and will be recommended in the group's January-February bulletin as a public service theme for advertisers to support in addition to their regular contributions under the radio allocation plan.

Assisting Big Brothers of America Inc., the sponsor organization, is an advisory committee on public relations, comprising:

Harry A. Batten, president, N. W. Ayer & Son; Thomas D'A. Brophy, chairman of the board, Kenyon & Eckhardt; Jerry Crowley, advertising promotion manager, Metropolitan Life Insurance Co.; Norman W. Geare, president, Geare-Marston Agency; Philip Klein, Philip Klein Advertising Agency; Al Paul Lefton, president, Al Paul Lefton Co.; Donald W. Thornburgh, president and general manager, WCAU Inc., Philadelphia.

Members of national committee of sponsors include Eddie Cantor, James Stewart, Paul Whiteman and Rexall Drug Co. president, Justin Dart.

Among network programs which have indicated cooperation in the effort is *We, the People*, the Gulf Refining show (NBC and NBC-TV) handled by Young & Rubicam Inc., New York.

WOHI DEBUT

New Fulltime Outlet Opens

WOHI East Liverpool, Ohio, fulltime, 250 w outlet on 1490 kc, took the air Dec. 1 when some 1,500 persons filed through the studios during open house. Greetings, used on the air, were received from nine other radio stations and one television outlet in the Eastern Ohio, West Virginia and Western Pennsylvania area. During its first week of operation, WOHI also inaugurated high school basketball broadcasts.

Executives of the new independent include: Richard V. Beatty, president and general manager; C. V. Beatty, vice president; George Farrall, secretary-treasurer; Harold Fitgerald, commercial manager; David Taylor, chief engineer; John W. Ridder, program director. Station is owned and operated by the East Liverpool Broadcasting Co.

BUSES of Kitchener, Ont., Public Utilities Commission being equipped with FM radio receivers following test and public poll of FM transit radio conducted in conjunction with CFCA-FM Kitchener, first all FM broadcaster in Canada.

WARREN AGENCY

Jackson, Delaney Partners

WILLIAM WARREN Agency, New York, will become a partnership, effective immediately, and will be known as William Warren, Jackson & Delaney, New York. Stevens P. Jackson, who has been with the William Warren Agency as head of the television department for past three years, was named a partner in the firm.

S. Thomas Delaney, formerly with WMCA New York as an account executive and before that with WWRL Woodside, L. I., and WHOM New York, also has been appointed a partner of the agency. The firm has added two new accounts: Marshal Jewelers, Fifth Ave., sponsoring *Holiday Hints* on WJZ-TV New York, Friday, and Roberts Technical & Trade Schools of Manhattan and Brooklyn, which will use radio. Latter firm is currently on WJZ and WMGM New York.

Kent R. Young

FUNERAL services for Kent R. Young, 42, KECA-TV Hollywood engineer who was killed Dec. 8 when his car went over a Mt. Wilson embankment, were held Dec. 11 at Richardson Mortuary, San Luis Obispo, Calif. Interment was in San Luis Obispo. Mr. Young is survived by his wife, Eleanor, and four children.

Mr. James H. West
The Kastor Agency
Chicago, Illinois

Dear Jim:

This here West Virginny town o' Charleston, th' hometown o' WCHS, is sure a good place ter do bizness in. Why Jim, jest t'other day I seen a piece in th' paper which sed that they's more money spent in th' retail stores here then th' total income o' th' population! Now how d'yuh like thet? Folks here spends more then they makes — er so hit would seem. Course, fellers like you knows them figures means sumpthin' else. They means thet Charleston is th' center uv a big tradin' center, an' thet lots o' folks comes inter town ter buy. Then when yuh remembers thet WCHS covers not only th' city o' Charleston but th' other places where th' folks come from, too, why it seems like WCHS ud be a good station ter have workin' fer yuh, don't it Jim?



Yrs.
Algy

WCHS
Charleston, W. Va.

REASON WHY

People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 24 years. And it's why they buy WIBW-advertised goods.

WIBW The Voice of Kansas in TOPEKA

ACTIONS OF THE FCC

DECEMBER 9 TO DECEMBER 16

CP-construction permit | ant.-antenna | cond.-conditional
DA-directional antenna | D-day | LS-local sunset
ERP-effective radiated power | N-night | mod.-modification
STL-studio-transmitter link | aur.-aural | trans.-transmitter
synch. amp.-synchronous amplifier | vis.-visual | unl.-unlimited hours
STA-special temporary authorization | CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

December 9 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

Carl F. Knierim, Grand Coulee, Wash.—Designated for hearing Feb. 9, 1950, application for new station 1240 kc 250 w, specified hours; granted petition of KXLE Ellensburg, Wash., requesting said application be designated for hearing, and made KXLE party to proceeding.

M. R. Lankford, Princeton, Ind.—Designated for hearing on Feb. 13, 1950, at Washington, application for new station 910 kc 500 w D and made WPFB Middleton, Ohio, party to proceeding.

WNAE Warren, Pa.—Designated for hearing in Washington Feb. 15, 1950, application to change hours from D to unl.; change power from 1 kw to 100 w-N, 1 kw-D, and change trans. location.

SSA—Denied

WNAE Warren, Pa.—Denied application for SSA operate nighttime hours from local sunset at Warren to 12 p.m. (EST) on 1310 kc with 100 w.

Modification of CP

WMBD Peoria, Ill.—Granted mod. CP change from DA-D to DA-DN.

Extension Granted

WSGN Birmingham, Ala.—Granted application for extension of time to Dec. 15 within which to comply with Sec. 3.109 of rules.

Choice Required

Il Progresso Italo-Americano Pub. Co. Inc., New York—Corporation was requested to notify Commission within 20 days as to which of two applications it wishes to pursue (1) to assign license and CP of WINS New York from Crosley Bcstg. Corp. to Il Progresso Italo-Americano or (2) application of Atlantic Bcstg. Co. Inc., wholly owned subsidiary of Il Progresso Italo-Americano, to move main studio of WHOM from Jersey City, N. J., to New York. Since both applications seek facilities in same city, they are inconsistent and fall under Commission rules prohibiting consideration of both.

Extension Granted

WIRK West Palm Beach, Fla.—Granted extension of present temp. authority for period of 30 days from Dec. 8 to operate with reduced power, pending repair of damage caused by hurricane.

KOL Seattle, Wash.—Granted extension of present temp. authority to operate with reduced power for period of 30 days from Dec. 8 pending repairs.

Petition Granted

On joint petition of WDAS Bcstg. Station Inc. and Associated Bcstrs. Inc., ordered that Radio Reading, Reading, Pa., file appropriate amendment to its application which will specify definite trans. site and ground system to be used in operation of its proposed station; further ordered that if applicant fails to file said directed amendment on or before Jan. 30, 1950, proceeding will, on Commission's own motion, be dismissed without prejudice for failure of prosecution, pursuant to Sec. 1.381 of rules.

Argument Postponed

WHOM Jersey City, N. J.—Ordered that oral argument scheduled Dec. 20 re application for mod. license be continued to date to be set by subsequent order of Commission.

Petition Granted

WOWO Fort Wayne, Ind, and WLIB New York—Granted petition of WOWO insofar as it requests that application of WLIB to change facilities, be dismissed; and said application of WLIB was dismissed as abandoned.

December 12 Applications . . .

ACCEPTED FOR FILING

SSA—1590 kc

WXLW Indianapolis—SSA operate from sunset to midnight with 250 w on 1590 kc for period ending no later than Nov. 1, 1950.

AM—920 kc

KBMY Billings, Mont.—CP change from 1240 kc 250 w unl. to 920 kc 1 kw unl. DA-N.

AM—850 kc

WNAO Raleigh, N. C.—CP increase D power from 5 kw to 10 kw.

Modification of CP

KWKH-FM Shreveport, La.—Mod. CP new FM station for extension of completion date.

WFBC-FM Greenville, S. C.—Same.
KONO-FM San Antonio, Tex.—Same.

License Renewal

WNBW(TV) Washington, D. C.—License renewal.

WNBT(TV) New York—Same.

AM—1420 kc

WLET Toccoa, Ga.—CP change from 1450 kc 250 w unl. to 1420 kc 1 kw D.

AM—1400 kc

KCSU Provo, Utah—CP change from 1490 kc to 1400 kc.

Modification of CP

KYMA Yuma, Ariz.—Mod. CP new AM station change from 1240 kc to 1400 kc.

WCPO-TV Cincinnati—Mod. CP new TV station for extension of completion date to 3-9-50.

License Renewal

License renewal applications filed by following AM stations: KLIX Twin Falls, Ida.; WTRC Elkhart, Ind.; WFAU Augusta, Me.; KVER Albuquerque, N. M.; KUIN Grants Pass, Ore.; KOLE Port Arthur, Tex.

License for CP

WIFM(FM) Elkin, N. C.—License to to cover CP new FM station.
KGIA(FM) Thatcher, Ariz.—License to cover CP new non-commercial educational FM station.

December 13 Decisions . . .

BY THE SECRETARY

WIRJ Humboldt, Tenn.—Granted license new standard station and specify studio location; 740 kc 250 w D.

WFIL-TV Philadelphia—Granted license new commercial television station and specify ant. changes.

WBAP-TV Fort Worth, Tex.—Granted license indicate vis. power as 16.4 kw in lieu of 17.6 kw and for change in studio and trans. locations; and to indicate slight ant. changes.

WEDR Birmingham, Ala.—Granted license specify studio location.

KNOR Cleveland County Bcstg. Co., Norman, Okla.—Granted request for assignment of CP; one of assignor partners (Howard DeMere) is assigning his 10% partnership interest to two remaining assignor partners, each to receive 5%. Interest of two remaining partners will be: T. Dickenson 75%, and W. S. Morgan 25%. No monetary consideration involved.

WFGM Fitchburg, Mass.—Granted CP for approval of ant. and trans. location, and specify studio location.

WMRY New Orleans, La.—Granted mod. CP for extension of completion date to 2-6-50.

KBKW Ben K. Weatherwax, Aberdeen, Wash.—Granted request for assignment of license to KBKW Inc.

WCKV Charleston, W. Va.—Granted license mount FM ant. on AM tower.

WCNC Elizabeth City, N. C.—Granted license change frequency (1240 kc 250 w unl.).

KWOE Clinton, Okla.—Granted license new standard station 1320 kc 1 kw D.

WQXI Buckhead, Near Atlanta, Ga.—Granted license increase power etc. (790 kc 5 kw D).

WMOU Berlin, N. H.—Granted license install new trans. and make changes in ground system.

KTRM Beaumont, Tex.—Granted license increase power, etc. (990 kc 1 kw unl. DA).

KOSE Osceola, Ark.—Granted license install new trans.

WICA Ashtabula, Ohio—Granted license increase power, etc. (970 kc 1 kw-N. 5 kw-D, unl. DA).

KNEU Provo, Utah—Granted license new standard station 1450 kc 250 w unl.

KWBW Hutchinson, Kan.—Granted CP make changes in present vertical ant. and mount FM ant. on top AM tower.

Voice of Porto Rico Inc., Area of Ponce, Puerto Rico—Granted CP new remote pickup KA-5040.

National Bcstg. Co. Inc., Area of San Francisco—Granted CPs and licenses for new remote pickups KA-5071-2.

National Bcstg. Co. Inc., Area of Denver, Col.—Granted CP and license for new remote pickup KA-5073.

National Bcstg. Co. Inc., Area of Cleveland—Same KA-5074.

KCMO-FM Kansas City—Granted license new FM station Chan. 235 (94.9 mc), 54 kw, 390 ft.

KAST Astoria, Ore.—Granted mod. CP for extension of completion date to 1-10-50.

WNBF-TV Binghamton, N. Y.—Granted license new commercial TV station.

KSD-TV St. Louis—Granted license to include proof of performance and change ERP from vis. 18.15 kw, aur. 18.7 kw to vis. 16.1 kw, aur. 8.05 kw and to indicate ant. and equipment changes.

WGKV-FM Charleston, W. Va.—Granted license new FM station Chan. 253 (98.5 mc), ERP 5.2 kw, 210 ft.

WMBR Jacksonville, Fla.—Granted license new FM station Chan. 241 (98.1 mc), 63 kw, 380 ft.

WHUM Reading, Pa.—Granted CP install new trans.

Triangle Publications Inc., (The Phila. Inquirer Div.) Philadelphia—Granted CP new exp. TV relay KA-5035.

WHAS Inc., Area Louisville, Ky.—Granted CP and license for new remote pickup KA-5045.

Following were granted mod. of CPs for extension of completion dates as shown: WJZ-TV New York, to 6-30-50; KGO-TV San Francisco, to 3-30-50, and KECA-TV Los Angeles, to 6-30-50 (subject to express cond. that they are without prejudice to any action Commission may take with respect to pending renewal of license applications;) KOB-TV Albuquerque, N. M., to 3-1-50; KRON-TV San Francisco, to 6-15-50; WPIX New York, to 7-8-50; WNJR-FM Newark, N. J., to 6-7-50; KTTV Los

(Continued on page 83)

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WFEC PURCHASE

Steere Buys Miami Outlet

PURCHASE of WFEC Miami by Howard D. Steere, head of the Howard D. Steere Adv. Agency in Detroit, was announced last week, with sales price at $50,000. The transaction is subject to the usual FCC consent.



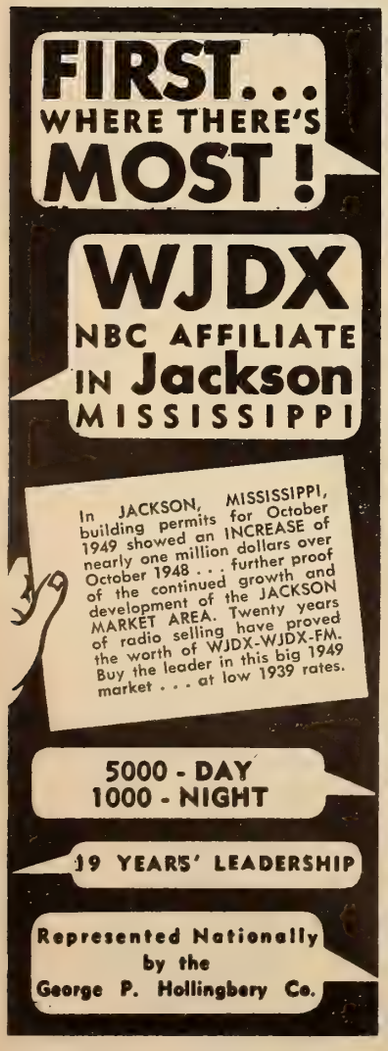
Mr. Steere

Mr. Steere, in advertising and sales promotion for 25 years, plans to take an active part in the management of the station, which operates on 1220 kc with 250 w, daytime only. Spokesmen said J. Lyle Williams Jr. will continue as station manager.

The station was bought from Dorothy M. Bartell, of Milwaukee, and associates. Blackburn-Hamilton Co., media brokers, handled the transaction. The station license is in the name of Florida East Coast Broadcasting Co.

The Steere agency is now in its 11th year in Detroit. It handles advertising, promotion and publicity for a number of local and national accounts including one of the area's major network stations.

CHWK Chilliwack moved from 1340 kc to 1230 kc., with same 250 power.



Production



MELTON MALTZ, formerly with WDZ then in Tuscola, now in Decatur, Ill., WBBM, WJJD and WGES Chicago, joins announcing staff of WKID Urbana, Ill. While in Chicago, he was director of radio for Chicago Boys Clubs.

ED BALTIMORE, formerly with KOA Denver, joins announcing staff of KFSD San Diego.

TOM GLEBA appointed to newly-created post of program director for WLWC (TV) Columbus, Ohio. He formerly handled special events, sports and announcing duties for WCOL Columbus. **WALTER JACOBS** appointed WLWC production manager. He has been with station since its opening in April of this year. Previously, he was floor producer with WLWT (TV) Cincinnati.

LEN BENNETT resigns from WBIB (FM) New Haven, Conn., to join WNHC same city.

MICKEY COLLIS joins KXYZ Houston, Tex., as traffic manager.

BARRY CASSELL, formerly with WMAR-FM-TV and WBAL-TV Baltimore, joins WAAM(TV) same city as staff announcer-writer. He also appears on NBC's *TV Detective* show.

FRANK HAMILTON, formerly of WHBI Newark, N. J., and WCTC New Brunswick, N. J., joins WKBS Oyster Bay, N. Y., as disc jockey. He previously was with AFN Paris, ABSIE London, WKAX Birmingham, Ala. and WBRB Red Bank, N. J.

ROBERT J. BANNER, director of *Garroway At Large* on NBC-TV from WNBQ (TV) Chicago, Jan. 8 joins Fred Waring's staff as television director of his CBS network show. Mr. Banner, who trained at WBKB (TV) Chicago and taught radio and music production at Northwestern U., leaves Chicago this week for New York, where he will train three weeks. He started at WNBQ last December as an assistant director.

BILL WELSH, radio and television director of Walter McCreery Inc., Beverly Hills, Calif., conducting three-hour morning program on KFI-TV Los Angeles.

TED BROWN, freelancer with disc show on WNEW New York, signs for additional show on WMGM New York. **KENNETH ROBERTS** and **HAL TUNIS,** also freelancers, join WMGM is similar capacity. Each has his own record show.

BILL QUINN, formerly with WTYC Rock Hill, S. C., and WKLB North Adams, Mass. as continuity chief, joins production department of WBTV(TV) Charlotte, N. C.

RAY BROCK, former staff announcer and disc m.c. at WKYW Louisville, joins announcing staff of WHBY Appleton, Wis.

MARIAN KINGLAND, formerly with KGLO Mason City, Iowa, joins KAYX Waterloo, Iowa, as continuity writer.

JIM PANSULLO of WAVZ New Haven, Conn., resigns to join staff of WCCC Hartford, Conn. He is graduate of New England School of Radio, Bridgeport, and formerly was program director for WENC Whiteville, N. C.

BILL WOODSMALL, formerly page boy at WBBM Chicago, joins staff of station as vocalist.

Mrs. HAZEL KENYON MARKEL, director of program service for WTOP Washington, appointed to membership in Civic Participation Committee for AMVETs' presentation of memorial to Arlington cemetery, and Governor's Citizens' Highway Safety Committee for Maryland.

JOHN PONDFIELD, staff projectionist for WAAM(TV) Baltimore, appointed chief projectionist and film editor for station. He has been with WAAM for 10 months.

ETHEL GREY, director of women's programs at WQUA Moline, Ill., resigns. No future plans announced.

MARK HAWLEY, NBC director of Bonnie Maid *Versatile Varieties* show on NBC-TV, and Maggie Bride were married Dec. 5.

PHILIP BOOTH, staffer at ABC Los Angeles, is the father of a boy, Douglas Allen.

GENE WANG, writer of ABC's *The Amazing Mr. Malone,* is writing scripts for *Quick as a Flash,* also on ABC, sponsored by Quaker Oats.

BYNG WHITTAKER, announcer and commentator of CJBC Toronto, and Edna Metcalf Smith have announced their marriage.

ED KAHN, production manager at WGN Chicago, is father of a girl, Sandra-Lynn, born Dec. 6.

EDWARD DUNN, resigns as KNBH (TV) Hollywood film editor to become assistant pastor with Evangelical Free Church, Los Angeles.

ANN CORNISH, director of recorded music at WQXR New York, and Richard I. N. Weingart have announced their marriage.

GEORGE FENNEMAN, member of cast of ABC's *Amazing Mr. Malone,* is the father of a girl, Stephanie.

GEORGE H. WILSON Jr., program director for WSTV Steubenville, Ohio, is the father of a boy.

KALA ON AIR

With 250 w on 1400 kc

KALA Sitka, Alaska, began operations Dec. 11 on 1400 kc with 250 w, the station announced. Outlet's owner is Baranof Enterprises and Walter Welch is manager.

KALA announced it is operating 8 a.m. to 10 p.m. weekdays and both afternoon and evening on Sunday. Station representative is Gil Wellington, of Seattle.

IN MEMORIAM

Taps Blow For PDQ Spot

DEATH on Nov. 30 of the famous PDQ gasoline spot, known to Californians for its "whacky" copy content, was mourned a few days later with only a few reminiscing playbacks echoing its memory.

The uninhibited radio and TV spot's demise was given a touching farewell by a gathering of agency men, station representatives and the client, at the offices of McNeill & McCleery, Los Angeles, agency handling the account. KFI-TV Los Angeles arranged to run the "last PDQ spot" during the party held on Dec. 5. As assembled mourners watched in silence, curtain was slowly drawn in front of the famous PDQ trademark to sound of bugler playing taps while a woman sobbed softly in background. Startled viewers swamped KFI's switchboard.

ABC officials at the party got busy and a few minutes later Southern California listeners were startled to hear a voice cut in on Elmer Davis' newscast to announce the news analyst had kindly consented to give a minute of his time to observe PDQ spot's passing. On CBS the following morning, Fred Beck played a couple of his favorite PDQ spots on his Pacific Coast network show. Typical PDQ spots enthusiastically ribbed advertising in general and radio campaigns in particular. An example is the spot's take-off on deodorant in which the copy plugged PDQ oil for "underhood protection."

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COLORADO GROUP

Plans Station Association

PROPOSED state organization for Colorado broadcasters was discussed during the NAB District 14 meeting at Salt Lake City fortnight ago [BROADCASTING, Dec. 12]. Broadcasters named a four-man committee to formulate plans and lay the groundwork for a statewide organization meeting.

Rex Howell, KFXJ Grand Junction, heads the plans committee. Other group members are Jim Russell, KVOR Colorado Springs; Al Meyer, KMYR Denver, and Robert Ellis, KGHF Pueblo. The Colorado State Assn. is expected to follow the pattern of other similar units in giving radio a unified voice on state and local levels.

Attending the special meeting were:

Joe Rohrer, KRDO Colorado Springs; Mr. Russell; Lloyd Yoder, KOA and Hugh Terry, KLZ, both Denver; Con Hecker and Vince Corbett, KVOD Denver; Mr. Meyer; Abbott Tessman, KEXO, Sal Scarpino, and Mr. Howell, KFXJ both Grand Junction; Elwood Meyer, KYOU Greeley; Russell Shaffer, KBOL Boulder; Douglas Kahle, KCOL Fort Collins; George Cory, KVBC Montrose, and Mr. Ellis.

REELECT WIIG

To N. Y. AP Radio Post

GUNNAR WIIG, general manager of WHEC Rochester, last Monday was re-elected president of the New York State Associated Press Broadcasters Assn. Jim Healy of WOKO Albany was elected vice president, and Norris Paxton, Albany AP chief of bureau, was re-elected secretary.

Directors elected by the 25 delegates attending the group's second annual meeting were: Bill Meenam, WGY Schenectady; Tom Brown, WGVA Geneva, and Bernard Buck, WNYC New York. The Continuing Study Committee for 1949-50 comprises: Ken Thorpe, WRUN Utica; Ted Hodge, WENY Elmira; Wally Buman, WKOP Binghamton; Donald Norman, WNBC New York, and for sports, Lowell Maclillan of WHEC Rochester.



PLANS looking toward formation of Colorado Broadcasters Assn. were aired during NAB District 14 meeting at special "caucus" attended by these radio executives (l to r): Top row—Meyer Elwood, Mr. Howell, Mr. Shaffer; middle row—Mr. Cory, Mr. Tessman, Mr. Kahle, Mr. Ellis, Mr. Russell; front row—Mr. Terry, Mr. Rohrer, Mr. Corbett, Mr. Hecker. Also present but not shown were Lloyd Yoder and Al G. Meyer.

In the Public Interest

Thanksgiving Dinners

VOLUNTEERING its services in aiding local American Legion post in supplying needy families with Thanksgiving dinners, KWRC Cedar Rapids, Iowa, brought campaign to successful finish. Over 151 families received complete dinners delivered and supplied by KWCR listeners and delivered by policemen, volunteer station personnel and others. Climax of drive came when station workers delivered last-minute dinner to a family and discovered they had no stove. One was promptly supplied by workers together with supply of coal.

* * *

Books To Cook

EIGHTH annual campaign for books for shut-ins and hospitalized patients in hospitals serviced by United Hospital Fund of Greater New York is being aided by WCBS New York. Drives were started in 1942 by Phil Cook, member of station's staff. During that time over 380,000 volumes have been contributed by listeners.

* * *

'They Shall See'

GUEST appearance on KFI Los Angeles' *All Around the Town* show by a man whose sight was restored after 21 years of blindness through contributions to the Dawn Society eye bank was unexpectedly effective. More than 100 listeners offered their eyes to the bank for use after their deaths.

* * *

Radio's Solicitude

A WOMAN dying of cancer in Hamilton, Ont., wished to take her three children back to England to be cared for by her family. She had no money for transportation. Jane Gray, women's commentator for CHML Hamilton, learned of her plight and broadcast her story to Ontario listeners. The necessary $1,000 was raised within a day besides clothing for the woman and her children.

* * *

Real Thanksgiving

A THREE-YEAR old child took her first step Thanksgiving Day due to the kindness of Charlotte, N. C., radio listeners and the efforts of WBT that city. The little girl had lost her leg while still an infant due to blood poisoning and her parents had been unable to afford an artificial limb. The Charlotte Minneapolis Artificial Limb Co. offered to contribute a leg for $250, and listeners were urged "Your quarter talking will have Patty walking." Over $795 was received, and the child walked for the first time during the *What's Cooking* audience participation show on WBT.

* * *

FM Helps High School

BOB WILLIAMS, m.c. for *The Bandstand* show on WWNI (FM) Wabash, Ind., urged his listeners to donate money to send the Wabash High School Band on its last out of town football trip of the season. In a matter of moments, the necessary money was pledged. He then asked listeners to help cut down the indebtedness on the band uniforms, receiving similar results.

FOR VOTERS

WFHR Airs Solons' Debate

AS a public service gesture and to increase voters' interest in city government, WFHR - AM - FM Wisconsin Rapids, Wis., will begin broadcasting the complete, four-hour meeting of the city's common council. The council meets the first Tuesday night of each month.

The station made its request to the council that it be permitted to broadcast "live" the entire proceedings to promote the public's interest. Request was granted early in December by the council which voted favorably 17 to 2.

Program Director James S. Tighe said the first broadcast is scheduled for Jan. 3 and that six microphones will be placed strategically to pick-up proceedings. Another mike will be at Mr. Tighe's disposal to insert information and other commentary should continuity break. Bruce Beichl, commercial manager, pointed out that similar broadcasts have been attempted successfully elsewhere.

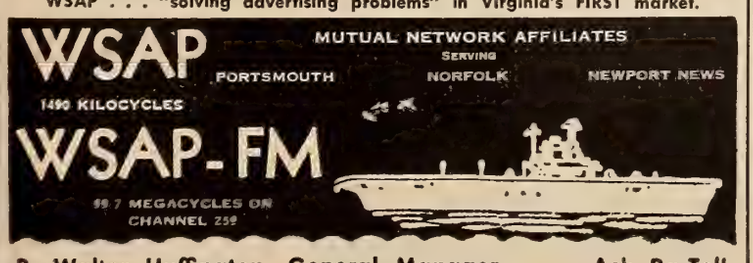
WHY TAKE SECONDARY COVERAGE of Virginia's FIRST Market?

Regardless of claims, if you're trying to cover Greater Norfolk from the outside, nature's terrain made it impossible.

Only Greater Norfolk stations can cover it. And only WSAP can cover it at lowest cost.

Availabilities and costs from Ra-Tel will prove it.

WSAP . . . "solving advertising problems" in Virginia's FIRST market.



B. Walter Huffington, General Manager Ask Ra-Tel!



YOU CAN BE SURE.. IF IT'S
Westinghouse

MR. STATION OWNER:
How much does it cost you to do...



CUT THESE COSTS AND SAVE
...with Westinghouse +'s

You don't buy a transmitter every day. It's a long-term investment . . . a considered purchase. So isn't it just good sense to put your money into equipment that pays continuing dividends in the form of cost savings throughout its entire life? That kind of equipment is Westinghouse. And these are just a few of the Westinghouse "plus" features that add up to cost savings and better operation:

Installation is quick, easy and inexpensive. Compactness means a smaller building . . . air-cooled components allow the building to be more economically built. And, because *all* transmitter ratings are completely factory-tested, no extended grooming of the equipment need be done on the purchaser's premises.

Tube replacement cost slashed. Only a small number of tubes are required for full complement and these of but a few types. Reliable metal rectifiers having life commensurate with that of the transmitter and included in the transmitter warranty, replace expensive vapor tubes. No longer need you fear lost air time due to rectifier failure.

Service at your "doorstep" wherever you are. The extensive Westinghouse field organization of transmitter specialists is available to you, whatever the problem. They will work with you and your consultant in modernizing your station or in planning a new installation. They can offer emergency service or can give you information about new equipment. And, in addition to this, you are continually benefited by the Westinghouse program of research and development.

Every Westinghouse transmitter carries with it these and many other "plusses". Remember them when you consider the purchase of new broadcasting equipment. Contact your Westinghouse office, or write direct to Westinghouse Electric Corporation, 2519 Wilkens Avenue, Baltimore 3, Maryland. J-02174



Westinghouse

FIRST IN BROADCASTING

AGENCY NAMES

Four As Vice Presidents

FOUR vice presidents—all women—were appointed by McCann-Erickson Inc., New York, at its annual meeting in New York on Dec. 10.

The four new officers are Alberta Hays, copy group head; Dorothy B. McCann, executive producer in the radio-television department; Florence Richards, an account executive, and Margot Sherman, copy group head.

This marks the first time in the agency's 46 years of existence that a woman has been named a vice president of the company.



Mrs. McCann



Miss Hays



Miss Richards



Miss Sherman

OREGON BCSTRS.

Annual Meeting Feb. 10-11

ANNUAL meeting of the Oregon State Broadcasters will be held at Eugene, Ore., on Feb. 10-11, according to an announcement at the NAB District 17 meeting in Portland last week (see story this issue) by Lee Bishop, KORE, Eugene, who is in charge of arrangements.

Gov. Douglas McKay and Dr. Harry K. Newbern, president of Oregon U., will be the principal speakers. Lee Jacobs, KBKR Baker, Ore., is president of the group.

SESAC Inc., New York, sending special Christmas bonus of recordings to all its subscribers, bringing library totals to more than 2,500 numbers.

Want to SELL the Utah Market?

This is quoted from a letter from a sponsor who wanted to SELL GOODS—and who knew exactly what his radio time purchases did for him.

"Thanks for the great job you have done for us. You might be interested to know that for us, *you are one of the 3 best stations in the country,* and we used over 125."

The unusual thing about this is it *isn't* an unusual story for KDYL!

KDYL
UTAH'S NBC STATION
AM-FM-TELEVISION
Salt Lake City, Utah
National Representative: John Blair & Co.

WCLE PLANS

End Proposed Watson Sale

PLANS for the sale of the currently silent WCLE Clearwater, Fla. to Dr. William T. Watson, founder and pastor of the St. Petersburg Gospel Tabernacle [BROADCASTING, July 11], were officially terminated last week.

FCC Comr. Robert F. Jones, presiding over a motions hearing, granted a petition by WCLE's present owners asking that their application for transfer of the 1-kw daytimer to Dr. Watson be dismissed without prejudice.

The application had been set for hearing on the qualifications of Dr. Watson, who had been linked with "un-American hate mongers" by the National Community Relations Advisory Council, and to determine whether he had already assumed control of the station [BROADCASTING, Oct. 31].

Impractical To Remain

In their petition for dismissal, the WCLE owners—Houston Cox Jr. (50%) and M. L. and S. L. Rosenzweig (25% each)—told FCC that when the hearing was ordered "it became impractical" for them to "remain parties to a contract where Dr. Watson could not complete his undertaking on any estimated future date, nor give assurance that he would be able to do so at any time."

They notified the Commission last Wednesday that negotiations were in progress for sale of the station to another group. The new group was understood to include Arthur Mundorf, veteran broadcaster, one-time manager of the old WWDX Paterson, N. J., and associates including two St. Petersburg residents.

Application for consent to acquisition by Dr. Watson had been set down for hearing on the basis of a protest in which NCRAC charged that he "had engaged in certain conduct and activities calculated to create and foster racial and religious bias, prejudice, and ill will, and hence did not possess the necessary qualifications to become a broadcast licensee."

Under the terms of the sales application the consideration was to be cancellation of a $30,000 mortgage held by Dr. Watson against the station.

Sen. John C. Stennis and Rep. John E. Rankin, both of Mississippi, home of the present WCLE owners, had written FCC on behalf of the proposed transfer.

WCLE operates on 680kc with 1kw, daytime only. It has been on temporary license since about the time proposed sale to Dr. Watson was set for hearing and is currently silent under a 60-day authorization granted by FCC Nov. 9.

'HAMS' AID KBRC

Air Northwest Flood Threat

ONCE again the "ham" radio operator has filled the communications breach in threatened disaster—this time during the recent flood threat of the Skagit River, Skagit County, Washington.

Combining with KBRC Mount Vernon, the hams broadcast warnings and calls for help along the 70 miles of dikes threatened by the rapidly rising waters. These operators, all members of the Skagit County Amateur Radio Club, set up headquarters in the lobby of KBRC. From there they received news bulletins from a network of sets over the entire threatened area. In some communities, these amateur radio setups were the only communications available, as the flood waters had completely disrupted telephone connections.

Both KBRC and the ham sets operated continuously from Sunday afternoon, Nov. 27, to 3:40 Tuesday morning, Nov. 29, when the emergency was officially declared over.

MORE than 100 Bay Area advertising executives enlisted on faculty of San Francisco's Golden Gate College School of Advertising for the 1950 term. Five major courses will be offered by school—general advertising, layout, visualization, campaigns and television.

Allied Arts

HENRY DUNN named national administrative secretary of American Guild of Variety Artists succeeding **DEWEY BARTO.**

WALTER O. MILLER joins Frederic W. Ziv Co., Cincinnati, as account executive. He was formerly vice president and manager of WGAL Lancaster Pa., for 13 years, and most recently was in charge of national television sales for WDEL-TV Wilmington, Del. and WGAL-TV Lancaster. He wil headquarter for Ziv in Detroit.

JACK MELVIN, former publicity di rector of Foote, Cone & Belding, or ganizes Melvin-Silverman Inc., publi relations firm, with headquarters ir Hollywood and offices in Chicago an New York. **DAVID I. SILVERMAN** executive vice president, owns Evror Inc., Chicago pharmaceutical firm.

WORLD BROADCASTING SYSTEM New York, announces signing of con tracts for its transcribed library serv ice by KIOL Garden City, Kan. KWLK Longview, Wash.; KGEM Boise Idaho, and WMMW Meriden, Conn.

WILLIAM C. KALAN, sales manage of Schwerin Research Corp., Nev York, is the father of a boy, Jonathar Russell, born Dec. 11.

TELENEWS-INS, New York, an nounces sale of *This Week in Sports* t WMAL-TV Washington and to WDT (TV) Pittsburgh under sponsorshi of Champion Coal Co., Pittsburgh National Shawmut Bank of Bosto renews sponsorship of daily an weekly newsreels on both WBZ-T and WNAC-TV Boston.

WASHINGTON COMMERCIAL Co Washington, publishes new catalogu containing U.S. Government photo graphs produced by more than 10 government agencies. Catalogue is de signed as permanent handbook meet ing needs of individuals and firm using photographs. It contains ex planatory text, simplified finding guid which indexes and gives captions fo black and white photographic print which it contains. Photos are i miniature bearing identifying guides Picture credits and pertinent data fur nished with reproductions ordered Book, *Through Government Lenses* may be obtained for $7.50 by writin company at 1200 15th St., N.W., Wash ington.



The last WORD ...for results in
SPARTANBURG
MORE FOR YOUR DOLLAR WITH
WORD in Spartanburg
See TAYLOR-BORROFF

WDYX—FM
12,000 WATTS
DUPLICATION

—WORD—
OF
SPARTANBURG

ABC
SERVING THE HEART OF THE PIEDMONT CAROLINAS

► KOA Denver celebrated its silver anniversary Dec. 15 with two and one-half hours of special programming in addition to station breaks, thanking its audience for 25 years of loyal listening.

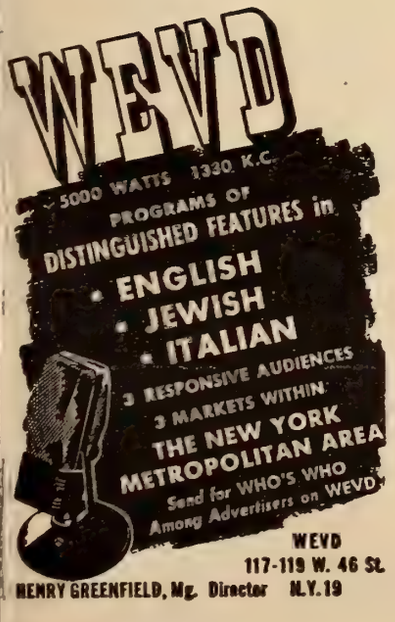
► William J. Andrews of the KNBC San Francisco local sales staff celebrated his 25th anniversary in the broadcasting industry last week. He started his career with KLX Oakland in 1924 as a field engineer-announcer.

► **WGY Schenectady has celebrated its 24th anniversary of farm broadcasting, according to Emerson Markham, originator of the General Electric station's farm broadcasts and TV programming. Ken Gapen, assistant director of radio and TV information, Dept. of Agriculture, spoke on a *Farm Forum* in Schenectady Nov. 4 in connection with the anniversary. Mr. Markham now is director of NAB's TV Div.**

► **Distribution of 147 cakes in Canada and United States, bulk of them by air, highlighted third birthday observance of CKVL Verdun, Quebec, early last month. Cake was accompanied by gold lettered card signed by General Manager Jack Tietolman and Manager Corey Thompson and containing message, "This is CKVL's third anniversary. Light up the candles, make a wish, and blow. That's what we like . . . People who do our 'blowing' for us!"**

► Eddie Pola, producer of ABC *Blondie* show, celebrated his 20th year in radio last month.

► WVNJ Newark, N. J., celebrated its first anniversary Dec. 7, with a one-hour broadcast featuring messages from civic, business and theatrical personalities, and interviews with staff members. Among those heard on the program were Rep. Franklin D. Roosevelt Jr., Theodore C. Streibert, president, WOR New York, and singer, Fran Warren.



Milestones

► Walter McConnell, engineer at ABC's Central Division, marked his 25th anniversary in radio and at WENR Chicago on Dec. 7.

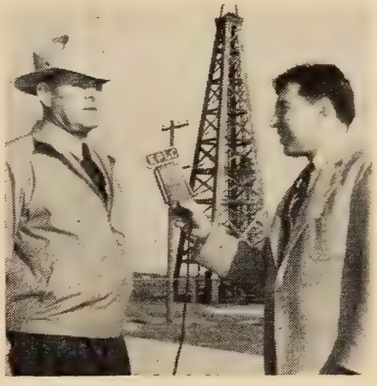
► M. Leonard Matt will be given a broadcast party on Dec. 26 for 20 years of service with WDAS Philadelphia.

► Special program made up of review of year's experiences by station personnel, and rebroadcast of first welcoming speech marked WMTR Morristown, N. J.'s celebration of its first anniversary Dec. 11. Station was saluted by WCTC New Brunswick, N. J., which celebrated its third birthday at the same time.

KPLC OIL SHOW
Lubricates Network Story

LOCAL promotion of a network show has been put over with substantial success by KPLC Lake Charles, La. Story centers about the Spindletop oil field near Beaumont, Tex., 60-miles from Lake Charles and site of grandfather oil gushers.

Dramatization of Spindletop's story was presented over NBC's *Cavalcade of America* on Nov. 29. When KPLC General Manager David Wilson was informed by sponsor duPont's agency, BBDO, that the program was to be aired,



Mr. Journeay (r) interviews Scott Myers, secretary, Spindletop Monument Assn., at marker, site of famed Lucas Gusher.

* * *

the promotion, special events and news departments at KPLC clicked into motion.

A 20-minute local program was prepared using tape recordings of interviews with oil personalities and civic heads from Beaumont and personality talks with oilmen in the Lake Charles area. This recorded show was put on the air immediately preceding the *Cavalcade's* relation of the field's discovery. Timing was so close, according to KPLC, that the musical theme fade out of the local show occurred a split-second before the NBC program signed on. Local program, promoted in area newspapers, was written and produced by KLPC News and Special Events Director Tom Journeay, assisted by Continuity Chief Phylis Fischer and Announcer Ray Gordon.

WESTERN ELECTRIC Co. board of directors has declared dividend of $1 per share on outstanding capital stock payable Dec. 30 to stockholders of record Dec. 23.

Atlass Recovering

H. LESLIE ATLASS, CBS Central Division vice president, was expected late last week to return to his Chicago office today (Monday) after suffering a heart attack Dec. 9 [BROADCASTING, Dec. 12]. He has been hospitalized at Henrotin.

CJRT-FM Toronto officially inaugurated as first educational FM station in Canada, with government and CBC officials at opening ceremonies.



ALL HANDS join in this cake cutting celebrating the 11th anniversary of the *Esso Reporter* on WDRC Hartford. Birthday party is attended by (l to r): Walter B. Haase, manager; Harvey Olson, program manager; Barbara Nelson, receptionist; William F. Malo, commercial manager, all of WDRC, and Charles N. Mitchell, in charge of Esso operations in Hartford.

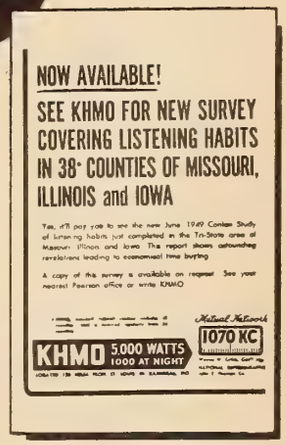
RCA Victor announces compact, inexpensive shortwave-AM table model radio, 9-X-651, at suggested list price of $34.95, including tax. Radio receivers, in addition to standard 540-1600 kc. band, have 16, 19, 25, 31 and 49-meter international shortwave bands.

Here's how I decide which stations I hope to get

"I check STANDARD RATE on everything in it about the stations in the markets we've selected. Then I check the station reps. I check the surveys on number of homes that listen and I also look into the listenership ratings."

It's a nerve-racking job, isn't it, when you can't get the data you want. Or when it takes too long to get it. Many stations are making it easier by running *Service-Ads* that supplement and expand the data in their SRDS listings. The KHMO *Service-Ad* shown here, for instance, offers a new survey agencies and advertisers will want. Other *Service-Ads* give other kinds of information that helps buyers buy.

Watch for them when you're using SRDS.



This *Service-Ad* appears for your convenience near the KHMO listing in SRDS Radio Section.



Note to Promotion Managers: Copies of SRDS "Spot Radio Promotion Handbook" are available at $1.00 a copy.

STANDARD RATE & DATA SERVICE, Inc.
The National Authority Serving the Media Buying Function
Walter E. Botthof, Publisher
333 NORTH MICHIGAN AVENUE, CHICAGO 1, ILLINOIS
NEW YORK • SAN FRANCISCO • LOS ANGELES

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Manager for 250 watt of successful small northmidwestern station. Give complete record and personal history. Box 246D, BROADCASTING.

Wanted, commercial manager for independent South Carolina station. Write fully giving experience, background. Must be able to furnish good references. Greer Broadcasting Company, Greer, S. C.

Salesman

Transcription salesmen, outstanding productions, liberal commission basis. Box 458D, BROADCASTING.

Salesman and engineer-announcer wanted to invest in midwest daytime station with option to purchase control. Box 478D, BROADCASTING.

Wanted, aggressive salesman regional network affiliated upper New York state. Box 499D, BROADCASTING.

Experienced, honest, sober salesman with car for established network station. No oasis. Territory unscratched. Name your own terms. If seeking managers job don't waste time. WHSC, Hartsville, S. C.

Announcers

Wanted, two announcers—one morning man, one DJ and newsman. Positions open now. Base forty for forty with some overtime. Good working conditions. Vacation with pay. Southeastern station. Box 487D, BROADCASTING.

Experienced announcer for long established southern Minnesota station. Willing and able write good commercials and sell on air. Box 488D, BROADCASTING.

Announcer-engineer, send snapshot, disc, salary required other information in first letter. Radio Station KDWT, Stamford, Texas.

Announcer wanted. No news or sports. Progressive network station. Pleasant, mild climate city. Small starting salary but regular raises, if satisfactory. Please do not send audition discs. Also, do not send any other material to be returned. William T. Kemp, Owner, KVER, Box 1388, Albuquerque, New Mexico.

Announcer for 1000 watt independent must be strong on announcing and able to handle news. Send letter to WAVZ, New Haven, Conn.

Wanted, announcer, some experience. Needed immediately. $40 to start. Contact WCRA, Effingham, Ill. Personal interview preferred.

Announcer-engineer with first class license wanted by independent station in market of seven hundred thousand. Must be polished announcer. Prefer five years experience, top wages to right man. Send disc, photo, particulars or contact Paul Schafer, WNOR, Norfolk, Va.

Technical

Successful 1 kw daytimer in southeast wants combination chief engineer-announcer. Must be both a good engineer and have a good voice. Send disc, complete data and minimum starting salary. Box 481D, BROADCASTING.

Chicago area FM station needs a radio engineer experienced in all the technical phases of broadcasting work. Send complete details with salary expected to Box 520D, BROADCASTING.

Wanted, Experienced combination operator-announcer with ticket and program ideas who can sell in spare time on commission. Should hit 300 first month. Air mail disc and photo, KPRK, Livingston, Mont.

Help Wanted (Cont'd)

Engineer-announcer. Combination must have first class license and good voice. Apply WKWF, Key West, Florida, John M. Spottswood, Manager. Send snapshot, transcription, minimum salary and autobiography. Desire to fill position by January 1st.

Production-Programming, others

News editor, must be able to write and announce local newscasts and take complete charge of newsroom on large southwestern CBS station. Send background, experience, picture, transcription of voice first letter. Box 440D, BROADCASTING.

Good, steady commercial copywriter. Male or female. Southern Minnesota. Box 489D, BROADCASTING.

Wanted, program director-announcer, network affiliated upper New York state. Box 500D, BROADCASTING.

Opening for good copywriter with experience or training. Prefer someone in our area. Send complete information to Paul Overbay, Program Director. WKPT, Kingsport, Tenn.

Television

Production-Programming, others

TV PROGRAM MEN WITH ACTUAL TV EXPERIENCE AND IDEAS. NEW EASTERN PLANT DESIRES COMPETENT PRODUCTION PERSONNEL. OFFERS GOOD PAY AND OPPORTUNITIES FOR ADVANCEMENT. WRITE FULLY TO BOX 438D, BROADCASTING.

Situations Wanted

Managerial

Well qualified. Will accept salary plus commission. Guarantee to make money. Box 5D, BROADCASTING.

Manager-sales manager with top record in billing. 8 years experience in all departments both network and independent operations. Know good radio and how to sell it. College graduate with excellent references. Desires only permanent and sound proposition. Box 307D, BROADCASTING.

Commercial manager, time salesman, 13 years experience. Best references. Box 376D, BROADCASTING.

Aggressive young radio executive wants dirty work and good pay. University graduate, former station manager. Program, news, promotion specialist. Writer, photographer. Will travel. Box 405D, BROADCASTING.

Turnabout. Some managers double as salesmen. I create programs which sell themselves. Set on salesmen but short of sales? Let me manage your operation. University graduate, six years in radio, two as manager. Specialist in programs, news, promotion. Give me your confidence and let me justify it. Box 406D, BROADCASTING.

Manager, sales manager or both. 12 years radio and newspaper management and sales. Thorough knowledge of programming and public relations. Clean record. Good references. Box 430D, BROADCASTING.

Management team, our two man combination will manage your station and handle sales, programming, promotion, continuity, local news and some announcing. Many years of diversified broadcasting experience gives us know-how to lower overhead, raise efficiency and increase net profits, audience and prestige on net affiliate, independent or CP. If our type of operation can be permanently profitable to all concerned, we will locate in any area. For complete story and references write Box 471D, BROADCASTING.

Situations Wanted (Cont'd)

Station manager or commercial manager, if you're not interested in power packed results, save your eyesight. But, if you do want a man whose sales average is skyhigh, promotion minded with real, down-to-earth ability to sell, make friends and hold them, I'm the fellow. Reliable, sober, conscientious. Experience with top net affiliates and independents. Middle Atlantic territory perferred. Salary $8000 with override. Highest references. Interested? Well, let's get going. Box 486D, BROADCASTING.

Southern stations. Manager who can announce, sell and program would like job as general manager of a 250 or thousand watt station in south. Box 502D, BROADCASTING.

General manager or sales manager now employed wishes to make change. Can promise to make your station one of top in nation in management, billing, listeners. Box 507D, BROADCASTING.

Sales promotion manager. Currently account executive with topflight agency. Previously 15 years in radio and newspaper advertising interested only in solid operation (no blue sky,) and can furnish above average recommendations on previous accomplishments from important people in radio advertising circles. Prefer network affiliated AM operation with TV or TV plans. Must pay in excess of $12,000. Box 510D, BROADCASTING.

Sales manager-salesman, 32, married. Excellent sales record, high earnings. Rotarian, personable, sober. Experienced mike, copy, programming. Good offer gets good man. Box 514D, BROADCASTING.

Station or sales manager. Experience, eight years announcer, salesman, P. D. agency work. Presently employed as sales advertising manager five million dollar corporation. Family man. Would return to Canada. Box 517D, BROADCASTING.

Salesmen

Sales manager, have ability to make money for a station. With 8 years radio experience. Know independent and network operations. College graduate. Top references. Box 418D, BROADCASTING.

Large stations only with top earnings possible. Agency and large market experience. 13 years radio and newspaper. Prefer midwest. Box 429D, BROADCASTING.

Success story yours on request. Top salesman of 5 in station in tough eastern market. Sound sales plus careful servicing proved by results for accounts. NY agency experienced. Box 476D, BROADCASTING.

General sales manager, 1 kw, independent midwest station with personal billing consistently over $1500 weekly, knows local and national sales picture, 35 years old, has wife and family, seeks permanent location with high potential earnings. Box 482D, BROADCASTING.

Announcers

Announcer, university grad., 22, available immediately, anywhere. Disc, photo and reference on request. Box 157D, BDROADCASTING.

Newscaster and good music MC will build audience and prestige for your station or regional net. Top record and references. Box 412D, BROADCASTING.

Announcer, vet, graduate of oldest broadcasting school in country. Producer, singer, emcee of amateur shows in Chicago nite clubs. Two years college. Staff announcer of 5,000 w NBC affiliate. Try anything, anywhere. Box 490D, BROADCASTING.

Announcer-program director-news editor. 13 years experience, former NBC, CBS. Married, will go anywhere. Disc and photograph on request. Box 436D, BROADCASTING.

Experienced announcer-disc jockey. Available immediately. Eligible for G. I. training. Box 448D, BROADCASTING.

TV production man, former radio announcer, program director desires announcing duties with radio station having TV plans. Will go anywhere. Box 450D, BROADCASTING.

Situations Wanted (Cont'd)

Announcer-writer. Completely devoid of talent. Lackadaisical voice. Lusterless ideas. Love radio. Single, 28, two years experience, console. Box 464D, BROADCASTING.

Sportscaster, experienced football and basketball play-by-play. Also experienced in sales. Presently employed but seeking advancement. Box 470D BROADCASTING.

Experienced announcer-engineer, available immediately. Married, car, want permanent position. Box 475D, BROADCASTING.

Morning man, announcer-DJ, strong on news, special events, promotion. Take active interest in community and youth affairs. Nine years all phases radio and writing experience. Sober, honest, desire permanent position in northeast, midwest or west. Presently employed. Best references. Box 483D, BROADCASTING.

Experienced announcer. University graduate. Unusually good voice. Desire permanent position. Box 484D, BROADCASTING.

Combination—Experienced in everything, at small southern station. Want to locate northeast in wide awake station. Single, car, RCA graduate. Box 485D, BROADCASTING.

Experienced staff and feature announcer. Complete details upon request. Box 492D, BROADCASTING.

Announcer—continuity and production writer. Single, veteran, 23. Six months experience Mutual affiliate, presently employed by new independent. News, dj, general staff, console operation. Strong on production. Desire immediate change to good progressive station. Available immediately anywhere. Disc, photo available. Box 495D, BROADCASTING.

Combination announcer-engineer now employed as program director of an independent wishes to change to a progressive station in the east. Well experienced, proven ability and best references. All announcing and programming offers carefully considered. Box 496D, BROADCASTING.

Announcer, versatile, news speciality. Three years commercial experience. Seeks permanent location. Box 497D, BROADCASTING.

Experienced disc jockey and commercial reader, knows salesmanship well, experience acquired in 250 and 5000 watt stations with recommendation. Box 501D, BROADCASTING.

I am leaving one of the country's top 50 kw midwestern stations, which will recommend me, having done the all night show for about a year. Well experienced in all types of ad-lib work, audience participation, MC, etc. Also play-by-play, baseball. Desire to settle in good community with progressive, well paying station. Can furnish air check, background, references. Box 505D, BROADCASTING.

Reliable, accurate play-by-play announcer desires change. 6 years experience baseball, basketball, football, 3 years present position. Prefer southeastern station with professional baseball, college sports. Can build your sports program for you. Consider all offers. Box 506D, BROADCASTING.

Dependable, witty, friendly morning man. Combination first class ticket. 8 successful years. Employed, married. $80. Box 508D, BROADCASTING.

Young man, 23, college education, limited experience, neat with good personality and appearance, married, desires position with good station as announcer or copywriter or a combination of the two. All offers considered. Box 509D, BROADCASTING.

Newscaster, network caliber voice, delivery. Seeks solid 5 kws appreciating quality news operation. Considers that plus harmonious working conditions, desirable community to settle with family above money. Distinctive rewrite, alert local coverage, excellent newspaper, radio news background. BS, non-drinker. Box 516D, BROADCASTING.

Engineer-announcer-writer-salesman. Intelligent, imaginative, experienced. Single, car, anywhere. Box 518D, BROADCASTING.

Situations Wanted (Cont'd)

Deep voice, news, commercials, narrations, disc jockey. One year experience. Salary $55.00. Age 24. Single. Box 519D, BROADCASTING.

Announcing, newscasting, continuity, publicity, 5 years experience in these fields. Director, moderator national network discussion 2½ years. Play-by-play big nine sports 2 years. Straight commercial experience. 30, single, M. S. Degree. Desire opportunity which may lead to management and/or investment. Full references, discs. Box 522D, BROADCASTING.

Qualified announcer, excellent references. Box 526D, BROADCASTING.

Announcer, 24, single. Fifteen months experience. Operate console. M.S.G. 5009 S. Talman Ave., Chicago 32, Ill.

Experienced announcer, perfect English, flawless Spanish, write copy, operate board. Guerrero, 1222A Oak St. K. C., Mo.

Experienced announcer and engineer. Excellent references. Interested good offer. Keith Moreaux, 915 4th Ave., S., Minneapolis, Minn.

The best of the new announcers are coming from the Pathfinder School of Radio Broadcasting, 1222A Oak St., Kansas City, Mo. All trained board operators. Also ready some good writers and announcer-engineers. Write, wire or phone for disc, etc.

Announcer-copywriter, husband-wife team. Proven record of client satisfaction. Immediate reply to good, permanent-type offer. Box 498D, BROADCASTING.

Technical

Experienced engineer, studios, transmitters, any offers please? Box 894c, BROADCASTING.

Chief engineer with 15 years experience plus ability second to none, seeks change to progressive station. Best references including present employer. $80 week minimum. Box 25D, BROADCASTING.

Engineer, degree, 10 years experience, as chief, licensed. Box 381D, BROADCASTING.

1st phone, broadcast experience studio and transmitter, married, have car, willing to travel. Seek permanent position. Box 385D, BROADCASTING.

First class engineer-announcer, excellent references, disc available, west preferred. Box 411D, BROADCASTING.

Engineer, 2 years of college, 4 years know-how. AM and FM studio and transmitter installation, operation and maintenance. Sober. Excellent references. Desire permanent position. Box 419D, BROADCASTING.

Engineer, 3½ years studio and transmitter (5 and 50 kw) experience, 1st phone and class A amateur licenses, WSEE. Box 444D, BROADCASTING.

Competent chief engineer, 250 to 50 kilowatt experience, wants opportunity to work and progress with growing organization. Age 30. Box 472D, BROADCASTING.

Available immediately, experienced first class engineer, married, car. Desire permanent location. Prefer southern or western part of country. Will consider others. Box 474D, BROADCASTING.

Chief engineer, 25 years experience thru 10 kw. AM and FM. Design, construction, transmitters, studios, remotes, recording. Presently with northern network affiliate, prefer south. Minimum $100 week. Box 477D, BROADCASTING.

Engineer, experienced, some announcing ability. Needs job. Box 480D, BROADCASTING.

Engineer, 1 year experience transmitter, control, remotes. Would like opportunity with progressive station. Box 490D. BROADCASTING.

Chief engineer, 20 years experience. First class license. 43 years of age. AM and FM construction experience. Would like connection with company with TV plans in the future. Knows the problems of commercial broadcast. Box 491D. BROADCASTING.

Engineer, first class license. 3 months experience. Married, have car. Box 493D, BROADCASTING.

Situations Wanted (Cont'd)

Engineer, 1st phone. No broadcast experience. Over 2 years training (including television broadcast station equipment) at two of New York's topnotch schools. Prefer northeast U. S. Box 511D, BROADCASTING.

Combination engineer-announcer, 1st class phone, single, 2 years college, some experience. Will travel. Desire permanent position. Box 512D, BROADCASTING.

Engineer, 1st phone, 2 years experience, all phases AM and FM station operation and maintenance. Single, car. Box 513D, BROADCASTING.

Young man, married, settled and dependable. Desires permanent position as engineer in AM, FM or TV station. Experienced AM. Radio telephone 1st class, available immediately. Box 525D, BROADCASTING.

Aptitude, first class license, over four years experience transmitter, control, recording, remotes. Single, 25, without car, permanent north or southeast. Apt. 4, 214 Seymour St., Syracuse 4, N. Y.

Engineer with first phone license desires position with radio sation. Inexperienced. Will do announcing. Consider any location. Write Arnold Kirschbaum, Cairo, Nebr.

Engineer, eight months experience with remotes, recording, console and transmitter. Single, 22. Consider all jobs anywhere. Bill Massey, 300 Dinkins St., Canton, Miss.

Engineer, first phone man desires combination job. Age 22, married, veteran. Ambitious and steady. William E. Smith, 2720 Howard St., Omaha, Nebr. Phone AT. 7033.

Production-Programming, others

Program director, experienced. Now employed desires same job elsewhere. All letters answered. Box 293D, BROADCASTING.

Wanted, job for one program director and one announcer. Both employed. Box 294D, BROADCASTING.

Young woman desires job as women's program director in New England. Qualified to produce women's participation and department store shows. Seven years broadcasting experience. Qualified for TV. Wellesley graduate. Box 345D, BROADCASTING.

Want an accurate, conscientious, fast copywriter? College graduate, young lady experienced in handling accounts and traffic. Box 388D, BROADCASTING.

Public relations, publicity or promotion job wanted by capable man, 26. Best references. College. Will travel New automobile. No financial obligations. Consider anything in west. Box 473D, BROADCASTING.

Experienced commercial and script writer. Resume and samples upon request. Box 493D, BROADCASTING.

Looking for a man with thorough radio background desiring to affiliate with new, small market station and do qualified job as program director? Write Box 494D, BROADCASTING.

Program director with 5000 watt basic net station in eastern metropolitan area desires change. Three years as program director, seven years announcing experience. Married. A reasonable offer will be accepted. Box 504D, BROADCASTING.

For Sale

Stations

Successful 250 watt network station small north midwestern town. Net earnings in excess of $20,000 per year. No competition. Completely equipped. Assets in excess of $70,000. Price $110,000. Box 247D, BROADCASTING.

250 watt, single station market, 10,000. Mid-Atlantic state. Independent, profitable, two years on the air. $35,000. cash. No broker. Box 399D, BROADCASTING.

Equipment, etc.

Two 150 foot lengths #1-502⅞ inch, 72-ohm transmission line, 150 feet #83 parkway cable, 2,000 feet #17 telephone twin line. WAJR, Morgantown, West. Va.

For Sale (Cont'd)

1 Andrew type 50 tuning unit, complete for 1000 watts or less. Includes all meters, static drain choke: A.C. outlet and heater plus Andrew type 803 3-wire lighting choke mounted in same cabinet. Original cost $590. Used 1 year, prime condition. Will be sold to highest bidder. KAGH, Pasadena, Calif.

Equipment, RCA 96-AX limiting amplifier $185, Presto 87-A recording amplifier with speaker $135, Collins 12Z 50 ohm remote amplifier $190, all perfect, interested sell or trade for distortion analyzer, WBBQ, Augusta, Ga.

One kilowatt RCA FM transmitter used eleven months, excellent condition. One Hewlett-Packard 335-B freq. and mod. monitor. Radio Station WCFL, Chicago, Ill.

Here's real FM bargain; one 3 kw GE FM transmitter type BT-3-B complete with frequency and modulation monitor; one two bay GE FM circular antenna type BY-2-B; 400 feet 1⅝" Seal-O-Flange transmission line, dry air compressor. $2500 as is, FOB, Station WDOS-FM, Oneonta, New York. If purchased before December 31, 1949.

Field intensity meter. RCA type 301-B with power unit type 93-A. Covers AM-FM-TV 18-125 mc. Brand new. Original cost $1550.00. Yours for $600 or best cash or trade offer. WEAW, Evanston, Ill.

170 ft. Wincharger tower, standing, complete with base insulator, anchors, guys, lights. Christmas special $900.00. WHSC, Hartsville, S. C.

New, at a bargain, all welded triangular uniform cross-section, guyed type towers with insulators and lighting equipment. Will deliver and erect. Three 175 ft., four 200 ft., five 225 ft., three 275 ft., five 300 ft., four 350 ft., three 375 ft., four 395 ft. Phone, wire or write Consolidated Tower & Construction Co., Inc., Petersburg, Va.

For sale: One Presto model Y4 recorder, new condition. One Ampex model 200 30" per second tape recorder, practically new. Two 9-A Western Electric reproducers complete with filters. Make offer. W. D'Orr Cozzens, Chief Engineer, Intermountain Network, Salt Lake City, Utah.

Due to the liquidation of a broadcasting station we are offering at a sacrifice price 179 foot self supporting tower. Blaw-Knox complete with A-2 light kit all wires enclosed in rigid conduit for quick sale $2500.00 Also 250 watt transmitter and console with various transmitter equipment for quick sale $5000.00. Agents representing the sellers, J. J. Phillips & Son, General Radio Contractors, 124 E. LaChappelle St., San Antonio 4, Texas. Telephone Fannin 4616. These prices are at a tremendous sacrifice and can be bought on terms.

Wanted to Buy

Stations

Desire to purchase station in midwest or eastern market for cash. All information given held confidential. Box 425D, BROADCASTING.

Equipment, etc.

Wanted. Two new or used RCA turntables of 70 series with or without reproducers. Box 413D, BROADCASTING.

Wanted, used 250 w and 1 kw AM transmitters, monitors and speech equipment. State price, model and age. Box 414D, BROADCASTING.

Wanted—Brand new nine channel latest model Raytheon console. This equipment must be brand new. Submit lowest cash price. Box 428D, BROADCASTING.

Equipment wanted, RCA junior velocity microphones in any condition. Please state lowest rock bottom price. Box 523D, BROADCASTING.

Wanted—1 kw FM amplifier which can be used with Gates 250 watt transmitter or will consider 1 kw transmitter complete in good condition. Give complete details including price. WCNT, Centralia, Ill.

Wanted—All studio and transmitter equipment required for 250 w AM and 1 kw FM station. Rush all details and price. United Bcstg. Co., 301 E. Erie St., Chicago 11, Ill.

Wanted to Buy (Cont'd)

Wanted, low priced 250 watt used FM transmitter and needed installation equipment. WMAP, Monroe, N. C.

Miscellaneous

Copy problem? Let Jon Knight Associates, 505 Fifth Avenue, New York 17, write all your commercials. Low rates, experience, originality, speed.

Help Wanted

Announcers

Station near Pittsburgh, Pa., has opening for a "top" morning man. Will pay excellent salary to dependable announcer. Must have experience, charm, style and knowhow. Send photo, references and record. Box 479D, BROADCASTING.

Situations Wanted

Salesmen

AM-TV SALES EXECUTIVE

Seasoned salesman for an AM or TV station is looking for a challenging job for 1950.

Sound background in selling spot, network and TV for past ten years.

Constructive planner, knows his way around advertisers and agencies. Forty years young. Best references. Would like to talk to you if you are looking for an aggressive man with ideas. Box 521D, BROADCASTING.

School

Are you looking for WELL TRAINED MEN

. . . to operate and maintain TV, FM or AM station equipment?

Tell us your needs! Our graduates have thorough, technical training in one of the nation's finest Television-Radio - Electronics training laboratories.

These men are high grade . . . with F.C.C. Licenses and are well qualified to operate and maintain Television and Radio Broadcast equipment. Our graduates are employed by many of the best known TV-Radio-Electronic concerns across the nation. Write, phone or wire:

DeFOREST'S TRAINING, INC.

2533 N. Ashland Ave., Chicago 14, Ill.

Phone Lincoln 9-7260

For Sale

Equipment, etc.

Expansion program calls for immediate sale present Federal 3 kw FM transmitter, model 192-A with modulator 109-A; also complete set spare parts and tubes. Now set up for 102.5 Mg, but will operate any FM frequency. Perfect condition. Contact Charles L. Jeffers, WOAI, San Antonio, Texas.

(Continued on page 82)

For Sale (Cont'd)

PATCH CORDS

8 foot rubber covered, two conductor, tinsel with Western Electric Type 241A plug at *each end.* Price $4.30 each.

Western Electric 241A plugs. Price $2.00 each.

Western Electric 217D plugs with 600 ohm load. Price $2.65 each.

MASPETH TELEPHONE & RADIO CORPORATION
142 Ashland Place
Brooklyn 1, New York

Wanted to Buy

Equipment, etc.

Increasing power or changing equipment? Want any or all studio and transmitter equipment for 250 watt operation. Also tower 270-300 ft. Starting drilling operations in December deep OIL WELL TEST partnership major oil company. Have mineral royalty under well site, offset minerals, offset acreage and acreage in drilling block. Trade any part in proportional value your equipment. Trade requires immediate action but can wait until spring for delivery of equipment. Excellent geological info. and location in oil producing territory. Completely substantiated your satisfaction. Wire Box 524D, BROADCASTING.

Help Wanted

Announcers

Immediate opening for dependable announcer. Rush disc with sample of commercial and adlib announcing, photo and references. Car helpful. Program Director, KSCB, Liberal, Kansas.

On All Accounts

(Continued from page 18)

Portland Pete and the Kactus Theatre on KPIX (TV) San Francisco and *Portland Pete* on KFI-TV Los Angeles. During football season it sponsored spots preceding and following the home games of USC and UCLA on KECA-TV Hollywood; of Stanford on KGO-TV San Francisco; U. of California (Berkeley) on KPIX; Junior Rose Bowl Conference League, Los Angeles, on KLAC-TV that city, in addition to weekly spots on these stations.

Hi-Ten currently has radio spots or participations on ten Los Angeles stations and television spots and time signals on KECA-TV Hollywood.

Mr. and Mrs. Haims (she is the former Ruth Fiebach) make their home in North Hollywood. They have one son, Gerald, 13.

Golf and fishing, shared with his young son, take up part of Martin's leisure time. And when culture hits Los Angeles in the form of a visiting opera group, he is there at every operatic session—reminiscent of his Saturday afternoon loyalty to the Metropolitan Opera sessions, in New York, enjoyed from the balcony.

Clubwise, he is a member of the Hollywood and Los Angeles Advertising clubs.

U.S. AGENCIES

Reduction Plan Is Mulled

IMPORTANCE of reducing the number of independent agencies reporting directly to the President, proposed by the Hoover Commission, was underscored again last week at a two-day national reorganizational conference held in Washington.

Simultaneously, Frank Pace Jr., director of the Budget Bureau, revealed that President Truman will press for passage of legislation, covering a number of additional agencies and departments, in the next session of Congress. President Truman has been considering staff reports "covering virtually the entire range of the commission's report," he said. Whether they encompass such agencies as FCC and FTC is not known.

Mr. Pace addressed the conference, held Dec. 12-13 at the Shoreham Hotel by the Citizens Committee for the Hoover Report. He gave no details of the plans under consideration. Herbert Hoover spoke before the group Tuesday, and on an NBC hookup Monday evening.

The former Republican President, who has spearheaded a drive to save $2 billion annually in government expenditures, recommended reforms in eight "urgent" categories, placing reorganization of Civil Service at the top of the list. He urged decentralization of control of employes into the departments and agencies, to be accomplished under rules to be set up by Civil Service and enforced by it.

Mr. Hoover also noted that commission proposals would serve to cut by half the 65 different agencies now reporting to the President. Congress itself should serve as the board of directors in executive matters, Mr. Hoover felt, with agencies of inspection seeing to it that their decisions are enforced.

The State Dept., as coordinator of interdepartmental committees, has attempted to assure the fullest possible consultation among interested government agencies, enlisting the specialized skills and experience of their personnel.

Ernest A. Gross, deputy United States representative to UN and former Assistant Secretary of State for congressional relations, said the operational work load of the Secretary and Under Secretary has been substantially reduced since a Hoover Commission recommendation was effected by legislation. Commission had urged addition of two deputy under secretaries and adequate staff services. Institutional relationship between the State Dept. and Congress also has been developed with some success, he added.

Goodwill By Air

TWO communities have been linked by air—in spirit at least—largely through the efforts of its disc jockey, WERI Westerly, R. I., reports. Tony Allen and his *Club 1230* campaign to cement relations between Westerly and Long Island communities, resulted in wholesale festivities. Dec. 1 was designated as "Tony Allen-WERI Day" in Easthampton, L. I., and a contingent of WERI staff members was transported to the L. I. community by Veterans Airways and Westerly Flyers. They were met by delegations from the local chamber of commerce and Lions' Club who played hosts on visits to various points of interest, and at a cocktail party and gala dinner.

CANADA RATINGS

U. S. Programs Lead In Nov.

ONLY AMERICAN network programs are featured in the ten most popular evening programs in Canada for the November national ratings, released by Elliott-Haynes Ltd., Toronto, on Dec. 9. Most popular network shows were *Charlie McCarthy*, rating 28.8; *Amos 'n' Andy* 28.2, *Radio Theatre* 27.6, *Fibber McGee & Molly* 27, *Our Miss Brooks* 24.5, *Bob Hope* 23.2, *Mystery Theatre* 19.4, *Twenty Questions* 18.7, *Aldrich Family* 18.4, and *My Friend Irma* 18.3.

Five leading daytime programs also were of American origin for the first time in many years: *Big Sister* 14.9, *Ma Perkins* 14.5, *Pepper Young's Family* 14.3, *Road of Life* 14.2, and *Aunt Lucy* 13.9.

French-language evening programs showed little change for November, with leading five being *Un Homme et Son Peche* 35.2, *Radio Carabin* 34.6, *Metropole* 28.5, *Ralliement du Rire* 27.5, and *Ceux Qu'on Aime* 25.7. Daytime French-language programs were led by *Jeunesse Doree* 26.8, *Rue Principale* 25.7, *Les Joyeux Troubadours* 22.6, *Maman Jeanne* 22.3, and *Tante Lucie* 22.3.

STARS' COOK BOOK

Radio Spots to Aid D. A. V.

A SERIES of spot announcements by movie stars has been made by the Motion Picture Committee of the Disabled American Veterans' Service Foundation in its campaign to push sales of the cook book, *What Cooks in Hollywood.*

All profits from the sale of the book, which contains favorite recipes of 106 stars, go to the Disabled American Veterans. Compiled by Dorothy and Maxwell Hamilton, the latter chairman of the Motion Picture Committee and editor of *Motion Picture* magazine, the book is available only by mail for $1 sent to the D. A. V., Box 7170, Chicago 80, Ill. Spot announcements, however, also point out that orders may be sent to "the station to which you are listening." Campaign promotion is being handled by Jack Egan, 149 West 51st St., New York.

News

GLENN CONDON, formerly with KTUL as news editor KVOO in production and programming and KOME and KAKC all Tulsa, Okla., joins KRMG 50 kw ABC outlet soon to be on the air in Tulsa as news editor.

ERIK PAIGE, play-by-play baseball announcer with WLOW Norfolk, Va., named sports director, succeeding MARK SCOTT, who is now associated with United Artists Television Div.

TOM DUGGAN, sportscaster at WMAQ and WNBQ (TV) Chicago, signs one-year contract with NBC Chicago. He has worked at stations since last spring.

JOHN FACENDA, newscaster heard nightly on WIP Philadelphia, starts new series of programs on WCAU-TV same city, entitled *People and Things*, seen twice-weekly and sponsored by the Bonafide Construction Co.

JIM McMILLEN, news editor at WWNF Fayetteville, N. C., resigns that post. Mr. McMillen, who also taught international politics in several North Carolina schools, will leave soon for an extended trip through England, France, Spain and occupied Germany, to further study political conditions there.

WILLIAM FINNEGAN, formerly with CBS Hollywood mimeograph department, promoted to editorial assistant in network news bureau.

WOLF NAMED

Munitions Board Aide

SIDNEY K. WOLF of Federal Telephone & Radio Corp. has been named fulltime consultant of the Munitions Board's electronics committee, effective Jan. 1, 1950, it was learned last week. The official announcement is to be made at the committee's meeting today (Monday).

Mr. Wolf, who is manager of Federal's special projects division, will supervise procurement of electronics equipment from manufacturers, who are working through Radio Mfrs. Assn. with the government group. Other duties in that phase of mobilization (the military) include standardization of equipment specifications; stockpiling of strategic materials; and pinpointing areas in which shortages may develop [BROADCASTING, Nov. 21].

Formerly associated with the U. S. Army Air Force and War Production Board, Mr. Wolf has been with Federal, a branch of International Telephone & Telegraph, since shortly after the end of the war.

The Munitions Board group held its last meeting Dec. 5 at which time it continued its study of problems relating to military mobilization. The committee is drafting a plan inviting comments from the RMA group, headed by Chairman Fred Lack, of Western Electric and set up on behalf of communications manufacturers to advise the board.

FCC Actions

(Continued from page 72)

Decisions Cont.:

Angeles, to 6-30-50; WTAR-TV Norfolk, Va., to 6-27-50; KSLH St. Louis, to 2-28-50; WOSU-FM Columbus, Ohio, to 2-8-50; WRGK Brookfield, Ill., to 3-27-50; WLOW-FM Norfolk, Va., to 6-28-50; KNX-FM Hollywood, Calif., to 3-28-50; WCOD Richmond, Va., to 3-23-50; KTSA-FM San Antonio, Tex., to 6-22-50; KDTH-FM Dubuque, Ia., to 7-8-50; WNAC-FM Boston, to 4-1-50; WJEF-FM Grand Rapids, Mich., to 6-27-50; WSLB-FM Ogdensburg, N. Y., to 3-19-50; WERC-FM Erie, Pa., to 4-2-50; WMIN-FM St. Paul, Minn., to 3-31-50; WGCH Greenwich, Conn., to 2-8-50.

KFXJ Western Slope Bcstg. Co., Grand Junction, Col.—Granted assignment of license from partnership composed of two equal partners to corporation, Western Slope Bcstg. Co. Inc., outstanding capital stock of which will be owned 49.457% by each of assignor partners, and 1.086% will be owned by new stockholder (daughter of one of assignor partners).

Carthage Bcstg. Co., Carthage, Mo.—Granted CPs new remote pickups KA-5030 KA-865.

WDBJ-FM Roanoke, Va.—Granted license changes in existing FM station (Chan. 235, 94.9 mc, 41 kw, 1550 ft.)

WBYS-FM Canton, Illinois—Granted license new FM station Chan. 265 (100.9 mc), 650 w, 300 ft.

WJLK Asbury Park, N. J.—Granted CP install alternate main trans.

WSM Inc., Franklin, Tenn.—Granted CP to make changes in ant. of KIB-277.

Camelia Bcstg. Co. Inc., Area of Lafayette, La.—Granted CP new remote pickup KA-5016.

Central States Bcstg. Co., Portable-Mobile, Area of Omaha, Neb.—Granted CP new remote pickup KA-5017.

ACTIONS ON MOTIONS

(By Commissioner Jones)

Tri-States Meredith Bcstg. Co., Des Moines, Iowa—Granted petition to change its name to Tri-States Television and Bcstg. Co.

WCLE Clearwater, Fla.—Granted petition requesting dismissal without prejudice of its application for consent to transfer of control.

WORM Easton, Md.—Granted petition requesting dismissal without prejudice of its application for extension of completion date.

WFNC Fayetteville, N. C.—Granted petition to remove from hearing docket its application.

Boston Metropolitan Television Co., Boston—Granted petition requesting dismissal without prejudice of application for TV station.

New Rochelle Bcstg. Service Inc., New Rochelle, N. Y.—Granted petition for leave to amend application to include photograph of site and statement concerning zoning regulations within 00 mv/n contour.

KXLJ Helena, Mont.—Granted petition for indefinite continuance of hearing scheduled Dec. 13 at Helena, Mont. on application for renewal of license.

WLEA Hornell, N. Y.—Granted motion to take depositions in support of its application.

(By Examiner Elizabeth C. Smith)

FCC General Counsel—Granted petition for further extension of time to file proposed findings of fact and conclusions of law in re Crescent Bay Bcstg. Co., Santa Monica, Calif., et al; time extended to Dec. 15.

(By Examiner Fanney N. Litvin)

Lakewood Bcstg. Co., Dallas, Tex.—Granted petition for indefinite continuance of consolidated hearing scheduled Dec. 12 in Washington, on Lakewood application and that of KVOL Lafayette, La. et al.

(By Examiner J. D. Cunningham)

Kokomo Pioneer Bcstrs., Kokomo, Ind.—Granted motion for leave to amend application with respect to (a) business interests of one of partners, (b) estimated cost of construction, (c) estimated operating costs and revenues, (d) proposed staffing, (e) program schedules, and (f) current financial data regarding partners.

KNEW Spokane, Wash.—Granted petition to amend directionalized pattern in application and to remove from hearing docket; dismissed petition insofar as it requests granting of application at this time.

WOR New York—Granted petition for extension of time to Feb. 13, 1950, to file proposed findings re its application.

WBAT Marion, Ind.—Granted motion for leave to amend application with respect to (a) estimated cost of installation, (b) financing proposal, (c) program statistics, and (d) staffing proposed station.

(By Examiner Jack P. Blume)

Radio St. Clair, Inc., Marine City, Mich.—Granted petition for continuance of hearing from Dec. 12 to Feb. 13, 1950, at Washington.

(By Examiner Elizabeth C. Smith)

KENO Nevada Bcstg. Co.—Granted petition to amend application to revise DA and cost of construction, and remove from hearing docket.

(By Examiner Hugh B. Hutchison)

Lamar County Bcstg. Co., Paris, Tex.—Granted petition insofar as it requests that application for new station be removed from hearing docket; dismissed petition insofar as it requests application be granted.

December 13 Applications . . .

ACCEPTED FOR FILING

License Renewal

Applications for license renewal filed by the following stations: KWFC Hot Springs, Ark.; KVRH Salida, Col.; WGAA Cedartown, Ga.; WSOY Decatur, Ill.; WCMI Ashland, Ky.; WKIC Hazard, Ky.; KGEZ Kalispell, Mont.; KELK Elko, Nev.; WIZE Springfield, Ohio; WRHI Rock Hill, S. C.; WGRY Greeneville, Tenn.; WTWN St. Johnsbury, Vt.; WFHR Wisconsin Rapids, Wis.

Modification of CP

Mod. CP new FM station for extension of completion date: WGST-FM Atlanta, Ga.; KWBW-FM Hutchinson, Kan.; KUGN-FM Eugene, Ore.; WAZL-FM Hazleton, Pa.

License for CP

WRFS-FM Alexander City, Ala.—License to cover CP new FM station.

Modification of CP

WFMB-TV Indianapolis, Ind.—Mod. CP new commercial TV station for extension of completion date.

License Renewal

WENR-TV Chicago, Ill.—Application for license renewal commercial TV station.

December 14 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

WLOW Portsmouth, Va.—Designated for hearing application to change from 1410 kc 1 kw-D to 1400 kc 250 w unl., change trans. location and move main studio from Norfolk to Portsmouth; at Washington Feb. 16.

Farmington Bcstg. Co., Farmington, N. M.—Designated for hearing Feb. 24, 1950, in Washington, application for new station on 1240 kc 250 w unl. "to determine financial qualifications of applicant partnership and partners to construct and operate proposed station."

KFDX Wichita Falls, Tex.—Designated for hearing Feb. 24, 1950, in Washington, application to change daytime power of station KFDX from 5 kw to 10 kw DA, and install new trans.; and made KSTA Coleman, Tex. party to proceeding.

Coast Broadcasters Inc. Astoria, Ore. and Seaside Bcstg. Co. Seaside, Ore.—Designated for consolidated hearing at Washington Feb. 28, 1950, application of Coast Broadcasters Inc., for new station on 1230 kc 250 w unl. and Seaside requesting 1240 kc 250 w unl.

WLCS Baton Rouge, La. and KJAN Bcstg. Co., Baton Rouge, La.—Designated for hearing in consolidated proceeding in Washington March 1, 1950, application of WLCS to change facilities from 1400 kc 250 w unl. to 910 kc 1 kw unl. DA, and KJAN Bcstg. Co. for new station on 910 kc 1 kw D.

Owatonna Bcstg. Co., Owatonna, Minn. and WMIN St. Paul, Minn.—Designated for hearing in a consolidated proceeding to be held in Washington on March 1, 1950, application of Owatonna for new station on 1390 kc, 500 w unl. and WMIN to change facilities from 1400 kc, 250 w unl. to 1390 kc, 1 kw, D.

WALT Tampa, Fla.; WJBF Augusta, Ga. and WGST Atlanta, Ga.—Denied petition of WALT for reconsideration and grant without hearing of application; and designated for consolidated hearing with said application of WALT, to be held in Washington on March 6, 1950, application of WJBF to change facilities from 1230 kc 250 w unl. to 920 kc 1 kw unl. DA, and application of WGST to change facilities from 920 kc 1 kw-N 5 kw-LS, unl. to 920 kc 5 kw unl. DA-N.

Houston Bcstrs., Albany, Ga. and WFBC Greenville, S. C.—Designated for hearing in Washington on March 6, 1950, application of Houston Bcstrs. for a new station on 1330 kc 1 kw, unl., DA-N, and that of WFBC to change trans. location, install new trans. and DA and place FM ant. on one tower of station WFBC and made WJPS Evansville, Ind., party to proceeding.

WCAW Charleston, W. Va.; WMON Montgomery, W. Va., and WTAR WTAR Radio Corp., Norfolk, Va.—Designated for consolidated hearing in Washington on March 7, 1950, application of WCAW to change from 1400 kc 250 w unl. time, to 790 kc 1 kw unl. time DA, and application of WMON to change from 1340 kc, 250 w to 790 kc 500 w-N, 1 kw LS, unl., DA-N, and made WTAR Norfolk, and WHTN Huntington, W. Va., parties to proceeding.

KFSA Fort Smith, Ark.—Designated for hearing in Washington on Feb. 23, 1950, application to increase power of KFSA from 500 w-N 1 kw-D, to 1 kw-N 5 kw-D, and install DA for daytime use, and made following parties to proceeding: KWAT Watertown, S. D.; KSEL Lubbock, Tex., WWJ Detroit, and WSPA Spartanburg, S. C.

WSIV Pekin, Ill.—Denied petition WSIV for reconsideration and grant without hearing of application to change to 1150 kc with 500 w-N 1 kw-D DA, and ordered hearing scheduled for Feb. 10, 1950, in Washington, and made WJJD Chicago, party to proceeding.

Petition Dismissed

Arnold C. Werner, Anacortes, Wash.—Dismissed petition of Werner, to set aside Commission's action of Oct. 27, granting application of Cole Wylie, for new station at Sunnyside, Wash.

Request Granted

KSPA Santa Paula, Calif.—Granted request of transferors and transferees for authority to cease operation of KSPA for period of 60 days from Nov. 16, pending reorganization.

SSA Granted

KWBU Corpus Christi, Tex.—Granted extension of SSA for three months' period from Dec. 15, 1949, on 1030 kc 50 kw, using non-DA during hours from local sunrise at Boston to local sunset at Corpus Christi.

Request Granted

WGTM Wilson, N. C.—Granted extension of authority to operate with nondirectional ant. and reduced power, from Dec. 14 to March 1, 1950 (Comr. Coy for denial).

Request Denied

KITO San Bernardino, Calif.—Denied waiver of sec. 3.30(a) of rules to permit the identification of KITO as San Bernardino and Riverside, Calif.

KGFN Grass Valley, Calif.—Denied waiver of sec 3.30 (a) of rules to permit identification of KGFN Grass Valley and Nevada City, Calif.

Authority Granted

KMAC San Antonio, Tex.—Granted extension of authority for a period of 60 days from December 18, to operate with reduced power pending necessary repairs to voltage regulator.

Application Dismissed

KSMI Seminole, Okla.—Dismissed application for authority to move main studio from Seminole to near Wewoka, Okla., and change facilities of KSMI, as inconsistent with rules. (Comr. Jones participating.)

Hearing Designated

KTBB Tyler, Tex.—Designated for hearing in Washington, March 2, 1950, application to change power and hours of operation of KTBB from 500 w-D to 1 kw unl. time, install new trans., change trans. location and install DA for night use, made KTBC Austin, Tex. party to proceeding. (Comr. Jones participating.)

CP to Replace Expired CP

Following granted new CPs to replace expired construction permits, each to bear expiration date of six months from date of grant: WFPL(FM) Louisville, Ky.; WCOV-FM Montgomery, Ala.; KOPP-FM Ogden, Utah; WLET-FM Toccoa, Ga.

Request Denied

Denied request of Picture Waves Inc., WTVN (TV) Columbus, Ohio, for 60-day STA to operate trans. with maximum rated power (5 kw) for purpose of taking field intensity measurements, etc., in view of policy expressed in Commission's TV "freeze" order.

December 15 Applications . . .

ACCEPTED FOR FILING

AM-1400 kc

Eastern Indiana Radio Corp., Muncie, Ind.—1400 kc 250 w unlimited AMENDED to withdraw request for change in frequency and hours of operation.

(Continued on page 84)

November Box Score

STATUS of broadcast station authorizations and applications at FCC as of November 30 follows:

	AM	FM	TV
Total authorized	2,234	800	111
Total on the air	2,072	740	94
Licensed (All on air)	2,027	476	26
Construction permits	207	315	85
Conditional grants		9	
Total applications pending	1,031	180	399
Requests for new stations	320	46	354
Request to change existing facilities	287	35	13
Deletion of licensed stations in November	5	3	
Deletion of construction permits	2	12	1

FOR INCREASED SPOT BILLINGS contact JOSEPH HERSHEY McGILLVRA, INC. 366 Madison Avenue, New York Murray Hill 2-8755

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$60,000.00

Located in one of the most attractive single station markets in the east. City is over 20,000 with large retail trade area and high retail sales. This well established facility is operating quite profitably under absentee ownership. It offers a splendid opportunty for a capable owner-operator to considerably increase profits. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	333 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

FCC Actions

(Continued from page 83)

Applications Cont.:

AM—850 kc

WCAV Norfolk, Va.—CP to change from 860 kc 1 kw-D to 850 kc 1 kw unlimited DA-N AMENDED to request 850 kc 1 kw unlmited DA-DN.

Modification of CP

Modification CP new AM station for extension of completion date: KELL Waxahachie, Tex.; KTOE Mankato, Minn.

WKVM Arecibo, P. R.—Mod. CP new AM station to change frequency, increase power etc. for extension of completion date.

WIBC Indianapolis, Ind.—Same—to increase power etc.

KRGV Weslaco, Tex.—Same—to increase power etc.

WPAT Paterson, N. J.—Same—to increase power, change hours of operation.

License Renewal

Application for license renewal filed by following stations: WDSR Lake City, Fla.; WEVE Eveleth, Minn.; KPRK Livingston, Mont.; WLNH Laconia, N. H.; WMBO Auburn, N. Y.; WTSB Lumberton, N. C.; KRUL Corvallis, Ore.; KAND Corsicana, Tex.; KRBA Lufkin, Tex.; WHAP Hopewell, Va.

License for CP

License to cover CP new AM station: WNAT Natchez, Miss.; WRJW Picayune, Miss.; WHLL Wheeling, W. Va.

License to cover CP new FM station: KBTM-FM Jonesboro, Ark.; KIMV Hutchinson, Kan.; WMRI Marion, Ind.; WDHN New Brunswick, N. J.

License to cover CP new noncommercial educational station: WUOM Ann Arbor, Mich.; WUOA Tuscaloosa, Ala.

License to cover CP new commercial TV station: WNBK(TV) Cleveland; WJAR-TV Providence, R. I.; KBTV (TV) Dallas, Tex.

Application for license renewal filed by following commercial TV stations: WRGB(TV) Schenectady, N. Y.; KLEE-TV Houston, Tex.; WBEN-TV Buffalo; WCAU-TV Philadelphia.

Modification of CP

KMAR Bakersfield, Calif.—Mod. CP new FM station for extension of completion date.

WITJ Ithaca, N. Y.—Mod. CP new noncommercial educational FM station to change frequency to 91.7 mc.

Mod. CP new commercial TV station for extension of completion date: WOW-TV Omaha, Neb. to 8-1-50; WCBS-TV New York to 4-10-50.

TENDERED FOR FILING

AM—960 kc

WELS Kinston, N. C.—Mod. CP new AM station to change frequency 1010 kc to 960 kc.

APPLICATION RETURNED

AM—1570 kc

KJCK Junction City, Kan.—RETURNED Dec. 15 application to change from 1570 kc to 1420 kc.

Assignment of License

KCSU Provo, Utah—DISMISSED Dec. 15 application for assignment of license from Frank A. Van Wagenen and Harold E. Van Wagenen partnership d/b as Central Utah Broadcasting Co. to new corporation of same name.

Docket Actions . . .

INITIAL DECISIONS

Kansas City Bcstg. Co. Inc., Kansas City, Mo., and Reorganized Church of Jesus Christ of Latter Day Saints, Independence, Mo.—Initial decision by Hearing Examiner J. D. Bond to deny both applications seeking same facilities of 1380 kc, 5 kw daytime. Latter Day Saints application is denied without prejudice to right of applicant to petition Commission for reconsideration within 30 days after announcement. Decision Dec. 14.

New Bedford Bcstg. Co., New Bedford, Mass.—Initial decision by Hearing Examiner Hugh B. Hutchison to deny application for new station on 1270 kc, 500 w daytime. Application is in default for reason that applicant failed to appear in hearing or offer explanation therefor. Decision Dec. 12.

OPINIONS AND ORDERS

WWBZ Vineland, N. J.—Adopted order making final proposed decision granting application of Community Bcstg. Service Inc. to change WWBZ from 1360 kc, 1 kw daytime to 1360 kc, 1 kw unlimited, directional night, subject to engineering conditions. Decision Dec. 9.

Pioneer Bcsters. Inc., Pleasantville. N. J.—Adopted order making final proposed decision granting application for new station on 1400 kc, 250 w unlimited [BROADCASTING, Nov. 14]. Application of Seaside Bcstg. Co. for new station at Atlantic City, on same facilities was denied. Decision Dec. 9.

Vulcan Bcstg. Co., Birmingham, Ala.—Adopted order making final initial decision denying application for new station on 1490 kc, 250 w unlimited. Decision Dec. 9.

KOB Albuquerque, N. M.—Adopted memorandum and order granting in part application of Albuquerque Bcstg. Co. for extension of SSA to operate on 770 kc, 50 kw-LS, 25 kw-N and extended same to March 1, 1950, and denied application of American Bcstg. Co. Inc. for denial of extension of SSA and other relief. Decision Dec. 14.

WNEW New York—Adopted order closing record and granting application of Greater New York Bcstg. Corp. for CP to increase power from 10 kw unlimited, directional day and night, to 50 kw directional night, on 1130 kc. Subject to engineering conditions. Decision Dec. 14.

KWIK Burbank, Calif. — Adopted memorandum opinion and order denying petition for reconsideration and grant without hearing of application for assignment of license of Burbank Bcstrs. Inc. to Leslie S. Bowden as trustee. License revoked effective midnight Jan. 8, 1950. If written application is made before Jan. 3 for hearing, order will stand suspended until conclusion of hearing. Decision Dec. 15.

KBIG Des Moines, Iowa—Ordered that Commission's action of Oct. 27 be set aside, denying application for extension of completion date of construction for new station on 740 kc, 250 w unlimited. Hearing to be held in Washington Feb. 17, 1950. Decision Dec. 9.

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FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO DECEMBER 15

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,084	2,032	201		329	266
FM Stations	744	479	310	*8	49	28
TV Stations	97	29	82		353	182

* Five on the air.

WQXR New York—Adopted memoradum opinion and order denying petition of Interstate Bcstg. Co. Inc. to reconsider action of July 13 granting without hearing application of Wachusett Bcstg. Co., Fitchburg, Mass., for new station on 1580 kc, 1 kw daytime. Grant set aside and designated application for hearing and make WQXR party to proceeding. Decision Dec. 9.

Shelby Bcstg. Co., Center, Tex.—Order setting aside initial decision of Sept. 1 re application for new station. Record reopened and further hearing to be conducted at Center, Tex., Jan. 31, 1950, to obtain full information as to all contracts, agreements or understandings between O. L. Parker, A. C. Childs, Emmett Crawford and Allphin Hughes relating to sale, management and control of Shelby Bcstg. Co. Presiding officer to prepare initial decision on all issues. Decision Dec. 9.

Texas Star Bcstg. Co., San Antonio, Tex.—Adopted memorandum opinion and order denying petitions for rehearing and declaratory ruling on its application and that of KONO San Antonio. Decision Dec. 9.

WKYB Paducah, Ky.—Adopted memorandum opinion and order denying petition requesting that sunrise time of 7:15 a.m. given in table for Paducah for month of January be waived and petitioner be permitted to begin broadcasting at 7 a.m. during that month. Decision Dec. 14.

Non-Docket Actions . . .

AM GRANTS

Boonville, Ind.—Boonville Broadcasting Co. granted new AM outlet on 1540 kc, 250 w daytime, only. Estimated cost of construction $15,185. Henry C. Sanders, sole owner is president and 49% stockholder Projection Adv. Co., Owensboro. Granted Dec. 14.

Charlotte Amalie, Virgin Islands—John W. Boler granted new station on 1090 kc, 250 w unlimited. Estimated cost: $16,950. Mr. Boler is 54% owner of KSJB Jamestown, N. D., and minority stockholder in KIOA Des Moines and KYDS St. Paul. This is the third station granted for the Virgin Islands. Granted Dec. 14.

El Dorado, Ark.—Cotton Belt Broadcasting Co., granted new AM station on 1290 kc, 1 kw daytime. Owner is David M. Segal, owner of KTFS Texarkana, Tex. Estimated cost $8,750. Granted Dec. 9.

WLBJ Bowling Green, Ky.—Bowling Green Broadcasting Co., granted switch in facilities from 1340 kc, 250 w unlimited to 1410 kc, 1 kw unlimited, directional night. Subject to engineering conditions. Granted Dec. 9.

WVOT Wilson, N. C.—Wilson Radio Co. Inc. granted increase in hours of operation from 1 kw daytime to 1 kw-LS, 500 w-N on 1420 kc. Granted Dec. 14.

TRANSFER GRANTS

KEVT Kerrville, Tex.—Granted assignment of license from Walter T. McKay and Arthur Stehling d/b as Kerr County Bcstg. Co. to Kerrville Broadcasting Co. Consideration is $71,000. Kerrville is equally owned by Hal Peterson, owner of San Antonio photo studios and supply firms, president; C. V. Peterson, associated with Hal Peterson in ownership of inter-city bus line; W. C. Fawcett, in furniture, wool and mohair businesses, secretary-treasurer; and W. Scott Schreiner, hotel and lumber interests, vice president. KEVT is assigned 250 w on 1230 kc. Granted Dec. 14.

WRHI-AM-FM Rock Hill, S. C.—Granted assignment of license to York County Broadcasting Co., new partnership of same name and composed of two of four original partners and one newcomer. Ernest H. and Virginia B. Carroll sell their 50% interest for a consideration of $32,500 to James S. Beaty Jr. and William C. Beaty two of original partners and Harper S. Gault, advertising director of Rock Hill Evening Herald. New partners all will hold ⅓ interest. WRHI is assigned 1340 kc, 250 w unlimited. Granted Dec. 14.

KMLB and KMFM(FM) Monroe, La.—Granted relinquishment of 25% interest by J. D. Liner Jr. in Liner's Broadcasting Station Inc., licensee through sale to licensee of 250 sh for $10,000. KMLB is assigned 1440 kc, 5 kw day. Granted Dec. 14.

KVSM San Mateo, Calif.—Granted assignment of license from San Mateo County Broadcasters, partnership composed of Edmund Scott (26%), Gordon D. France (24%), Hugh H. Smith (26%) and Merwyn F. Planting (24%) to Hugh H. Smith individually for consideration of $17,000. KVSM assigned 1050 kc, 250 w daytime. Granted Dec. 14.

WIRA Fort Pierce, Fla.—Granted transfer of control of Indian River Broadcasting from E. O. Denison et al to Douglas Silver and O. L. Peacock and 16 preferred stockholders. Mr. Silver, president, already owns 25% of voting stock, and Mr. Peacock is engaged in farming and citrus business. H. L. Baukhage, Washington commentator, owns 10% preferred stock. Consideration $45,000. WIRA is assigned 1450 kc 250 w unlimited. Granted Dec. 14.

Deletions . . .

Two AM and three FM authorizations deleted by FCC. AM deletions since first of year total 62 AM, 209 FM and 13 TV. Deletions, effective dates and reasons follow:

KWRZ, Flagstaff, Ariz.—Grand Canyon Bcstg. Co. License cancelled Dec. 9. According to FCC KWRZ went off the air on or about Oct. 1949 for reasons unknown. Oct. 18 Commission received information that James L. Stapleton, 65% owner, had filed petition in bankruptcy and presumably this was a contributing factor. Station had previously been directed to cease operations Sept. 15 for alleged illegal transfer of control [BROADCASTING, Aug. 22].

KSOL Yuma, Ariz.—Gene Burk Brophy, CP Dec. 8. Unable to obtain site.

WIML(FM) New York—Seymour N. Siegel, CG Dec. 5. Was granted on condition Mr. Siegel disassociate from WNYC-FM New York, which he now does not wish to do.

WBLK-FM Clarksburg, W. Va.—New Pub. Co., CP Dec. 5. After careful study applicant feels it economically unsound to proceed with FM.

WGTM-FM Wilson, N. C.—Pen. Thomas Watson, CP Dec. 5. After careful anaylsis of cost and operation of FM, applicant deems it advisable to abandon plans for FM.

New Applications . . .

AM APPLICATIONS

Richlands, Va.—Clinch Valley Bcstg. Co., 1050 kc, 1 kw daytime; estimate

ost $31,775. Co-partnership: J. P. Horne, coal business; John C. Gillespie, armer; Jesse F. White, merchant; J. Powell Royall Jr., grocer. Filed Dec. 5.

Savannah, Ga.— Eurith Dickinson Rivers Jr., 900 kc, 1 kw daytime; estinated cost $26,140. Mr. Rivers is operator WEAS Decatur, Ga. Filed Dec. 9.

TRANSFER REQUESTS

WNEW New York—Assignment of license from Greater New York Bcstg. Corp. to WNEW Inc. for about $2,000,000 [BROADCASTING, Nov. 21]. Sale s consummation of intention of Arde Bulova in 1944 to divest himself of all adio interests, application said. Greater New York Bcstg. ownership: Mr. Bulova individually, 6,100 of total 0,000 sh common; Mr. Bulova as voting trustee for Milton Biow, 2,900 sh; Vincent Dailey, 1,000 sh. WNEW Inc. wnership: William S. Cherry Jr., chief wner WPRO-AM-FM Providence, R.I., resident 49.2%; Charles W. Knowles, reasurer and minority stockholder VPRO, treasurer 5%; Harold Tanner, ttorney, secretary 3.5%; Bernice Judis, VNEW manager, executive vice presilent; Ira M. Herbert, WNEW sales nanager, vice president; Ted Cott, VNEW program director, vice presilent; Harry Playford, banker, 19.2%; Albert H. Baer, certified public acountant, 3.3%; Clem J. Randau, presilent KFBI Wichita, Kan., and coublisher New Milford, Conn., Times, .5%; Alfred Buckley, owner Buckley & Scott Inc., Providence fuel distribtor, 2.5%; Russel C. Smith, vice presilent Cranston Print Works, Cranston, I., 1.7%; Godfrey B. Simonds, Provience investment banker, 2.5%; George V. Meeham, chief owner, Mills Inc., Providence textile firm, 8.3%. Price is 150 per share plus net quick assets ot to exceed $500,000. WNEW assigned 0 kw on 1130 kc. Filed Dec. 12.

WILE Cambridge, Ohio—Acquisition f control of Land O'Lakes Bcstg. Corp., licensee, by H. D. McClelland, 9% owner, through purchase of 51 hares (11%) at $125 each from Howard . Donahoe. WILE assigned 1 kw day n 1270 kc. Filed Dec. 15.

KSFE Needles, Calif.—Assignment of cense from Oscar Dale Shelly for 15,000 to Floyd Kenyon Reed, former heatre owner Shinglehouse, Pa., and o-manager of station. KSFE assigned 50 w on 1340 kc. Filed Dec. 13.

FM Hours

(Continued from page 48)

e "a four-fold boon"—

1. To the public, through greater rogram variety with less interference.
2. To the radio manufacturing inustry, through greater public reponse to FM;
3. To FM-only stations which have ced commercial starvation because ort periods of transmission limited udience acceptance of FM, and
4. To FM-AM stations which will find M interference, static and directional roblems overcome to a great degree FM grows.

Louis Schweitzer of the manufacturing firm of Peter J. Schweitzer nc., New York, also went on record in support of the plan. He rote:

. . . There is no question that the perior quality of reception of FM lds considerably to the enjoyment of dio programs. I have been often sappointed at the fact that some of e programs being broadcast on AM e not simultaneously broadcast on FM . As long as there is a medium such broadcasting, it seems to me that e public is entitled to get the best ception possible.

The FM Broadcasters of Chicago so have given support to the proosal. "We feel such a ruling will in the best interests of FM as ell as of the entire industry," said esident Ralph Wood [BROADCASTG, Nov. 28].

FCC's proposal was based on a tition of the FM Assn., which gued that the present minimum quirements were fixed when there ere about 50 stations on the air compared to 740 in operation toy, and that it was recognized in e beginning that an increase ultiately would be required.

WWDC SALE

People's Bcstg. Corp. Purchases

NEGOTIATIONS for purchase of WWDC-AM-FM Washington by Peoples Broadcasting Corp. of Columbus, Ohio, were completed Wednesday [BROADCASTING, Dec. 12]. Present owner of WWDC, Capital Broadcasting Co., last August purchased facilities of WOL-AM-FM Washington from the Cowles interests. This transaction has been approved by the FCC subject to disposal of WWDC.

Peoples is a wholly-owned subsidiary of Farm Bureau Mutual Automobile Insurance Co., of which Murray Lincoln is president, and operates WRFD Worthington, Ohio, Columbus suburb. Farm Bureau also has life and fire insurance companies.

Mr. Lincoln is active in Ohio farm and labor affairs and was instrumental in forming Farm Bureau Federation of Ohio to market farm products in the last depression. He is president of the worldwide CARE organization and president of the National Council of Cooperatives, as well as being active in All-America Defense Assn., a group advocating fortification of Alaska.

Frequently Mr. Lincoln has been mentioned as a possible Democratic candidate to run against Sen. Robert A. Taft (R-Ohio), despite the fact that he is a registered Republican. AFL and CIO groups have endorsed such a candidacy but Mr. Lincoln has not committed himself on the subject.

The new owner is expeced to use a "homey" type of programming upon formal assumption of the WWDC facilities. The insurance company said the purchase was strictly an investment, with absolutely no political significance.

Sale price of WWDC is understood to have been around $125,000. Capital Broadcasting Co. is owned chiefly by Joseph Katz, Baltimore agency executive. The WOL purchase was a $300,000 transaction.

At present WWDC operates fulltime on 1450 kc with 250 w power and is an independent. It plans to retain its WWDC call leters upon moving to WOL's present 1260 kc, 5 kw, fulltime facility. Peoples plans to use the WOL call letters, if FCC approves. It is understood the FM stations would hold their current dial positions. Capital plans to move from 1000 Connecticut Ave. NW to the present WOL offices at 1627 K St. NW, with Peoples moving into the Connecticut Ave. offices. Peoples would acquire the present WWDC downtown transmitter and the Silver Spring FM and AM-booster site. WOL's transmitter is in Silver Spring.

Ben Strouse, WWDC general manager, and Thomas Dowd, of Pierson & Ball, conducted negotiations for WWDC. James R. Moore, general manager of WRFD, negotiated for Peoples. Howard E. Stark, radio director of Smith Davis Corp., was broker.

770 KC

WJZ-ABC Petition Denied

FCC DENIED last week, for the third time, ABC-WJZ New York's efforts to upset KOB Albuquerque's eight-year special service authorization for use of WJZ's 1-A 770 kc pending a decision in the clear-channel case [BROADCASTING, March 28, May 30].

KOB is assigned 1030 kc with 10kw, but because of interference to WBZ Boston it has been allowed to use 770 kc with 50 kw day and 25 kw night under a series of SSA's since 1941. In denying ABC-WJZ's latest petition for denial of extension of the SSA, the Commission said:

Since the question of KOB's permanent assignment involves the classification of two important clear channels, 770 kc and 1030 kc, it cannot be determined until after a decision in the clear-channel hearing. The latter proceeding contemplates a possible reclassification of all of the clear channels and cannot be decided piecemeal. . . .

Upon consideration of all of the facts we are of the opinion that the status quo should be maintained. A change in the KOB frequency, which could only be another temporary expedient, should not be undertaken in the absence of a compelling reason, and we find no such reason here.

WJZ has suggested that KOB should return to the facilities specified in its license, 1030 kc with power of 10 kw. There is no question but that this would result in severe interference to WBZ and at least some loss of service to KOB.

The Commission recognized in 1941 that KOB's assignment on 1030 kc was unsatisfactory and determined that it should be placed on 770 kc until a final solution of the problem was found. WJZ has advanced no satisfactory reason why this determination should be disturbed at this time. Moreover, maintenance of the status quo would be in accord with the agreement freely entered into by WJZ in 1944.

KOB's current SSA for 770 kc extends to March 1, 1950.

Aid Luncheon

ROUND-TRIP tickets to Bermuda, a television set and many radios will be among the gift drawings at the Christmas luncheon Thursday Dec. 22, of the Radio Executives Club of New York at the Hotel Roosevelt. Proceeds of the luncheon are to go to *New York Times* neediest cases, *Herald Tribune* Fresh Air Fund and WOR New York Christmas fund for kiddies in metropolitan hospitals.

SEN. JOHNSON

Leaves for Canal Zone Tour

IN A move shrouded with secrecy, Sen. Ed. C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, left Wednesday on a projected year-end visit to the Panama Canal Zone.

While both the committee and Sen. Johnson's aides remained generally mum on the nature of the trip, it was learned from authorities that Sen. Johnson and unnamed associates would review overall problems relating to communications, airways and transportation in Panama.

The trip reportedly is in connection with S Res 50, introduced last February, which authorizes study of problems relating to American common carriers operating in the international (and domestic) fields, and those occasioned by requirements of international treaties. Spokesmen said communications would be explored but they declined specific comment.

It also was learned that Senators Charles Tobey (R-N. H.) and Ernest McFarland (D-Ariz.) had been invited to make the trip. Sen. McFarland remained behind, but aides hinted he may join the group later. Sen. Tobey refused, however, it was learned. Edward Cooper, professional staff assistant to the Senate Interstate Commerce Committee, is a member of the entourage. Identity of other touring committee members, if any, could not be learned.

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At Deadline...

FCC DEFERS HEARING PENDING NARBA PACT

TO HOLD itself clear for forthcoming U. S.-Cuba channel negotiations and resumption of NARBA conference [BROADCASTING, Dec. 12], FCC Friday ordered indefinite postponement of oral argument on proposed grant to Brennan Broadcasting Co. for new 25 kw station on 690 kc at Jacksonville, Fla. [BROADCASTING, July 18].

Under Cuban proposals for new NARBA, Cuba would use 690 kc at Havana with 50 kw as 1-A or 1-B station, and had included this channel among those on which she wants U. S. to make no further grants in Florida and southern Georgia, Alabama, Mississippi, and Louisiana [BROADCASTING, Dec. 5]. U. S. and Cuba delegations confer in Havana starting Feb. 1 in effort to reach agreement on Cuban assignments, with full NARBA conference resuming in U. S. about April 1.

FCC held that "under these circumstances, it would be to the best interests of the U. S. to withhold action" on 690 kc case. It involves rival applications of Brennan Broadcasting and of WTOC Savannah, whose bid for 10 kw on 690 kc (in lieu of present 5 kw on 1290) had been given recommended denial. Oral arugment had been set for Dec. 20.

NEW TARIFF SCHEDULES FILED BY WESTERN UNION

NEW TARIFF schedules, reorganizing interstate telegraph message rate structure so charges will be same between equidistant points, filed with FCC Friday by Western Union, effective Feb. 1. Based on current message volume, WU estimated revenue would be about 2½% higher, but emphasized this is "safety margin" and that changes were designed primarily to eliminate "geographical inequalities" rather than produce "any material change" in revenues.

Revisions involve all classes of interstate message telegraph service, including press. Lowest rate for any non-deferred message will be 35¢, compared to 36¢ now. This includes press messages, whose lowest rate now is 12¢ (day). Otherwise, authorities said, day press rates will continue to be one-third of full rates and night press one-sixth.

New schedules, worked out at FCC request, will go into effect Feb. 1 unless suspended by FCC either on its own motion or on complaint. FCC announcement called it "a major step toward rationalization of the domestic telegraph rate structure."

CHICAGO FM SERVICE

FM PROGRAMMING without commercials piped to 100 Chicago hotels, restaurants and shops by WFMF, Field Enterprises station, through new Field subsidiary, Functional Music Inc. Firm, which manufactures receivers and speakers and is issuing franchises in all major markets, is headed by Howard Lane, Field Enterprises radio director who is new president. R. E. Lindgren is vice president in charge of local sales and Nat Feiner is vice president in charge of franchises.

WTTV JOINS ABC-TV

ABC-TV announced Friday affiliation signing of WTTV (TV) Bloomington, Ind., owned by Sarkes and Mary Tarzian. Station, also affiliated with CBS-TV and DuMont, is managed by Glen Van Horn.

NEW WAGE-HOUR RULES BRING SAVINGS, NAB SAYS

INDIVIDUAL stations and networks should save thousands of dollars annually under new Wage-Hour (overtime) regulations, Richard P. Doherty, director, NAB Employer-Employe Relations Dept., stated Friday. New Fair Labor Standards Act excludes wide range of talent fees from overtime calculations and permits child labor in radio-TV.

Final definitions of terms "talent fees" and "performers" expected this week. Law becomes effective Jan. 25, 1950. "If this objective is accomplished, it will be the first time since 1938 that broadcasters will have had a realistic application of Wage-Hour regulations to these overtime problems," Mr. Doherty stated. Wage-Hour administrator recently issued tentative regulations affording "substantially broader exemption coverage for broadcast personnel," he added. New NAB guide manual covering W-H provisions and adminstrator's professional regulations to be made available to members in January.

BERLE LEADS NEW YORK, PHILADELPHIA TV RATINGS

TEN TV programs most popular with Philadelphia and New York viewers during Dec. 1-8 released late Friday by American Research Bureau, radio-TV audience measurement firm, Washington. ARB uses "viewer diaries" method cross-sectioning 500 homes in each city. Family logs record of viewing in week, noting number persons. Reports tabulate percentages of family viewers. Results were:

Philadelphia: *Milton Berle*, 73.5; *Toast of the Town*, 63.6; *Stop the Music*, 60.9; *Godfrey's Talent Scouts*, 58.7; *Godfrey and His Friends*, 52.5; *Cavalcade of Stars*, 52.1; *TV Teen Club*, 50.6; *Frontier Playhouse*, 49.7; *Children's Hour*, 48.1; *Suspense* and *Kay Kyser*, both 46.5.

New York: *Milton Berle*, 63.4; *Toast of the Town*, 49.8; *Godfrey's Scouts*, 47.0; *Godfrey's Friends*, 39.5; *Goldbergs*, 37.3; *Stop the Music*, 30.2; *Children's Hour* and *Suspense*, both 29.5; *Fireside Theatre*, 28.3; *Philco Theatre*, 28.2.

BALTIMORE TOPS TV LIST

TELEVISION captured 36.1% of total Baltimore broadcast audience for 6-10:30 p.m. period—highest score of 37 cities listed—according to C. E. Hooper Inc. Television Station Audience Index for September-October. Score represents increase of 2.7% in TV share of total audience within one month. Total Baltimore audience surpassed by 12.81% national average of 23.19% for all cities. Report based on 7,273 calls in city.

SHOWERMAN'S STATUS

NBC Friday clarified status of Central Division Vice President I. E. Showerman by giving him titles as general manager of two M & O stations, WMAQ (AM) and WNBQ (TV). Stations previously were only ones in network's M & O chain to have no official manager.

WILLARD RECUPERATING

A. D. (Jess) WILLARD Jr., president and general manager of WGAC Augusta, Ga., and former NAB executive vice president, is recuperating at Alexandria (Va.) Hospital from an appendectomy performed Friday morning. Mr. Willard had been critically ill in the autumn when his appendix ruptured. He is expected to return to his home late this week.

Closed Circuit

(Continued from page 4)

markets for proposed campaign to introduce new Willys-Overland models. Firm has made no final decision.

SOME TV network advertisers have resorted to practice of lopping off markets which do not yield desired return in product sales.

THERE'S optimism around MBS these days, with indications that "something big" will break shortly on alignment of bundle of new business, which could run several millions.

GROVE LABS. (Antamine cold tablets) through its agency, Sullivan, Stauffer, Colwell & Bayles, planning spot campaign using chain breaks in 40 to 50 markets. Starting date not yet definite.

ALTHOUGH NBC making no official comment on subject, 15 stations reported to have signed or agreed to sign network's new television affiliation contract [BROADCASTING, Dec. 12].

TEMPORARY confusion over who's to direct FM activity at NAB when FM Assn. merges, will be dispelled soon with announcement Ed Sellers, FMA executive director, will take over functions.

THIS NAB-FMA merger Jan. 1 may bring move to discontinue NAB's costly double services to joint AM-FM stations. Single mailings adequate in most cases, NAB headquarters feels, since joint operations have same offices and often same personnel.

WALTER LURIE, formerly director of new program development with Mutual, expected to join Calkins & Holden, New York, after Jan. 1.

MUNTZ TV, Los Angeles, through its agency Michael Stone, same city, will sponsor radio program, *Rebuttal*, package owned by Masterson, Reddy & Nelson, on MBS starting after first of year.

RAYVE MOVES TO JWT

LEVER BROS. Rayve Creme Shampoo, formerly handled by Needham, Louis & Brorby, Chicago, moves to J. Walter Thompson Co., New York. NL&B resigned account because it lacks New York office, now necessity with move of national headquarters of Lever Bros. to New York.

BMI PLANS CONFERENCE

BROADCAST MUSIC Inc. will hold its first program directors and librarians clinic of 1950 in New York Jan 23 and 24. Program is being arranged by Chairman James L. Cox, of BMI field staff. Emphasis will be on science of musical programming, general production.

AT&T ELECTS COWAN

FRANK A. COWAN, expert in coaxial cable and radio relay systems, named head of engineering for long lines department of AT&T, succeeding Horace H. Nance, who is retiring Dec. 31.

JOINS WEISS & GELLER

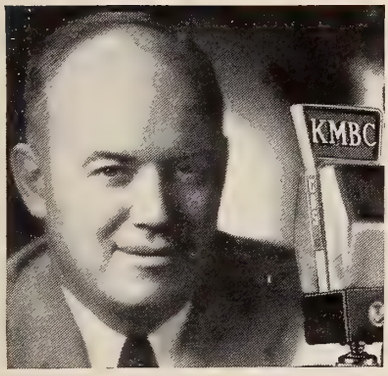
ERNIE BYFIELD Jr., formerly assistant director and director of sustaining shows at NBC-TV, has joined Weiss & Geller, New York, as director of television.

BIDWELL APPOINTED

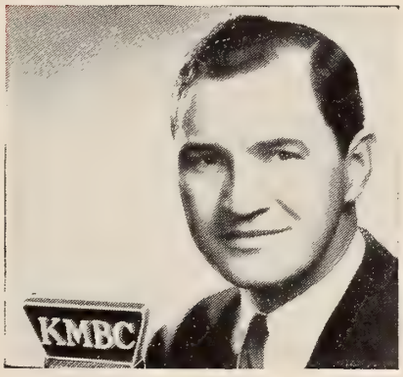
M. OAKLEY BIDWELL, who joined Benton & Bowles in 1945 as account executive, elected vice president and named an account supervisor on General Foods.

Teamed for SERVICE

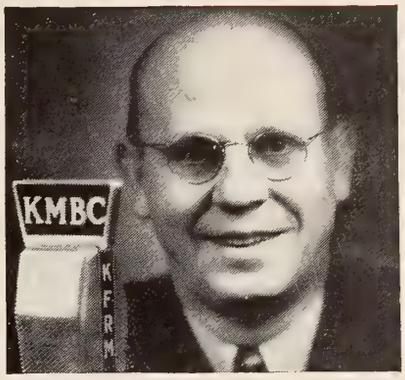




PHIL EVANS



KEN PARSONS



BOB RILEY

The KMBC-KFRM Team fulfills a vital daily need in thousands of rural homes in Missouri, Kansas and surrounding states.

The Team maintains a full-time Farm Service department, under the direction of Phil Evans, nationally known expert. Innumerable experiments and developmental projects conducted on the thousand-acre KMBC-KFRM Service Farms, are passed on to rural listeners.

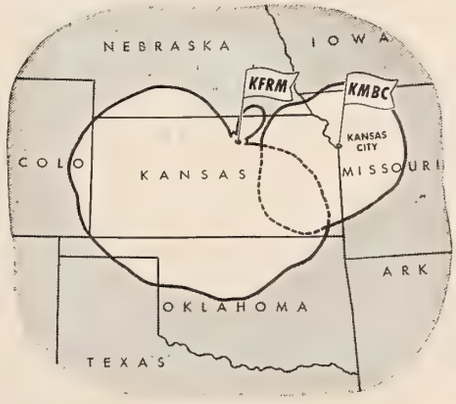
Evans is ably assisted by Ken Parsons, well known agronomist. Together, these two experts, with their up-to-the minute daily reports, keep rural listeners informed on latest developments in this important business of farming and agriculture.

Third member of this trio is Bob Riley, full-time marketcaster, who spends his entire working day at the Stockyards. He presents the market news several times each day direct from the Kansas City Livestock Exchange.

Other program features are presented by The Team specifically for the farm andience. As a result, The KMBC-KFRM Team is a welcome guest in the homes of those who live in the great Kansas City Trade territory.



The Team has the largest and finest group of artists ever developed by any Midwestern radio station. Pictured here is Hiram Higsby, master of ceremonies and entertainment star, heard on the nationally famous Brush Creek Follies, Dinnerbell and Western Roundup... just a few of the top-notch entertainment programs that are a daily feature of The KMBC-KFRM Team.



The KMBC-KFRM Team Serves 3,659,828 People*

** 1940 Census*



7th Oldest CBS Affiliate

KMBC

OF KANSAS CITY

5000 on 980

Represented Nationally by FREE & PETERS, INC.

Programmed from Kansas City

KFRM

For Kansas Farm Coverage

5000 on 550

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY

Effective January 1, 1950

IT'S KOOL

THE *Gene Autry* STATION IN PHOENIX

with

ALL THE HOTTEST HOOPERATED PROGRAMS

CBS



bringing

you a Loyal Audience that annually spends more than **HALF A BILLION DOLLARS** in KOOL's retail area.

5,000 WATTS DAY AND NIGHT 960 KCs

Key Station of the Radio Network of Arizona.

KOOL, Phoenix
KCKY, Coolidge
KOPO, Tucson

100% coverage of Arizona's richest area comprising 75% of the State's population.

NATIONAL REPRESENTATIVES
George P. Hollingberry Co.
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA

DECEMBER 26, 1949 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING



OVER 9000 IOWA FAMILIES INTERVIEWED IN 1949 SURVEY!





DR. Forest L. Whan and his Wichita University staff interviewed over 9,000 Iowa families (*1 out of every 85 in the State!*) to secure the data now available in the 1949 Iowa Radio Audience Survey.*

These families represent a mathematical cross-section of Iowa's city, town and farm audience. Thus the Survey is not only able to make revealing *comparisons between* urban and rural listening habits, but also gives typical characteristics of the Iowa audience *as a whole.*

In addition to all the standard information for which the Survey is famed, the 1949 Edition contains much new and valuable data about *changes* that have taken place in Iowa listening habits, *since 1941.*

Every advertising and marketing man who is interested in Iowa radio should have a copy of this remarkable Survey. Get yours today! *Write WHO, or ask Free & Peters.*

*The 1949 Iowa Radio Audience Survey is a "must" for every advertising, sales or marketing man who is interested in Iowa.

The 1949 Edition is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University—is based on personal interviews with over 9,000 Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

As a service to the sales, advertising and research professions, WHO will gladly send a copy of the 1949 Survey to anyone interested in the subjects covered.

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

COMING TO LOUISVILLE

Television IN THE WHAS Tradition



WHAS AM FM TV
Louisville, Kentucky

50,000 WATTS ★ 1A CLEAR CHANNEL ★ 840 KILOCYCLES
VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY
EDWARD PETRY AND COMPANY

and therefore Selling

THE ONLY RADIO STATION SERVING ALL OF THE RICH KENTUCKIANA MARKET



Goodbye, 1949

.. a good year to remember!

1949 has been a busy year for Westinghouse stations.. and for the hundreds of advertisers who use them! Our 1949 scrap-book shows a whole panorama of awards won, of sponsors' sales increased, of high ratings scored. Here are just a few of these pleasant souvenirs..

KEX, in Portland, Oregon, remembers that 1949 time sales soared ahead of 1948 in all three divisions: local, spot and network! KEX remembers, too, that the Grocery Manufacturers of America chose Kay West as winner of their "Lifeline of America" national radio trophy.

KYW, in Philadelphia, recalls a significant increase in number of local sponsors.. and remembers a big expansion in its coverage area, thanks to a new antenna system. This, plus more potent programming, won a notable increase in mail response.

WBZ, in Boston, remembers winning *six* awards for programming and promotion, helping to make this station even more influential in its rich market-area. WBZ-TV recalls a three-fold increase in sales.. plus program ratings that jumped from 35% to 83% for comparable shows.

KDKA, in Pittsburgh, recalls that local time sales continued to rise in 1949.. that Janet Ross was the only radio personality on the Fashion Study tour of Europe.. that this station played a big part in Pittsburgh's famed improvement program.. and that several bright new participation shows were sold out almost from the start.

WOWO, in Fort Wayne, remembers winning *nine* awards for programming and promotion. And WOWO appreciates the continuing listener-interest reflected in Hoopers such as 44.2, 42.4, 36.2—routine ratings for this wide-awake station in this 59-county Midwestern market-area!

Hello, 1950

.. a year when advertisers can expect even bigger things from

WESTINGHOUSE RADIO STATIONS Inc

KDKA • KYW • WBZ • WBZA • WOWO • KEX • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

IN ANOTHER SNOWSTORM of opinions FCC last week finally decided three-year-old Don Lee renewal case, ruling in favor of regular renewals by 4-2 vote (Hyde, Jones, Sterling and Webster against Coy and Hennock). Messrs. Jones and Webster filed separate concurring opinions, with Miss Hennock entering lengthy dissent and Chairman Coy supplemental dissent. Issue arose over alleged infraction of so-called network regulations dealing with option time.

FIVE will get you ten along Washington's legal front that the FCC gingerly will drop its proposal which would require AM stations with FM affiliates to program both simultaneously. Barrage of opposing briefs evidently has convinced FCC that it would force more FM station closures, rather than benefit advancement of that service.

CECIL & PRESBREY, New York, embarking on expansion in line with acquisition of new accounts. Sylvania Electric Products Co. latest account reportedly moving to C&P from Cunningham & Walsh, successor agency to Newell-Emmett. Joseph C. Lieb, now account executive with Geyer, Newell & Ganger, will join C&P Jan. 1 as part of latter agency's expansion.

RED FACES—some from anger, some embarrassment—glowed in Washington last week after one of radio's biggest recent mistaken-identity cases. Recipient of rough letter from Southern broadcaster, FCC Chairman Coy wrote sharply to man he thought was broadcaster's attorney, later took it all back when he learned he had wrong lawyer, wrong firm.

BURIED in official minutes of recent world labor conference in Geneva will be story of how musicians' union failed in effort to jam through ban on use of phonograph records for broadcasting. NAB's Richard P. Doherty, of U. S. delegation, credited with sidetracking Petrillo-inspired gag.

WILLIAM WRIGLEY JR. Co., Chicago, (Chewing Gum) plans intensive spot announcement and program campaign on WNAC Boston next month, with results determining possible expansion to full Yankee Network with quadrupled schedule. Test scheduled to run 13 weeks minimum. Agency, Arthur Meyerhoff, Chicago.

EMERSON DRUG CO., Baltimore, will start spot announcement campaign first week of January in 25 markets.

ALTHOUGH Feb. 8-10 meeting of NAB board is now slated as final session of body as presently constituted, move has developed to have one more meeting prior to NAB national convention in April. Seven of 18 directors whose terms expire in April ineligible to run for re-

(Continued on page 90)

Upcoming

Dec. 28: National Television Film Council quarterly forum, Astor Hotel, New York.

Jan. 12: Federal Communications Bar Assn. dinner honoring FCC, Mayflower Hotel, Washington.

Jan. 12-13: Liquor Advertising hearing, Senate Interstate & Foreign Commerce Committee, Washington.

Jan. 13: Radio and Television Award Dinner, Waldorf-Astoria, New York.

(Other Upcomings on page 45)

Bulletins

CHEVROLET last Friday purchased CBS one-timer for Jan. 1, 5-5:45 p.m., titled *Mid-Century*. Program, purchased through Campbell-Ewald, will feature all CBS correspondents, to be flown from points around globe to New York especially for show, discussing world scene at mid-century and essaying trends. Edward R. Murrow, will chairman discussion.

LUX RADIO THEATRE TOPS NATIONAL NIELSEN RATINGS

NATIONAL Nielsen ratings for extra week, Nov. 13-19, list *Lux Radio Theatre* with 26.2% of homes, down .7% from previous rating but still well above second-place Jack Benny, 22.3%. Other top programs include:

My Friend Irma, 20.5%; *Arthur Godfrey's Talent Scouts*, 20.3%; *Charlie McCarthy*, 18.3%; *Walter Winchell*, 17.9%; *Amos 'n' Andy*, 17.9%; *Bob Hope*, 17.1%; *Mystery Theatre*, 16.9%; *Red Skelton*, 16.7%; *Fibber McGee & Molly*, 16.4%; *Day in Life of Dennis Day*, 16.4%; *Mr. Chameleon*, 15.9%; *Mr. Keen*, 15.2%; *Judy Canova*, 15.1%; *You Bet Your Life*, 15.1%; *Inner Sanctum*, 14.9%; *Crime Photographer*, 14.5%; *Truth or Consequences*, 14.5%; *Dr. Christian*, 14.4%.

JACK BENNY RANKS FIRST IN NEW HOOPERATING

FIRST place in Dec. 15 Hooper nighttime report goes to *Jack Benny* with 26.6 rating, close to figure year ago. Runnerup is *Radio Theatre*, rated 22. Other night leaders are: *Fibber McGee & Molly*, 20.4; *Godfrey's Talent Scouts*, 19.7; *My Friend Irma*, 19.3; *Bing Crosby*, 19.2; *Bob Hope*, 18.7; *Mr. Chameleon*, 17.4; *Amos 'n' Andy*, 17.3; *Charlie McCarthy*, 17.3; *Big Town*, 16.8; *Walter Winchell*, 16.7; *People Are Funny*, 16.1; *This Is Your FBI*, 15.9; *Mr. Keen*, 15.8.

Daytime leader is *Ma Perkins*, 7.7, followed by *Romance of Helen Trent*, 7.6. Other top daytimers are: *Arthur Godfrey* 7.1; *Aunt Jenny*, 7.1; *Guiding Light*, 6.8; *Our Gal Sunday*, 6.8; *Portia Faces Life*, 6.8; *When a Girl Marries*, 6.6; *Big Sister*, 6.5; *Stella Dallas*, 6.5; *Young Widder Brown*, 6.5.

Business Briefly

PILLSBURY ON COAST ● Globe Mills Division of Pillsbury Mills, Los Angeles, Jan. 7 starts *It's Fun to Be Young*, on 12 Columbia Pacific Network stations, 52 weeks. Agency, Leo Burnett Co., Los Angeles.

PUBLISHER'S SERIES ● Doubleday & Co., New York (books) Jan. 6 starts *Premier Theatre* film series on WPIX (TV) New York, Fri., 8 p.m., 13 weeks. Agency, Huber Hoge & Sons, New York.

SAKS RENEWAL ● Saks Fifth Avenue, New York department store, renews participations in *Hopalong Cassidy* on WNBT (TV) New York, Sun., 5:30-6 p.m., 39 weeks. Agency, James R. Flanagan Agency, New York.

KRANK TEST ● Consolidated Royal Chemical Co., Chicago, for Krank's Shave Kreme sponsoring six-second sound-on-film commercial on WNBQ (TV) Chicago for an indefinite period. More TV stations expected to be added after initial consumer response is checked. Agency, Ruthrauff & Ryan, Chicago.

RADIO, TV SET OUTPUT REACHES 1949 RECORD

OUTPUT of radio and television sets rose to new 1949 records in November, five-week work month, according to Radio Mfrs. Assn., reaching total of 1,324,359 units. TV sets came off line at rate of 82,845 sets weekly or total of 414,223 for month.

Highest weekly rate of TV output was 95,813 receivers. RMA represents about 80% of total TV production. Eleven-month TV output reached 2,121,836 sets, with RMA estimating total industry output for 11 months at over 2,400,000 sets.

AM-only production totaled 787,533 sets in month, 1949 record and bringing 11-month 1949 AM-only total to 5,700,989.

FM-AM production jumped sharply to 122,603 sets in November, total of 788,955 for 11 months. In addition 60,108 TV sets were equipped for FM reception, with possibly 350,000 TV-FM sets turned out in 11-month period for estimated total of 1,139,000 FM receivers produced by RMA members.

RCA DEALER DISCS

RCA has cut open-end one-minute transcriptions featuring Hollywood stars and avertising RCA Victor products for use by dealers on local stations. Discs also include plugs for screen directors playhouse to be sponsored by RCA on NBC starting Jan. 6.

TEXACO TOPS TV RATINGS

TOP TEN TV network Teleratings reported by C. E. Hooper Inc., for November are as follows: *Texaco Star Theatre*, 65.0; *Toast of the Town*, 48.6; *Arthur Godfrey's Talent Scouts*, 42.8; *Stop the Music*, 39.1; *Arthur Godfrey and His Friends*, 39.1; *Fireside Theatre*, 38.1; *Studio One*, 36.0; *Big Story*, 35.9; *Original Amateur Hour*, 35.7; *Lone Ranger*, 34.8.

Whether you sell . . .



beneficial **b**ooks on **b**usiness, **b**andaging, **b**arristers, **b**anking or **b**uilding . . . **b**etter **b**uy radio . . . **b**etter **b**uy WGN!

WALTER E. THWING, President — DAVID ALTMAN, Vice President — F. J. AUSLANDER, Treasurer

THWING & ALTMAN, INC
ADVERTISING
444 MADISON AVENUE, NEW YORK 22, N. Y

July 28, 1949

Mr. Ed Gerken
Radio Station WGN
Eastern Advertising Office
220 East 42nd Street
New York 17, New York

Dear Ed:

Here are the executed copies of our contract with WGN for your file. It is unnecessary for me to say that I am always very enthusiastic about placing the Wm. H. Wise & Co., Inc. account on your station because WGN has always been one of the most outstanding stations on our schedule.

Not only has WGN proved to be a really successful operation for us but the sincere and wholehearted cooperation we have always received from the station's staff and yourself has always made it a pleasure to do business with you.

I can truthfully say that dollar-for-dollar WGN has always pulled more than its share of orders.

With this contract, I am looking forward to another very successful season on your station.

Kindest personal regards.

Cordially,

Vice President
In Charge of Radio & Television

Joe Gans/mc
enc.

MEMBER AMERICAN ASSOCIATION OF ADVERTISING AGENCIES MEMBER AUDIT BUREAU OF CIRCULATIONS

Yes, Radio Sells . . . **and here's proof again that WGN is a result-getter for its advertisers. This is just one among many testimonials to WGN's sales effectiveness. That's why we say—make your next buy your Best Buy with WGN!**

WGN reaches more homes each week than any other Chicago station. — 1949 Nielsen Annual Report

A Clear Channel Station . . .
Serving the Middle West

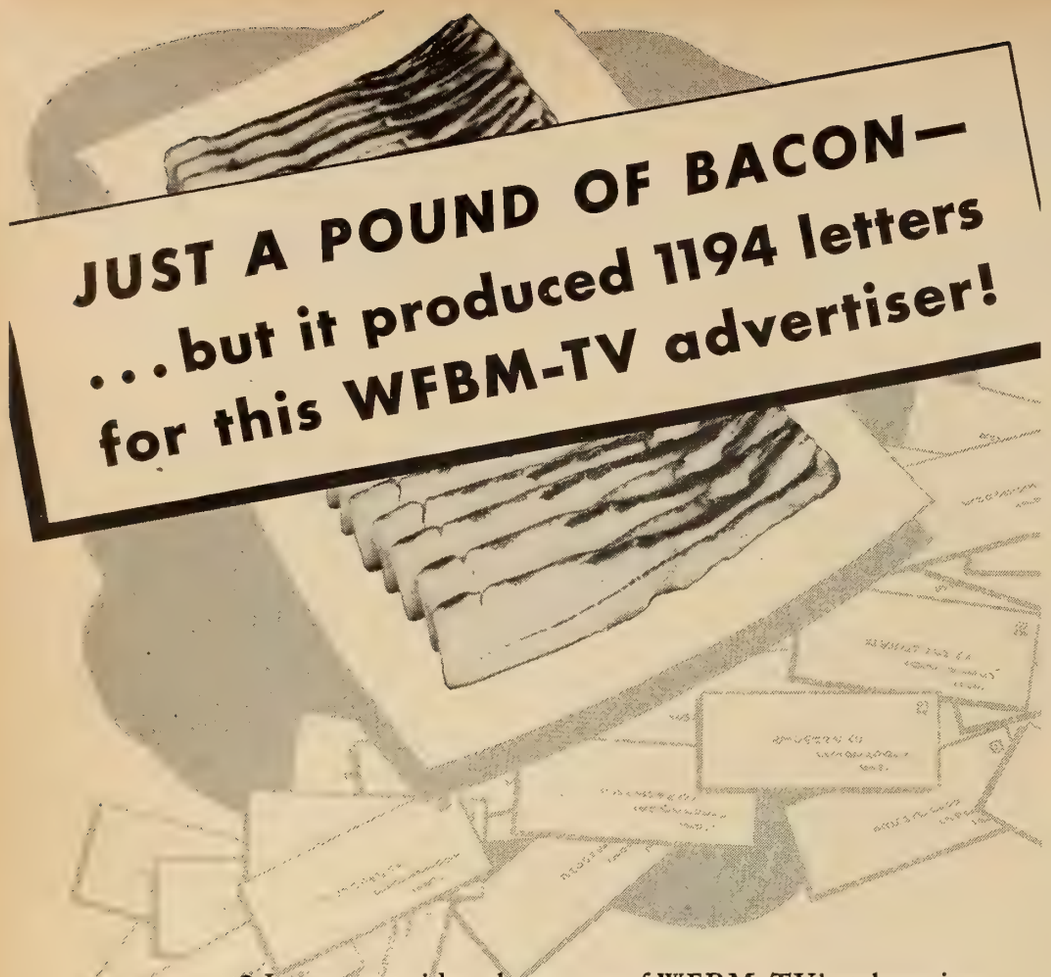
WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4



JUST A POUND OF BACON— ...but it produced 1194 letters for this WFBM-TV advertiser!

● In a recent video show, one of WFBM-TV's sales-wise advertisers took 20 seconds time to offer a pound of bacon to all who sent in the right answer to a simple identify-this-picture question.

1194 pieces of mail promptly flooded us. The Indianapolis and vicinity response was terrific, *but over ¼ of the entries came from within a 75-mile circle outside the Hoosier Capital City*—from other lush markets like Terre Haute, Columbus, Richmond, Muncie and Logansport!

WFBM-TV *claims* only the heart of Indiana's enormous buying power (the average family's annual income is nearly $5200) . . . but obviously *gives* a big bonus of extra buyers in many other well-worth-cultivating population centers.

Don't miss *your* chance to get in the act. See the nearest Katz man for WFBM-TV availabilities!

First IN INDIANA ANY WAY YOU JUDGE!

WFBM-TV INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

Associated with: WFDF *Flint*—WOOD *Grand Rapids*—WEOA *Evansville*

BROADCASTING TELECASTING

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone ME 1022

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First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; How's Business
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Ginn, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Audrey Boyd, Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Wilson D. McCarthy, Jean D. Statz; Eleanor J. Brumbaugh, *Assistant to the Publisher.*

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MAURY LONG, *Business Manager*

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CIRCULATIONS AND READERS' SERVICE

JOHN P. COSGROVE, *Manager*

Lillian Oliver, Warren Sheets, Elaine Haskell Edward V. Duggan, Grace Motta, Chapalier Hodgson.

NEW YORK BUREAU

250 Park Ave., Zone 17, PLaza 5-8355

EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28. *HE*mpstead 8181

David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO

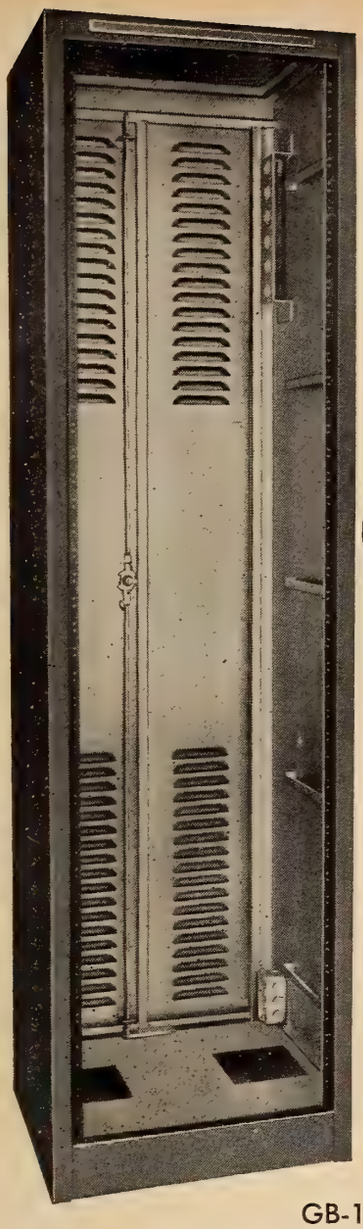
417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

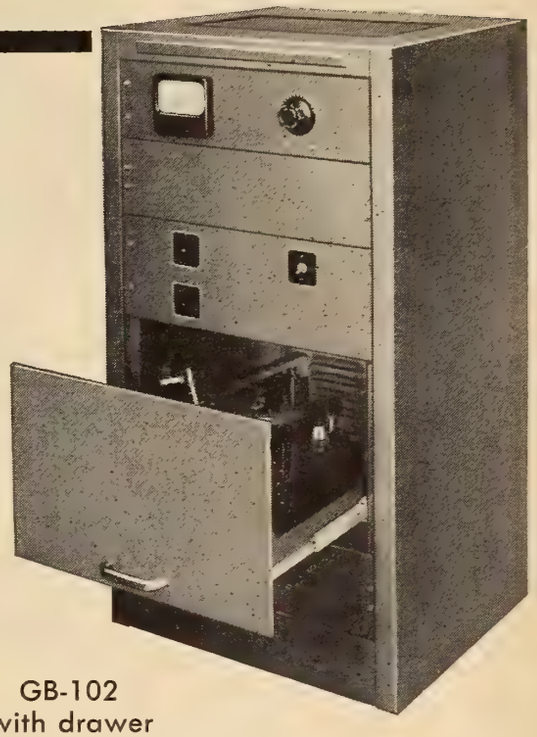


GB-100

GraybaR has cabinets

with these 11 features!

- Easily removable double doors permit installation close to wall.
- Extensively louvered doors and ventilated top allow heat dissipation.
- Polished stainless steel top trim, side trim optional.
- Bright aluminum interior finish for improved illumination.
- Attractive, light, aluminum gray (Western Electric) exterior finish; other finishes furnished to order.
- Handy spare tube socket supports (6 sockets each).
- Side knockouts facilitate inter-wiring of adjacent mounted racks.
- Cable forms each side.
- 110 volt receptacle box.
- Two ground terminations.
- Two large 6" x 6" cable entrances.



GB-102
with drawer

Here are excellent-quality, reasonably priced rack cabinets to facilitate the operation and enhance the appearance of your broadcasting and sound system equipment. Designed in accordance with R. M. A. "specs", they simplify problems of mounting and of servicing the apparatus.

Immediate deliveries of standard types, models, and sizes are now available from Graybar. Optional accessories include rear-panel rack mountings, front-mounted doors, drawer, power and audio terminal mounting. Graybar also can provide cabinets of any special designs you want.

Graybar has *everything* you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds. To get the most suitable items the easiest, quickest way—for a small maintenance job or a complete new station—call your nearest Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.*

490W

GRAYBAR BRINGS YOU BROADCASTING'S BEST:
Amplifiers (1, 20) (See key to numbers at right)
Antenna Equipment (1)
Cabinets (5)
Consoles (1)
Loudspeakers and Accessories (1, 3, 20)
Microphones, Stands, and Accessories (1,3,6,7,8,20)
Monitors (1, 4)
Recorders and Accessories (9, 19, 21)
Speech Input Equipment (1)
Test Equipment (4, 10)
Towers (Vertical Radiators) (11)
Tower Lighting Equipment (2, 12)
Transmission Line and Accessories (13)
Transmitters, AM and FM (1)
Tubes (1, 2, 18)
Turntables, Reproducers, and Accessories (1, 21)
Wiring Supplies and Devices (3, 8, 14, 15, 16, 17)

MANUFACTURED BY:
(1) Western Electric;
(2) General Electric; (3) Whitney Blake;
(4) General Radio; (5) Karp Metal;
(6) Hugh Lyons; (7) Meletron;
(8) Hubbell; (9) Presto; (10) Weston;
(11) Blaw-Knox; (12) Crouse-Hinds;
(13) Communication Products;
(14) General Cable;
(15) National Electric Products;
(16) Triangle; (17) Bryant; (18) Machlett
(19) Ampex; (20) Altec Lansing;
(21) Fairchild

Distributor of *Western Electric* Broadcast Equipment

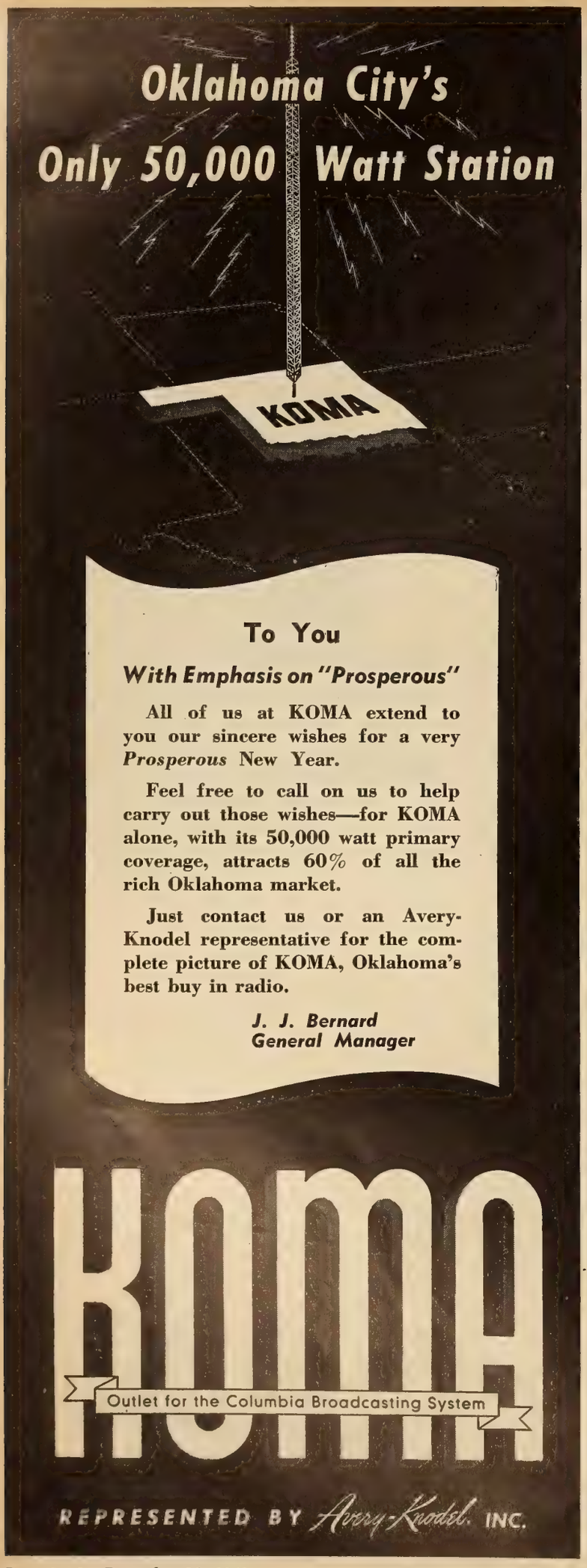
via GraybaR

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

There are Graybar offices in over 100 principal cities.

These are the Graybar Broadcast Equipment Representatives in key cities:

ATLANTA E. W. Stone, Cypress 1751
BOSTON J. P. Lynch, Kenmore 6-4567
CHICAGO E. H. Taylor, Canal 6-4100
CINCINNATI W. H. Hansher, Main 0600
CLEVELAND W. S. Rockwell, Cherry 1360
DALLAS C. C. Ross, Central 6454
DETROIT P. L. Gundy, Temple 1-5500
JACKSONVILLE W. C. Winfree, Jacksonville 5-7180
KANSAS CITY, MO. R. B. Uhrig, Baltimore 1644
LOS ANGELES R. B. Thompson, Angelus 3-7283
MINNEAPOLIS W. G. Pree, Geneva 1621
NEW YORK F. C. Sweeney, Watkins 4-3000
PHILADELPHIA G. I. Jones, Walnut 2-5405
PITTSBURGH R. F. Grossett, Allegheny 1-4100
RICHMOND E. C. Toms, Richmond 7-3491
SAN FRANCISCO K. G. Morrison, Market 1-5131
SEATTLE D. I. Craig, Main 4635
ST. LOUIS J. P. Lenkerd, Newstead 4700



Agencies



WILLIAM DASHEFF, with Buchanan & Co., New York, 10 years as account executive and vice president, elected to agency's board of directors.

JOSEPH L. BOLAND Jr., account executive for six months at Briggs & Varley, New York, elected director and appointed to newly-created post of vice president and general manager of agency.

FOOTE, CONE & BELDING, New York, establishes office in Houston, Tex., to service Gulf Brewing and Hughes Tool Co. accounts which it takes over Feb. 1, 1950. **STEPHEN R. WILHELM,** founder and president of firm of Wilhelm, Laughlin, Wilson & Assoc., is selling his interest in that agency to join Foote, Cone & Belding as manager of Houston office.

JAN TANGDELIUS named vice president of Fulton, Morrissey Agency, Chicago. He worked previously as copy supervisor and radio copy supervisor at Foote, Cone & Belding, Chicago, and as creative supervisor on Hudson account at Brooke, Smith, French & Dorrance, Detroit.

JOHN K. CHURCHILL, formerly research director of BMB, and prior to that research director with CBS, joins media department of Benton & Bowles, New York, effective Jan. 1.

EDWIN FUNK, formerly advertising and sales promotion manager of Sheffield Farms Co., joins McCann-Erickson, New York, as account executive on National Biscuit Co. account group.

ERNEST BOYD joins account staff of Fulton, Morrissey Agency, Chicago, after teaching advertising in Commerce School at Northwestern U. He formerly worked at Gardner Adv., St. Louis.

NEIL O'BRIEN, for six years an independent movie writer and producer, joins radio-television commercial division of copy department of Kenyon & Eckhardt, New York.

BETTY ANN HUDSON, formerly promotion and publicity head at KMPC Hollywood, joins Charles Ross Adv., same city, as vice president.

HILLIARD MARKS, producer of CBS *Jack Benny Show,* named head of West Coast television production for BBDO. He will supervise Hollywood television shows for the agency and coordinate Hollywood and New York TV activities, in addition to continuing as producer on Benny show.

VIC ARMSTRONG, formerly with J. Walter Thompson Co., New York, transfers to agency's San Francisco office where he succeeds **HENRY M. JACKSON** as service representative on Ford Motor account. Mr. Jackson moves to agency's Detroit office to handle cooperative campaign of Ford Motor Co. and Ford dealers in that area.

ALLAN BROWN added to copy staff at Beaumont & Hohman, Chicago.

PHIL D. McHUGH, who has opened his own agency at 211 S. Beverly Drive, Beverly Hills, Calif., is servicing J. F. O'Connor (Lincoln & Mercury dealer) account. BROADCASTING, Dec. 12, mistakenly identified Mr. O'Connor as an account executive for Mr. McHugh.

JULES LABERT, formerly with WNYC New York, as announcer and script writer, and **BOB KIRSCHBAUM,** formerly with WLIB New York, as commercial director, join Casper-Pinsker Agency, New York, as radio directors.

DON HARWAY & Co., closes its San Francisco office. Accounts in that area henceforth will be serviced by firm's Los Angeles office. **JIM CARLSON,** San Francisco manager, continues with company as account executive in Los Angeles.

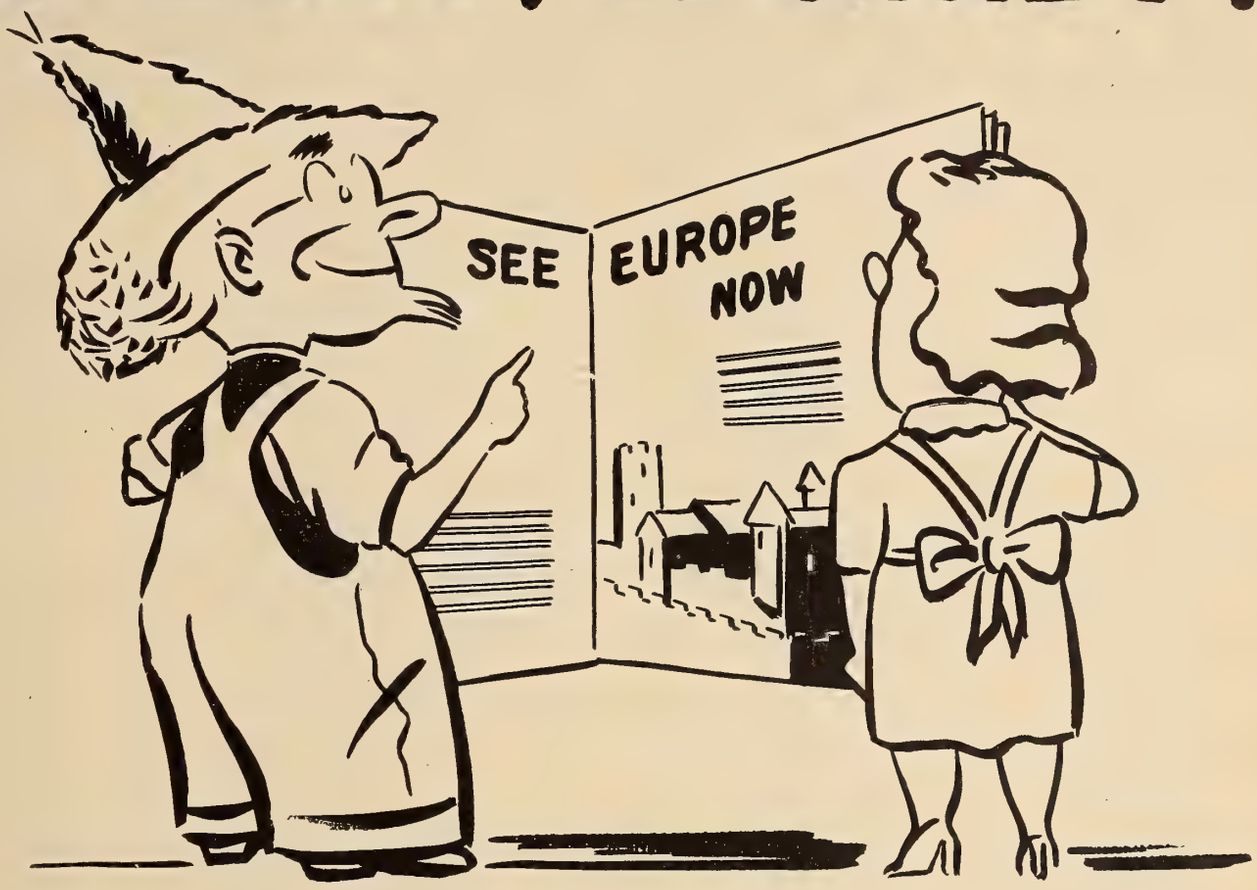
LOISE MARK & Assoc., Milwaukee, opens offices in Madison, Wis., at 114 N. Carroll. Accounts to be serviced by Madison office include Baron Bros., department store.

DON BELDING, chairman of executive committee of Foote, Cone & Belding, Los Angeles, appointed to first professional advisory board of Alpha Delta Sigma, national professional advertising fraternity.

NEW ADDRESSES: Gerth Pacific Adv. moves to larger quarters in Atlas Bldg., 604 Mission St., San Francisco, telephone, Garfield 1-1081; **Allied Adv. Agencies** moves to Pacific Bldg., 821 Market St., San Francisco. **Daniel F. Sullivan Co.,** Boston, moves to enlarged quarters in Union Savings Bank Bldg., 216 Tremont St.

FREITAG ADV. AGENCY, Atlanta, Ga., elected member of Affiliated Advertising Agencies Network.

"LET'S CHARTER A AIRPLANE, ELMIREY!"



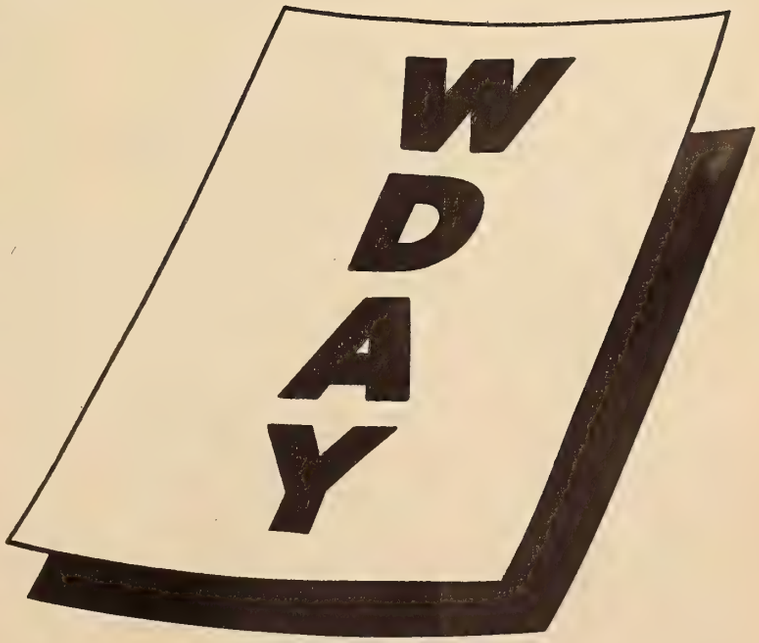
YESSIR, our Red River Valley hayseeds in North Dakota have an Effective Buying Income *38.2% above the national average!* That's why they git to live so fancy!

For 27 years, WDAY has given these fabulous farmers hundreds of ideas on how to spend their extra dough. . . . Latest Hooperatings (Dec. '48—Apr. '49) prove WDAY gets more listeners in every period than *all other stations combined.*

IN FACT, WDAY HAD THE NATION'S HIGHEST SHARE-OF-AUDIENCE HOOPERATINGS—MORNING, AFTERNOON AND NIGHT—FOR THOSE FIVE CONSECUTIVE MONTHS!

AND OUR RURAL COVERAGE THROUGHOUT THE VALLEY IS ONE OF THE SEVEN WONDERS OF RADIO!

Ask your Free & Peters "Colonel" for all the amazing facts, *today!* You ain't heard *nothing*, yet!



FARGO, N. D.

NBC • 970 KILOCYCLES • 5000 WATTS



FREE & PETERS, INC.
Exclusive National Representatives

HONOR . . .

On these two pages is an honor roll of leading advertising agencies who found it profitable to use BROADCASTING display space for their clients during 1949. Combined, these agencies placed more business with us than has ever before been carried by

Abbott-Kimball & Co.
Los Angeles, Calif.
Acme Adv. Agency
Dallas, Texas
Advertising Engineers Corp.
Tulsa, Okla.
Advertising, Inc.
Richmond, Va.
Advertising Inc. of Washington
Washington, D. C.
Advertising, Inc.
Charleston, W. Va.
Allen & Reynolds, Adv.
Omaha, Nebr.
Allied Adv. Agency
Los Angeles, Calif.
Atlas Adv. Agency
Sioux City, Iowa
Ayer, N. W. & Son, Inc.
Philadelphia, Penna.
Aylin Adv. Agency
Houston, Texas
Baker, Jim Associates, Inc.
Milwaukee, Wisc.
Baldwin, Bowers & Strachan,
Buffalo, N. Y.
Barnes Advertising Agency, Inc.
Milwaukee, Wis.
Barratta Wardell Agency
Worcester, Mass.
Stuart Bart & Getschal, Inc.
New York City
Bartz, Rudolph, Advertising Co.,
Peoria, Ill.
Basford, G. M. Co.
New York, N. Y.
Bass-Luckoff Adv.
Los Angeles
Batten, Barton, Durstine, Osborn
New York City
Baxter & Crim, Inc.
Coral Gables, Fla.
Beaumont & Hohman, Inc.
Kansas City, Mo.
Benton & Bowles, Inc.
New York City
Benjamin, Herbert S., Assoc.,
Baton Rouge, La.
Benson, Vickers, Ltd.
Montreal, Quebec, Canada
Bennett Adv., Inc.
High Point, N. C.
Berger, Alfred Paul, Inc.
New York City
Bergman-Jarrett Co.
New York City
Bernstein, Bo & Co., Inc.
Providence, R. I.
Biow, The Co.,
New York City
Black, Fred Adv. Agency
Reading, Penna.
Blumberg, Frank L. Adv.
Baltimore, Md.
Boynton, Stanley, Agency
Detroit, Mich.
Bozell & Jacobs, Inc.
Chicago, Ill.
Bozell & Jacobs, Inc.
Indianapolis, Ind.
Bowman & Block, Inc.
Buffalo, N. Y.
Brantley, J. Carson, Agency
Salisbury, N. C.
Browne, Burton Adv.
Chicago, Ill.
Brown, E. H. Adv.
Chicago, Ill.
Brown, E. Scott Agency
New Canaan, Conn.
Buchanan & Co.
New York City
Bull Adv. Agency
Indianapolis, Ind.
Harold Cabot & Company, Inc.
Boston, Mass.
Cahn-Miller Inc.
Baltimore, Md.
Campbell-Ewald Co.
Detroit
Casler, Hempstead & Hanford,
Rochester
Cary, R. H. Inc.
Des Moines, Iowa
Chernow Co., Inc.
New York City
Chesman, Nelson Co.
Chattanooga, Tenn.
Clarke, Robert E. & Assoc.
Miami, Fla.
Cline Adv. Agency
Boise, Idaho
Cohen, I. T. Advertising Agency
Washington, D. C.
Cole & Werner
Omaha, Nebr.
Collins, Cusick, Schwerke, Wild
San Antonio, Texas
Conti Adv.
Ridgewood, N.J.
Cox & Tanz Adv.
Philadelphia, Penna.
Thomas F. Conroy, Inc.
San Antonio, Texas
Craig, John Gilbert Adv.
Wilmington, Dela.
Cramer-Krasselt Co.
Milwaukee, Wis.
Critchfield & Co.
Chicago, Ill.
Crolly Adv. Agency
Wilkes-Barre, Penna.
Crook Advertising Agency
Dallas, Texas
Dayton, Johnson & Hacker Adv.
Milwaukee
Denhard, Pfeiffer & Wells, Inc.
New York City
Denman, William I. Inc.
Detroit, Mich.
Deutsch & Shea, Inc.
New York City
Dinerman & Company, Inc.
Cincinnati, Ohio
Dixie Advertisers, Inc.
Jackson, Miss.
Doe-Anderson Agency
Louisville, Ky.
Donahue & Coe
New York City
Doner, W. B., Co.
Detroit, Mich.
Doremus & Company
New York City
Durstine, Roy S., Inc.
New York City
Elliott, Daly & Schnitzer
Oakland, Calif.
Engel Adv. Agcy.
Chicago, Ill.
Erwin, Wasey & Co.
New York City
Evans, Albert Adv.
Ft. Worth, Texas
Featherstone Adv. Agency
Salt Lake City, Utah
Firestone Adv. Agcy.
New York City
Fitzgerald Adv. Agency
New Orleans, La.
Flack Adv. Agency
Syracuse, N. Y.
Florey, George F., Inc.
Chicago
Foote, Cone & Belding
Chicago, Ill.
Foote, Cone & Belding
New York City
Ford, Frank Adv.
Hollywood 38, Calif.
Foster & Davies, Inc.
Cleveland, Ohio
Fowler, Norton, Inc.
Wilmington, Del.
Frost, Harry M. Co.
Boston, Mass.
Romig Fuller & Associates
Seattle, Wash.
Fuller & Smith & Ross, Inc.
Cleveland, Ohio
Gandy Adv. Agency
Dallas, Texas
Gerst Advertising Agency
Cleveland, Ohio
Gillham Adv. Agency
Salt Lake City, Utah
Gold, H. J., Co.
New York City
Goerl, Stephen Associates
New York City
Harry S. Goodman Agency
New York City
Goodman-Firestone Adv.
Minneapolis, Minn.
Goodwin, The Co.
Houston, Texas
Gotham Adv. Co.
New York, N. Y.
Gottschaldt, Morris & Slack, Inc.
Miami
Gray & Rogers
Philadelphia, Pa.
Greene, Finley H., Adv. Agency
Buffalo, N. Y.
Greer, Hawkins & Allen, Inc.
Houston, Texas
Gross, Stanley S. & Assoc.
Norfolk, Va.
Gruber, Art, Advertising
Minneapolis, Minn.
Albert Frank Guenther Law, Inc.
New York City
Hall, Raymond. Adv.
Richmond, Va.
Halpern, Herman
Winston-Salem, N. C.
Edward Hamburger Adv. Co.
New York City
Hamilton Adv. Agcy, Inc.
Chicago, Ill.
Hammond, Robert Associates,
Orlando, Fla.
Harrington, Whitney & Hurst
Los Angeles, Calif.
Harris, R. T. Adv. Agency
Salt Lake City, Utah
Hart-Conway Co.
Rochester, N. Y.
Hartman, George H., Co.
Chicago, Ill.
Harvey-Massengale Co.
Durham, N. C.
Hevenor Adv. Agency
Albany, New York
Ward Hicks Adv.
Albuquerque
Hiddleston, Evans & Merrill,
Seattle, Wash.
Hoag & Provandie, Inc.
Boston
R. J. Potts, Calkins & Holden,
Kansas City, Mo.
Hosler, Arbingast, Thomson &
Becht
Peoria, Ill.
Houck & Company of Florida,
Miami, Fla.
Howell Adv. Agency
Elmira, N. Y.
Hoyt, Charles W. Co.
New York City
Huckins-Smith, Inc.
New York City
Hurley Adv. Co.
Des Moines, Iowa
Edwin Huster Company
Knoxville, Tenn.
Hutchins Adv. Co.
Philadelphia
International Media Corp.
New York City
Jackson & Jefferson Adv.
Miami, Fla.
Jenkins, Smith, Taylor &, Inc.
Pittsburgh, Penna.
Jennings, Duncan Advertising
Phoenix, Ariz.
Jessop Adv. Co.
Akron, Ohio
Jones, Ralph H. Co.
Cincinnati, Ohio
Mort Junger Advertising
New York City
Kal, Ehrlich & Merrick, Inc.
Washington, D. C.
Karlowski, Walter A., Adv.
Spokane, Wash.
Katz, Joseph Co.
Baltimore, Md.
Kaufman Adv. Agcy.
Washington 5, D.C.
Keegan Advertising Agency
Birmingham, Ala.
St. Georges & Keyes, Inc.
Baltimore, Md.
Kirkland, White & Schell
Atlanta, Ga.
John R. Kneebone Corp.
Chicago, Ill.
Knopf, R. W. & Co.
Columbus, Ohio
Knox, George Adv.
Oklahoma City, Okla.
Kopmeyer, M. R. Co.
Louisville, Ky.
Robert Kottwitz Advertising, Inc.
New Orleans, La.
Kremer, Merrill, Inc.
Memphis, Tenn.
Kuff and Feldstein
Baltimore, Md.
Kudner Adv. Agency, Inc.
New York City
Paul A. Lago Co.
Wichita, Kansas
Lamport, Fox, Prell & Dolk, Inc.
South Bend, Ind.
Lang, Fisher & Stashower, Inc.
Cleveland, Ohio
Lake-Spiro-Shurman, Inc.
Memphis, Tenn.
Lavin, Barney, Inc.
Fargo, N. D.
Lee, Parks, Greer & Hawkins,
Houston, Texas

THERE MUST BE A REASON . . . and there is! For BROADCASTING is the one publication that gives everybody concerned *with* broadcasting and telecasting the fullest coverage of everything significant, everything newsworthy *about* broadcasting and telecasting. That makes BROADCASTING the most logical route to these agencies' clients' best clients. And BROADCASTING is not only the most profitable way to create new and renewal business . . . but *lowest in cost* as well! Be sure *your* agency is on our honor roll (on your behalf) for 1950.

with profit

any trade journal serving the broadcasting (and telecasting) field. Thus, they have affirmed once more the unquestioned leadership that has been BROADCASTING's for 19 consecutive years.

Lefton, Al Paul Co.
Philadelphia, Penna.
Lescarboura, Austin C. & Staff
Croton-on-Hudson, NY
Levy Adv. Agency
Newark, N. J.
Buford Lewis & Co.
Nashville, Tenn.
Liller, Neal & Battle
Atlanta, Ga.
Lippitt, Jules
New York, N. Y.
W. H. Long Company
York, Pa.
Lowe & Hall Advertising
Greenville, S. C.
Luerbach, Leon & Co., Inc.
New York City
Ludgin, Earle & Co.
Chicago, Ill.
Lustig Adv. Agency
Cleveland, Ohio
Lynch, Showalter Agency
Portland, Oregon
S. Duane Lyon, Inc.
New York City
Mace Adv. Agency
Peoria, Ill.
MacManus, John & Adams, Inc.
Detroit, Mich.
Madden-Barrett Inc.
Dallas, Texas
Malcolm-Howard Adv. Agency
Chicago, Ill.
Manhattan Adv. Agcy.
New York City
George C. Mansfield Adv.
Honolulu, Hawaii
Mann-Ellis, Inc.
New York City
Louise Mark & Assoc.
Milwaukee, Wis.
Gordon Marshall, Inc.
St. Louis, Mo.
Market Research & Adv. Inc.
Newark, N. J.
Martin, George Homer Assoc.
Newark, N. J.
Mason-Relkin Agency
New York City
J. M. Mathes, Inc.
New York City
Mac Wilkins, Cole & Weber
Seattle, Wash.
Maxon, Inc.
New York City
Maxfield Advertising
Providence, R. I.
Maxon, Inc.
Detroit, Mich.
McCann-Erickson Co.
Chicago, Ill.
MacBride, James Adv. Agency
Fort Worth, Texas
McCarthy, R. E. Adv. Agency
Tampa, Florida
MacKay, Wallace, Co.
Seattle, Wash.
McGivena, L. E. & Co., Inc.
New York City
McCormick-Armstrong Co.
Wichita, Kansas
Melamed-Hobbs, Inc.
Minneapolis, Minn.
Meldrum & Fewsmith Agcy.
Cleveland, Ohio
Mendte, J. Robert Inc.
Philadelphia, Penna.
Meneough & Martin & Seymour
Des Moines, Iowa
Meyerhoff & Co., Arthur
Milwaukee, Wis.
Michel-Cather, Inc.
New York City
Mithoff & White, Adv.
El Paso, Tex.
Mogge-Privett, Inc.
Los Angeles, Calif.
Mohawk Adv. Agency
Schenectady
Moore & Hamm, Inc.
New York City
Moran, Bruce & Co.
Atlanta, Ga.
Moreland Co., Chester C.
Cincinnati, Ohio
Morgan, Raymond R., Co.
Hollywood, Calif.
Mort Duff Agency
Omaha, Nebr.
Morse International, Inc.
New York City
Morris Timbes Adv.
Mobile, Alabama
Moss Associates
New York City
Murphy, Carroll Dean, Inc.
Chicago, Ill.
George R. Nelson, Inc.
Schenectady, N. Y.
Newell-Emmett Co.
New York City
Theodore Newhoff Agency
Baltimore, Md.
Newman, Lynde & Associates
Jacksonville, Fla.
Nolan, Charles H., Advertising
Pawtucket, R. I.
Notzon Adv. Agency
San Antonio, Texas
O'Brien Adv. Ltd.
Vancouver, B. C.
O'Brien & Dorrance, Inc.
New York City
Olian Adv. Agency
St. Louis, Mo.
Orr, W. Wallace, Inc.
Philadelphia, Penna.
Pace-Wiles, Inc.
Huntington, W. Va.
Pacific National Adv. Agency
Seattle, Wash.
Pettus, Harold Adv.
Corpus Christi, Texas
Pitluk Adv. Co.
San Antonio, Texas
Presba, Fellers & Presba
Chicago, Ill.
Ramsey, L. W. Co.
Chicago, Ill.
Ratcliffe Adv. Agency
Dallas, Texas
Redfield-Johnstone, Inc.
New York City
Reinhardt, Emil Adv.
Oakland, Calif.
Reiss Advertising
New York City
Reese, James R. Adv. Co.
Kansas City, Mo.
George Riseman & Company
Boston, Mass.
Rem. Prod. & Adv.
Los Angeles, Calif.
Rex Advertising Agency
Detroit, Mich.
Richards, Wilbur O., Adv.
Syracuse, N. Y.
Rickard & Company, Inc.
New York City
Richard & Gunther, Inc.
New York City
The Ridgway Co.
St. Louis, Mo.
Riordon, John H. Co.
Los Angeles, Calif.
Robinson-Rapp Agcy.
New York City
Rockett-Lauritzen Adv.
Los Angeles, Calif.
Rosenberg, Arthur Co.
New York City
Rosengarten & Steinke, Inc.
Memphis, Tenn.
H. L. Ross Advertising
Indianapolis, Ind.
Ruder & Finn Adv.
New York City
Rumrill, Charles L., & Co., Inc.
Rochester, N. Y.
Runkle, Lowe, Co.
Oklahoma City, Okla.
Ruthrauff & Ryan, Inc.
Chicago, Ill.
Schneider, Joseph P. Inc.
New York City
Schuyler-Hopper Agency
New York City
Schwimmer & Scott, Inc.
Chicago, Ill.
Shepard, K. E., Advertising
Chicago, Ill.
Schoenfeld, Huber & Green
Chicago, Ill.
Sherman & Marquette
Chicago, Ill.
Simon & Gwynn, Inc.
Memphis, Tenn.
Simmonds & Simmonds, Inc.
Chicago, Ill.
Seeman & Peters Inc.
Saginaw, Mich .
Shaffer, Brennen & Margules
St. Louis, Mo.
Shappe-Wilkes, Inc.
New York City
Smallen-Ross, Advertising
New York City
Smith, Gordon Advertising
Yakima, Washington
Smith, R. C. & Son, Ltd.
Toronto, Canada
Snead, C. N., Adv. Agency
Roanoke, Va.
Walter B. Snow & Staff, Inc.
Boston, Mass.
Southern Adv. Agcy.
Lexington, Ky.
Southwest Advertising Agency
Waco, Texas
Spangler & Jaster, Inc.
Beloit, Wisconsin
Spartanburg Adv.
Spartanburg, N C
Spaulding, C. Jerry Inc.
Worcester, Mass.
Spier, Franklin, Inc.
New York City
Steere, Howard D., Adv. Agency
Detroit, Mich.
Strauchen & McKim Adv.
Cincinnati, Ohio
Sullivan, Daniel F., Co.,
Boston, Mass.
Swink, Howard Advertising
Marion, Ohio
Teplitz, Henry H. Adv.
Chicago, Ill.
William G. Teters Adv.
Baton Rouge
Thomas, Gerald F. Adv.
Fresno, Calif.
Thompson, J. Walter Co., Ltd.
Toronto, Ontario
New York City
San Francisco 4, Calif.
Thurston, Smith & Jenkins Adv.
Flint, Mich.
Arthur Towell, Inc.
Madison, Wis.
Turner Adv. Agency
Chicago, Ill.
Richard H. Ullman
Buffalo, N. Y.
C. J. Ulrich & Associates
Chicago, Ill.
VanDiver & Carlyle, Inc.
New York City
Van Sant, Dugdale & Co.
Baltimore, Md.
Virginia Electric News Inc.
Richmond, Va.
Wagenseil, Hugo & Associates
Dayton, Ohio
Walker & Downing
Pittsburgh, Penna.
Wallace-Lindeman, Inc.
Grand Rapids, Mich.
Walker-Saussy Advertising
New Orleans, La.
Wapshare, James A. Co.
Newark, N. J.
Warren, William Agency
New York City
Wearstler Adv. Agency
Youngstown, Ohio
Webster, R. W. Adv.
Los Angeles, Calif.
H. J. Weil, Inc.
Buffalo, N. Y.
J. J. Weiner Advertising
San Francisco, Calif.
Wellam Adv. Co.
Lansing, Mich.
Welsh-Hollander Advertising
Los Angeles, Calif.
Watts-Payne Agency
Tulsa, Okla.
Weightman, Inc. Adv.
Philadelphia, Penna.
Jack C. Wemple Adv. Agency
Green Bay, Wis.
Wertheim Adv. Assoc.
New York City
Weston-Barnett, Inc.
Waterloo, Iowa
Whalen, Frank E. Agency
Kansas City, Mo.
White, Dan & Associates
El Paso, Texas
Wiley, Frazee & Davenport
New York City
Winius-Drescher-Brandon, Inc.
St. Louis, Mo.
Workman, Ted, Advertising
Dallas, Texas
Yambert, Ralph Organization
Hollywood, Calif.
Young & Rubicam
New York City
Yount Agency
Erie, Pa.
William Von Zehle & Co., Inc.
New York City
Zimmer-McClaskey-Kintner Adv.
Louisville, Ky.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

THESE
6 Stations
Build Sales
for You . . .

WGAL
WGAL-TV
Lancaster, Pa.

WORK
York, Pa.

WRAW
Reading, Pa.

WKBO
Harrisburg, Pa.

WEST
Easton, Pa.

Represented by
ROBERT MEEKER ASSOCIATES
Los Angeles · New York
San Francisco · Chicago
Clair R. McCollough, *Managing Director*
STEINMAN STATIONS

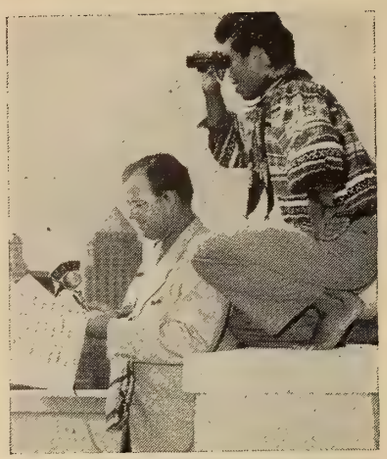
Feature of the Week

A NEW use for the age-old "smoke signal" has been found by WMIE Miami, Fla., as well as giving the station an opportunity to teach Indians a traditional Indian custom.

WMIE started the project when the Florida State Racing Commission made a ruling allowing only two stations direct broadcast rights of horse races at Tropical Park. Other stations were shut out and requested to withhold results 25 minutes. This 25-minute interval and the close-out didn't appeal to WMIE.

So, Bob Venn, WMIE general manager, called in his news staff and decided to enlist the aid of Florida's oldest inhabitants, the Seminole Indians. Sam and Water Willie, full-blooded Seminoles, dispatched "smoke signals" from the racing plant's grounds while Indian George Storm and WMIE Sportscaster Bill Sheetz took a vantage point atop the Everglades Hotel, home of the studios. As Mr. Storm interpreted the signals, Mr. Sheetz gave the results over the air.

The "smoke signal" method of sending in the race results also got



Sportscaster Sheetz (l) and Seminole Indian George Storm send "smoke signals" over WMIE.

* * *

the station a publicity break when the *Miami News* assigned a reporter and photographer to cover the event.

It seems the Seminoles were one tribe who never used a "smoke signal." Now WMIE is taking credit for teaching Indians an old Indian custom.

On All Accounts

HAM OPERATOR, assistant theatre manager, musician, bandleader, radio announcer and producer, Robert Struble had a good run around the entertainment field before settling down to his present post of radio and television director for Jordan Co., Los Angeles.

In that post he believes he's found his niche. And, if he has his way, his clients will, too.

At present he is supervising for the agency, radio and television spot campaigns for Louis Milani Foods for its 1890 French Dressing. Firm currently is using radio spots on 40 stations across the country, and film spots on approximately 25 television stations throughout the nation. In addition the food firm is conducting a television spot campaign on four Los Angeles stations for a new product, Charcol-it. Other stations across country will be added later.



BOB

Born in 1906, Robert Bowen Struble spent the first six weeks of his life in Springfield, Ill. With Mother and Father Struble on the move after that, Bob cut his teeth in Oskaloosa, Iowa; brushed off his grammar school education in Casper and Sheridan, Wyo., and began and ended his high school learning in Billings and Red Lodge, Mont., respectively.

It was in his second year of high school at Billings that Bob first became aware of a new invention called wireless when he joined the Radio Club, made up of a group of boys experimenting with voice transmission. At this point Bob became an amateur operator—one of the earliest (amateur license #7CO). He's never really left radio since.

About this time, too, he became intrigued by music and joined a Boy Scout band in Billings. He was provided with a cornet and taught how to make it produce music. Shortly after this he had the opportunity to put this learning to practical use when, in order to earn money to get him through radio technician's school, he played at dances throughout the state. He succeeded in earning enough money, later received his commercial operator's license, and still has never used it.

Following his high school graduation in 1923 the family moved again, this time to Portland, Ore. Here his father took over management of the Hamrick Theatres, and Bob took over assistant manager-

(Continued on page 19)

Martha and Helen Bring City and Country Together

Showing the cross-sectional nature of the WLS audience in the city of Chicago and the broad rural areas around it, Martha and Helen of WLS Feature Foods had one of their most interesting interviews during the International Live Stock Show.

A farm housewife wrote to Martha and Helen's Rummage Exchange, offering to trade farm produce for a room in the city during the International Exposition. A city housewife listened — had room — and offered to make the trade.

When Feature Foods was being broadcast direct from the WLS booth at the big live stock show, Martha and Helen had both women as guests—and found both very happy they had gotten together through the Feature Foods Rummage Exchange on WLS.

WLS
Chicago 7
Represented by John Blair & Company

Adv.

Mr. Al Eisenminger
Leo Burnett Co.
360 N. Michigan Ave.
Chicago, Illinois

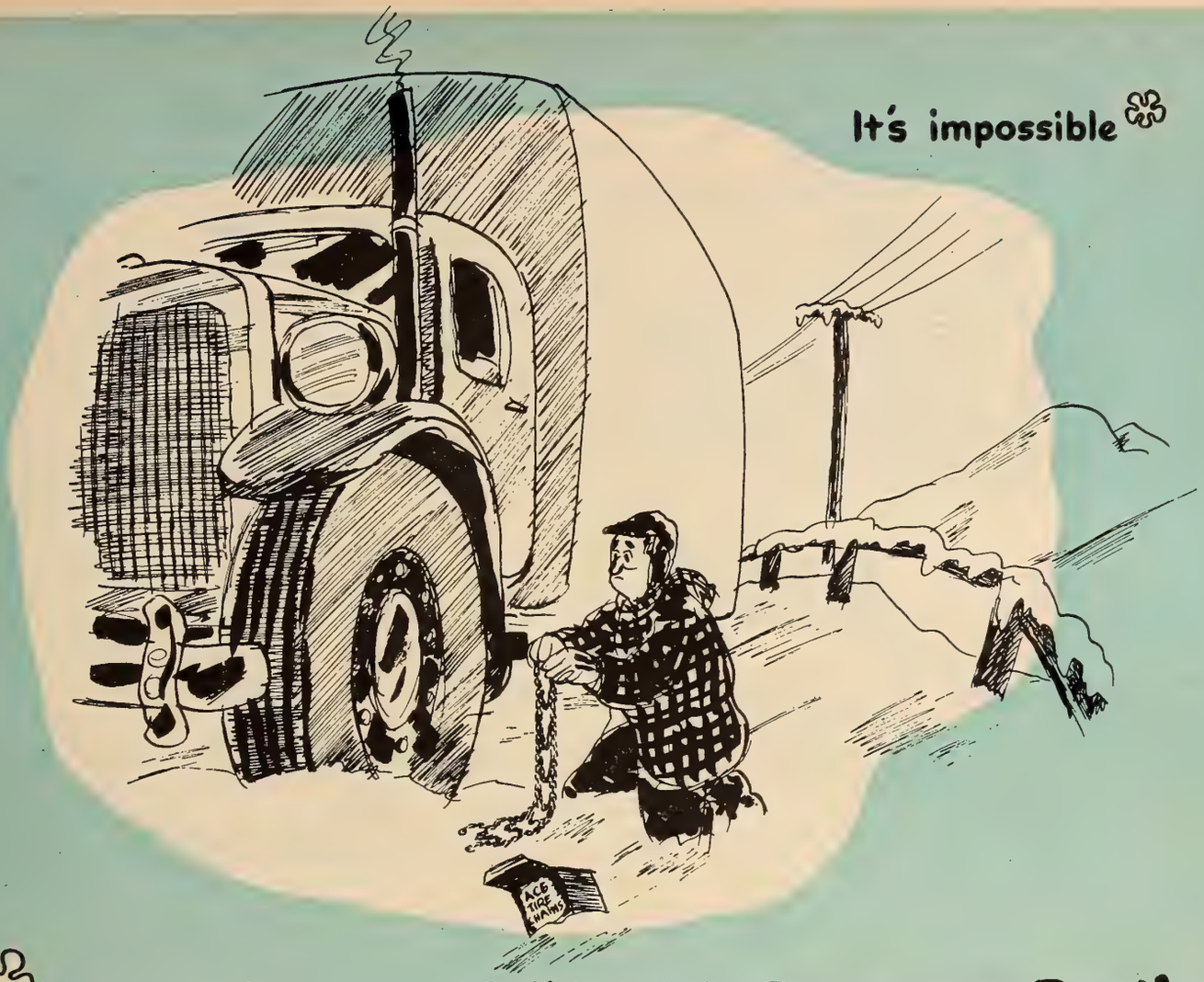
Dear Al:

The boys here at WCHS is deetermined ter keep Charleston's Number One station way outen front uv the others. Not only has they seen to it thet th' big local shows has come over ter WCHS ter jine with th' big CBS national schedule, but now they's really agoin' all out fer local news coverage. They's got a feller named Ross Edwards who's got his nose in ever news pot in town. When there's a big case in court (which seems ter be jest 'bout all th' time nowadays) Ross is right there, and his newscast of local an' state news air th' best in town by far! No matter whether they wants entertainment, news, sports, er what-have-you, folks 'round here jest naturally turns ter WCHS! Fellers like you likes ter know thet, don't they, Al?



Yrs.
Algy

WCHS
Charleston, W. Va.



You can't cover California's Bonanza Beeline without on-the-spot radio

Use the *right* chain — the chain of BEELINE stations — to cover *inland* California and western Nevada. Because people in this Beeline market — well removed from the Coast — naturally prefer listening to their own *local* stations.

With the five-on-the-spot BEELINE stations you blanket this market — a market worth more than the whole State of Kansas.†

Individually, each BEELINE station does a top job for you in its own rich area. Take KMJ Fresno, for example . . . located in the nation's second wealthiest farm county. Hooper shows this about KMJ — for the Sunday through Saturday 6 PM - 10 PM period it rates *twice as high* as the next closest station.



†Sales Management's 1949 Copyrighted Survey

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
50,000 watts 1530 kc.	1000 watts 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.

WISH ing

You a Record Sales Year in 1950

IF YOU ARE planning any part of your 1950 sales activity in the Indianapolis market . . .

IF YOU ARE considering even the slightest re-arrangement of your media expenditures . . . or

IF YOU ARE just entering this vastly expanded market for the first time . . .

we WISH you'd allow us to show you the specific advantages of a WISH program . . . how you can be assured of record sales in 1950.

Contact us direct or through your FREE & PETERS Representative

WISH

1310 kc INDIANAPOLIS • A-B-C NETWORK

FREE & PETERS, *National Representatives*

George J. Higgins, General Manager

New Business



NORGE DIVISION of **Borg-Warner Corp.**, Detroit, appoints Duane Jones Co., New York, to handle its advertising for Norge Home Appliances. All major media will be used.

SCHNEFEL Bros. Corp., Newark, N. J., appoints Kastor, Farrell, Chesley & Clifford, New York, as its advertising agency, for its La Cross manicure implements line and its Naylon cosmetics products, effective immediately.

WESTON BISCUIT Co., Passaic, N. J., planning two week spot campaign to start Jan. 16 on several stations in three California markets. Spots totalling 150 will run on KECA KFI KNX KMPC Los Angeles, KNBC KCBS KGO KJBS San Francisco, KFSD San Diego. Agency, Harrington, Whitney & Hurst, Los Angeles.

S.S.S. Co., (blood and appetite tonic), appoints Henry J. Kaufman & Assoc., Washington, to handle its advertising. Radio will be used.

HAFFENREFFER & Co., Boston (Pickwick Ale), appoints Alley & Richards Inc., New York, to handle its advertising effective Jan. 1. **Grafton B. Perkins** is advertising consultant for Haffenreffer.

CHEVROLET DEALERS Assn. Inc., through Campbell-Ewald, New York, renews for 13 weeks its sponsorship of Friday night WJZ-TV telecasts of roller derby, effective Dec. 30, 1949. Telecasts are scheduled for 10 p.m. to conclusion.

COLOR TELEVISION Inc., San Francisco, participant in current FCC color television hearings, appoints Wakefield Adv., San Francisco, for national campaign. Media plans to be announced.

ARTISTS INSTITUTE, New York, appoints William Warren, Jackson & Delaney to handle its advertising. Radio will be used.

MAGNAVOX Co., Fort Wayne, Ind., maker of TV and radio sets, used television first time with Christmas Day half-hour show, *A Christmas Carol*, on 22 TV stations across nation. Agency: Maxon Inc., New York.

RINSE-AWAY Corp, of America (Northern California manufacturer of electric garbage disposal units) appoints Elliott-Daly & Schnitzer, San Francisco, for test television campaign. **Jack Daly** is account executive.

DELUXE POTATO CHIPS, Detroit appoints Rex Adv., Detroit, to direct advertising program. Deluxe is using daily TV spot, which will be continued. **Fred Epps**, account executive, announced plans to expand schedule to include radio and other media.

Network Accounts • • •

LIBBY, McNEILL & LIBBY, Chicago, renews effective Dec. 30 its *Auction-Aire* show, a Masterson, Reddy & Nelson package, for 13 weeks on ABC's Eastern TV network. In addition, effective Jan. 13 three more stations will be added to list of those already carrying program. They are WENR-TV Chicago, WTVN Columbus and WXYZ-TV Detroit. J. Walter Thompson Co., New York, is the agency.

Adpeople • • •

WILLIAM A. GORDON, advertising manager for liquor division of Parrott & Co. since 1946, appointed advertising manager of import division of Schieffelin & Co., New York.

ROBERT B. BROWN, vice president of Bristol-Myers Co., New York, and **WESLEY I. NUNN**, advertising manager of Standard Oil Co. of Indiana, appointed to first professional advisory board of Alpha Delta Sigma, national professional advertising fraternity.

Over 500 have already subscribed to the

ALL-RADIO PRESENTATION

HOW ABOUT YOU?

The eagerly-awaited ALL-RADIO PRESENTATION film is almost ready for release—ready to sock home its message throughout the length and breadth of America, *selling Radio to all types of advertisers everywhere.* The official preview will be February 1, with nationwide release on February 15.

So if you *haven't* subscribed—as 500 already *have*—note that this is the LAST CALL! Only subscribing broadcasters will be able to present this convincing, fact-filled motion picture, different from anything ever prepared before—a film that actually shows Radio at work selling goods!

The closing date for all subscriptions is February 15. Cost is low in ratio to your station's billings, and you'll have available *three* different editions on 16 mm. sound film (or 35 mm, if desired):

* a 45-minute edition that puts the full story of Radio before any audience of businessmen, up to the topmost management, right in your own community.
* a 20-minute version for showings at sales meetings, and business organization luncheons such as Chamber of Commerce, Kiwanis, Rotary, etc.
* a 20-minute educational edition for showings at schools, P.-T.A. meetings, women's clubs, etc.

Radio has kept silent about itself long enough. Join the chorus. Speak up and help ALL RADIO sing ALL the praises of America's greatest advertising medium. Send in the coupon right away for complete details on how YOU can join the rest of the industry in benefiting from the All-Radio Presentation.



ALL-RADIO PRESENTATION COMMITTEE

THE COMMITTEE—Gordon Gray, WIP, Chairman—Maurice B. Mitchell, BAB—Herbert L. Krueger, WTAG, Treasurer—Eugene S. Thomas, WOIC—Leonard Asch, WBCA—Ellis Atterberry, KCKN—Lewis Avery, Avery-Knodel—Will Baltin, TBA—Bond Geddes, RMA—Ivor Kenway, ABC—Harry Maizlish, KFWB—W. B. McGill, Westinghouse Stations—Frank Pellegrin, Transit Radio, Inc.—Victor M. Ratner, R. H. Macy—Hanque E. Ringgold, Edward Petry & Co.—Irving Rosenhaus, WAAT—F. E. Spencer, Jr., Hollingbery Co.—George Wallace, NBC—Ralph Weil, WOV.

THE ALL-RADIO PRESENTATION

tells Radio's unique story to all advertisers on a scale that no one station or network ever could.

shows how Radio helps build and maintain good business in the smallest as well as largest of communities.

demonstrates what a money-saving buy Radio is.

stresses the enormous size of the Radio audience and the intensity of its listening attention.

sells Radio as the most practical way of reaching more customers at less cost.

The ALL-Radio Presentation Committee

c/o Broadcast Advertising Bureau
270 Park Avenue, New York 17, N.Y.

Yessir, I do want to be part of the ALL-Radio Presentation. Please send me further details on how I can subscribe at once.

Name_____

Station_____

Address_____

City_____ State_____

WANNA CASH IN ON BOND (Ky.)?

If you're looking for dividends from Bond (Ky.), *don't* buy WAVE. You wouldn't get much "interest" on that investment!

Instead, WAVE concentrates exclusively on the Louisville Trading Area, the one blue-chip market in Kentucky. Every day is coupon-clipping day in these 27 prosperous counties, because folks living here have an $1139 greater Effective Buying Income per family than their country cousins, out in the *rest* of the State.

Yep, that's our brand of collateral. And you don't have to mortgage the homestead to use WAVE!

LOUISVILLE'S
WAVE

NBC AFFILIATE
FREE & PETERS, INC.,



5000 WATTS . 970 KC
NATIONAL REPRESENTATIVES

Open Mike"



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Pillsbury Orchids

EDITOR, BROADCASTING:

Congratulations on the Cedric Adams story [BROADCASTING, Dec. 19]. We have heard much favorable comment. Because of his new CBS program there is a lot of interest in Cedric Adams and we believe this article was timely and comprehensive not only in the radio field but far beyond.

Robert J. Keith
Dir. Advertising and Public Relations
Pillsbury Mills Inc.

* * *

EDITOR, BROADCASTING:

Our sincere thanks for your splendid Cedric Adams article. We are proud that he will be sponsored by Pillsbury Mills Inc. starting Jan. 3 on CBS. Your story explains some of the reasons for Cedric's appeal.

Wendell Campbell
General Manager
WCCO Minneapolis-St. Paul

* * *

Business Guide Posts

EDITOR, BROADCASTING:

With great interest and much admiration I have read your statement, "Business, Buyers and Broadcasting" in the Dec. 12 issue of your magazine.

So favorably impressed was I by this statement that I have suggested that it be read by every member of our journalism and radio faculty. Moreover, I am making it a permanent part of my lecture notes for the Principles and Ethics and Advertising courses.

Had you thought of printing this separately and giving it wide distribution among educators, agency men, and others who should have this message?

John E. Drewry
Dean, Henry W. Grady School of Journalism
U. of Georgia
Athens, Ga.

* * *

EDITOR, BROADCASTING:

I have just read with interest in your issue of Dec. 12 "A Statement by the Publisher" addressed to "Business, Buyers and Broadcasting." In this statement, you state as follows:

> "Our thesis then was that radio was not show business per se; that it was a combination of the theatre, the newspaper, the school, the church, but with a more intimate and penetrating voice than any of them. Hence, American radio was not typified by New York or Chicago or Hollywood. It was Main Street, U. S. A."

Needless to say, we are heartily in accord with your viewpoint. Particularly, regarding Main Street, U. S. A. Keystone was conceived on the theory that more and more buying is influenced on the local level. This is the idea that we have been selling for the past 10 years with increasing success, and are looking forward to progress comparable with yours for the years to come.

Naylor Rogers
Executive V. P.
Keystone Bcstg. System
Chicago

* * *

4-H Thanks Radio

EDITOR, BROADCASTING:

The wholehearted cooperation of the radio and television networks, commercial and sustaining programs, and the unqualified support of local TV, AM and FM stations in Chicago, and all over the United States, made this year's radio coverage of the National 4-H Congress in Chicago (Nov. 27-Dec. 1) the greatest yet. For the record, radio-TV presented 25 AM network broadcasts featuring 4-H guests, commentary, or special music, seven TV network and seven local TV shows, along with over half a hundred local AM programs, seven direct lines and hundreds of transcriptions.

One station, WJR Detroit, sent their mobile unit to Chicago to help RFD's from all stations and Extension workers with the big job of making recordings with the youngsters to send back to the home stations.

Our thanks and appreciation can be multiplied by that of the 1,200 4-H boys and girls whose bright, optimistic story was told so well by the radio industry the length and breadth of our land.

Joe Tonkin
Extension Radio Specialist
Chairman, 4-H Congress Radio-TV Committee
U. S. Dept. of Agriculture
Washington

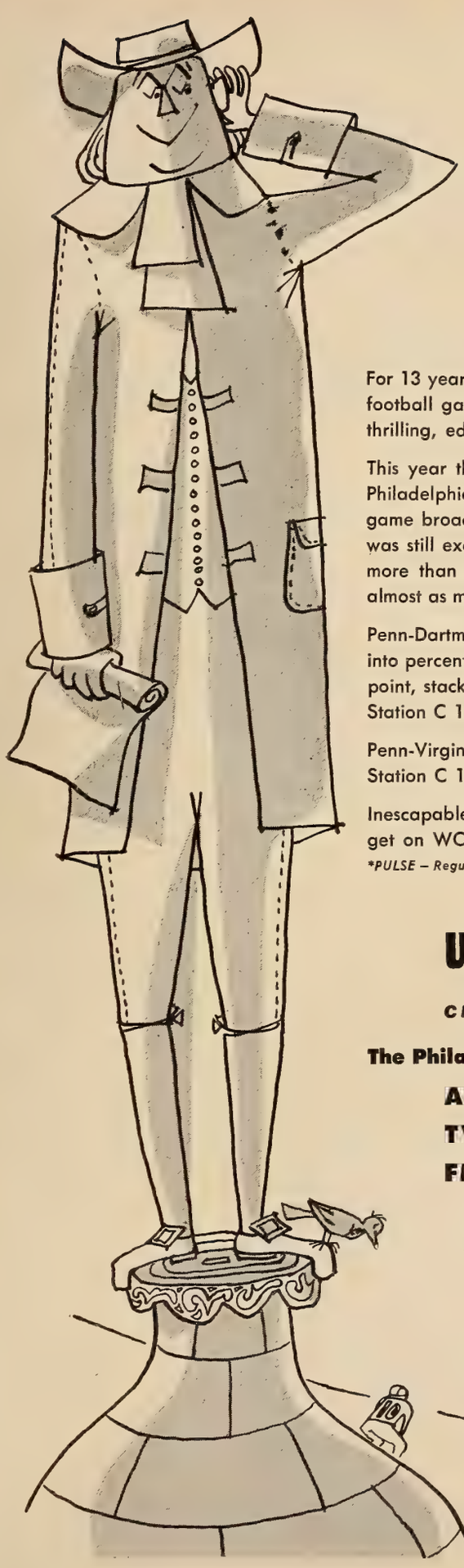
* * *

Hitch-hike Medium?

EDITOR, BROADCASTING:

When is radio going to wake up and realize that we have to promote radio and not other media? Listen to the programs and you will hear what I refer to. For example—in a recent network mystery show, the hero strolls into an antique shop

(Continued on page 73)



Exclusive or inclusive, it's WCAU

For 13 years WCAU carried University of Pennsylvania football games exclusively — gave Penn rooters and fans a thrilling, edge-of-your-seat play by play of the games.

This year the University opened the games to all Philadelphia stations. Four stations besides WCAU carried game broadcasts. But to the majority of listeners it was still exclusively WCAU. Based on surveys WCAU had more than double the listeners of the second station and almost as many as the other four stations combined.

Penn-Dartmouth game*. Actual ratings translated into percentages, and rounded off to the nearest decimal point, stack up this way: WCAU 47%, Station B 22%, Station C 16%, Station D 15%, Station E 1%.

Penn-Virginia game*. WCAU 47%, Station B 23%, Station C 18%, Station D 12%, Station E 1%.

Inescapable conclusion: to rate in Philadelphia, get on WCAU.

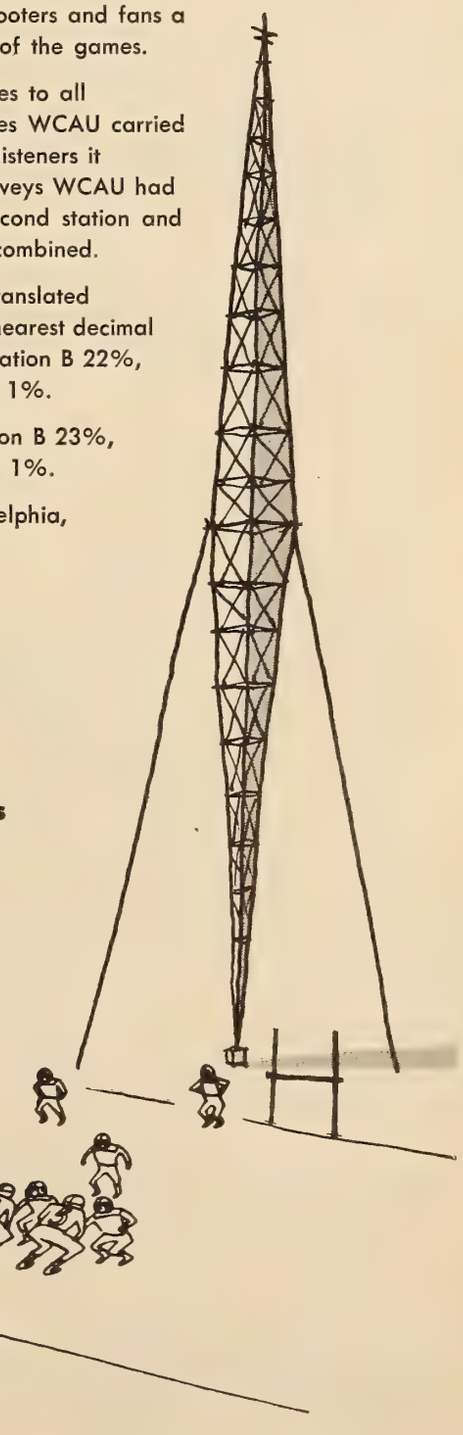
**PULSE – Regular Survey Period*

WCAU

CBS AFFILIATE

The Philadelphia Bulletin Stations

AM
TV
FM



WBIG

"The Prestige Station of the Carolinas"

HOOPER STATION AUDIENCE INDEX

WINTER, 1949 CITY ZONE Greensboro, N. C.

	WBIG
Monday thru Friday 8:00 AM—12 N	46.0
Monday thru Friday 12:00 N—6:00 PM	41.2
Sunday thru Saturday 6:00 PM—10:00 PM	59.8

columbia affiliate

5000 w. day & nite

Greensboro, North Carolina

represented by hollingbery

AM-FM-TV Station Deletions During 1949

FOLLOWING are the AM-FM-TV station deletions during 1949 to Dec. 15, including 60 AM authorizations (20 licenses, 40 construction permits), 209 FM authorizations (6 licenses, 189 CPs, 14 conditional grants) and 13 TV CPs [BROADCASTING, Dec. 19]. Stations are listed alphabetically by state and city with dates deleted and reasons where given.

ALABAMA

AM—WMOB* Mobile, Lic., June 15, E.

FM—WBRC-FM* Birmingham, Lic., Dec. 20, E; WTNB-FM Birmingham, CP, April 25, F; WALA-FM Mobile, CP, Mar. 28, F; WMOB-FM* Mobile, CP, June 23, E; WMGY-FM* Montgomery, CP, Oct. 21; WSFA-FM* Montgomery, CP, April 22, E; WSYO* Sylacauga, CP, April 27, F; WJRD-FM Tuscaloosa, CP, April 15, F; WTBC-FM Tuscaloosa, CG, Aug. 22, E.

ARIZONA

AM—KPSC Phoenix, CP, April 22, F; KTSC Tucson, CP, April 22; KSOL Yuma, CP, Dec. 8, T; KYSC Yuma, CP, Feb. 2, F.

FM—KPSC-FM Phoenix, CP, April 29, F; KTSC-FM Tucson, CG, April 29, F.

ARKANSAS

AM—KRKN* Fort Smith, Lic., Mar. 15, E.

FM—KWHN-FM Fort Smith, CP, Nov. 7; KWEM-FM West Memphis, CP, April 25, F.

CALIFORNIA

AM—KCOI Coalinga, CP, Sept. 12, F; KFRE* Fresno, Lic., Mar. 6, M-KTKC; KCLF Salinas, CP, July 19, F; KYOR* San Diego, Lic., July 14, M-KSUN.

FM—KWIK-FM Burbank, CP, Nov. 18, F; KCSB-FM Colton, CP, April 13, F; KFEY Fresno, CP, Aug. 26, F; KCLI-FM* Los Angeles, CP, May 6; KOMB Los Angeles, CP, Aug. 16, E; KVOM Madera, CP, April 22, F; KROW-FM Oakland, CP, Aug. 29, E; KCRN Palo Alto, CG, Feb. 7; KREC Redlands, CP, Aug. 10, F; KRCC* Richmond, CP, July 15, M; KRCN Riverside, CG, Jan 10, E; KFXM-FM* San Bernardino, CP, June 14, E; KVSM-FM San Mateo, CP, April 8; KRUZ Santa Cruz, CP, April 14, F; KSMB* Santa Monica, Lic., Dec. 16; KSRO-FM Santa Rosa, CP, Feb. 1, E.

TV—KARO Riverside, CP, June 22, F; KGDM-TV Stockton, CP, June 10.

COLORADO

AM—KCRO Englewood, CP, Oct. 14, F (Set aside pending hearing); KROM Pueblo, CP, April 14, E.

CONNECTICUT

FM—WBTC Bridgeport, CP, April 25, F; WITE Bridgeport, CP, Feb. 1, E; WNAB-FM Bridgeport, CP, May 6, F; WFIR Danbury, CP, May 27; WLAD-FM* Danbury, CP, Sept. 27, E; WBRY-FM Waterbury, CP, June 9. E; WWCO-FM Waterbury, CP, Mar. 14, E.

DELAWARE

FM—WJWL-FM Georgetown, CP, Sept. 14, F; WILM-FM Wilmington, CP, Dec. 16; WTUX-FM Wilmington, CP, Oct. 26.

DISTRICT OF COLUMBIA

FM — WTOP-FM Washington, CG, April 1, M-WINX-FM.

FLORIDA

AM—WLBF* Leesburg, Lic., June 23, M-WEUS as WLBE.

FM—WDBF Daytona Beach, CP, Nov. 16, E; WLBF-FM Leesburg, CP, June 1, F; WFYE Miami, CG, April 13, E; WSUN-FM St. Petersburg, CP, Aug. 11; WJNO-FM* West Palm Beach, CP, Dec. 15.

TV — WJHP-TV Jacksonville, CP, April 13, F; WPDQ-TV Jacksonville, CP, July 22, F; WSEE-TV St. Petersburg, CP, Oct. 7.

GEORGIA

AM—WPKM Atlanta, CP, July 18, F; WGBA* Columbus, Lic., Sept. 16, M-WSAC.

FM—WFWM Atlanta, CP, Sept. 2, F; WPKM Atlanta, CG, Sept. 26; WEAS-FM Decatur, CP, Sept. 9, F; WGLS-FM Decatur, CP, May 6; WBIX-FM Rome, CP, Jan. 27, F; WLAQ-FM Rome, CP, Mar. 14, E; WCCP-FM Savannah, CP, Mar. 28, F.

IDAHO

FM—KID-FM Idaho Falls, CP, Mar. 24, E; KPST-FM Preston, CP, Sept. 6, F; KWEI-FM Weiser, CP, Mar. 16, E.

ILLINOIS

FM—WCFL-FM* Chicago, CP, Oct. 25, T; WHKR Marion, CP, April 25, F; WQUA-FM Moline, CP, April 29; WMRE Oak Park, CP, Mar. 2, F; WMMJ-FM Peoria, CP, April 15, E; WWXL-FM Peoria, CP, July 15, F; WKER Waukegan, CP, Sept. 30, F.

TV—WEEK-TV Peoria, CP, June 8, F; WMBT Peoria, CP, Sept. 29.

INDIANA

AM—WFTW* Fort Wayne, Lic., Nov. 22, M-WKJG; WKMO* Kokomo, Lic., June 21, E; Home Bcstrs. Inc., Logansport, CP, Mar. 17, E.

FM—WREA Anderson, CP, Aug. 22, F; WIOC Croydon, CP, Mar. 16, E; WFTW-FM* Fort Wayne, CP, Sept. 20, E; WGOS Goshen, CP, Sept. 16; WFBM-FM Indianapolis, CP, June 30; WIBC-FM Indianapolis, CP, May 2; WIRE-FM Indianapolis, CP, Jan. 18; WISH-FM Indianapolis, CP, May 31; WMHC Indianapolis, CP, Feb. 10, E; WVNA Indianapolis, CP, June 14, T; WKMO-FM* Kokomo, Lic., June 14, E.

TV—WUTV Indianapolis, CP, Mar. 28, F.

IOWA

FM—KCON Atlantic, CP, Oct. 25, E; KSIB-FM Creston, CP, June 2, E; KBIG-FM Des Moines, CP, Oct. 24, F; KIOA-FM Des Moines, CP, Mar. 2, E; KFNF-FM Shenandoah, CP, April 15, F.

KANSAS

AM—KTMP El Dorado, CP, Aug. 17; KGAR* Garden City, CP, June 13 (Withdrew because of FCC delay in revocation case); KSWN Winfield, CP, April 25, F.

FM—KGAR-FM* Garden City, CG, June 14 (See AM); KSBS* Kansas City, CP, Aug. 31, E; KTOP-FM Topeka, CP, July 27, E; WREN-FM Topeka, CP, Mar. 24; KWBB-FM Wichita, CP, Mar. 2, F.

KENTUCKY

FM—WKLX-FM Lexington, CP, Jan. 10, E; WLAP-FM Lexington, CP, April 13, F.

LOUISIANA

AM—KDXJ Jennings, CP, April 28, F; WJBW* New Orleans, Lic., Aug. 17, L; KJAN Opelousas, CP, Sept. 9, F.

FM—WDSW New Orleans, CP, May 18; WNOE-FM New Orleans, CP, Oct. 7, F; KTBS-FM Shreveport, CP, Sept. 27, E.

TV—WTPS-TV New Orleans, CP, July 29, E.

MAINE

AM—WDAV Lewiston, CP, Oct. 10, F.

FM—WGAN-FM* Portland, Lic., Aug. 2.

MARYLAND

AM—WTLS Baltimore, CP, Nov. 21, E.

MASSACHUSETTS

AM—WORL* Boston, Lic., May 31, L; WKOB* North Adams, Lic., Feb. 8, E.

FM—WBKT Brockton, CP, April 27, F; WCFR* Fall River, CP, July 8, E; WSAR-FM* Fall River, CP, April 11, E.

MICHIGAN

AM—WIKB* Iron Mountain, Lic., June 30, E (Granted new station at Iron River).

FM—WLCG Dearborn, CG, June 14, E; WBCO Detroit, CP, Mar. 2, E; WDFM Detroit, CP, April 25, F; WJPJ Escanaba, CG, Aug. 11, E; WBBC-FM Flint, CP, June 9., E; WFDF-FM Flint, CP, June 2, E; WGSE Grosse Point, CP,

(Continued on page 20)

EXPLANATION of symbols: Lic.—license; CP—construction permit; CG—conditional grant; (*)—on the air at time of deletion; E—dropped for economic reasons; F—forfeited by FCC for failure to prosecute application or fulfill terms of authorization; M—merger with station indicated through purchase or sale; R—revocation by FCC; L—license renewal denied by FCC; T—dropped for technical reasons such as unable to secure site or meet conditions of permit.

On All Accounts

(Continued from page 12)

ship of one of them. He found his work very pleasant for it developed that the theatre had the "prettiest cashier" he had ever seen—Karen Greer, who was later destined to handle his personal cash.

A year later he left the theatre, took his cornet out again, and played with various bands around Portland. In 1926 he moved to Spokane where he formed his own band, Bob and the Boys. One of his first engagements was to play at the farewell party given for Bing Crosby when the latter first left to join Paul Whiteman's band.

A few months after this Bob joined KFPY Spokane (now KXLY), then getting started, to do programming. His next ten years were spent there learning radio with the station. In 1931 he received the title of director of broadcasting.

Leaving there in 1936 he spent a year with KSFO San Francisco in a supervisory capacity; several months as CBS political commentator for the 52d session of the state legislature at Sacramento, and a year and a half as producer and sound effects man for C. P. MacGregor, Hollywood.

In 1941 he started back East and joined W. E. Long Co., Chicago advertising agency, as assistant radio director for its bakery management service. During his next four years there he handled all radio production and time buying for the 80 independent bakeries serviced by the agency.

In 1945 Bob changed the source of his daily bread when Interstate Bakeries arranged to have him join their agency, Dan B. Miner Co., Los Angeles, as radio director. After two years there he became producer on KMPC Hollywood *Women Are Wonderful* show for Homemaker's Club. And in 1948 he joined the Jordan Co. in his present capacity.

In addition to his other accounts, Bob also is planning television spot campaigns for four newly-acquired clients—B-Z-B Honey, Kermin's Food Products, Plasti-Glo Paint, Armstrong's Nurseries, as well as for several other agency accounts.

Bob and his "prettiest cashier" settled their accounts in 1928 when they were married in Spokane. They've added one item to the budget since then—Robert Greer, 18. The Struble home is in Sunland, Calif.

Never losing touch with the society responsible for his musical education, Bob spends most of his spare time with the Boy Scouts. He is Commissioner of Scouting for the Verdugo Hills Council, scoutmaster of a troop in Tujunga, and chairman of the committee of Air Squadron #3. Going on hikes and outings with his boys makes any other form of exercise unnecessary exertion.

On the club side, he puts to use his being an optimist "by nature and association" as a member of the Optimists' Club.

N. Y. Showers!

THE shortage of water in New York City gave General Manager Willard L. Cobb of KALB Alexandria, La., an opportunity for a timely and effective promotion stunt fortnight ago. Mr. Cobb sent to accounts and timebuyers in the parched metropolis four-ounce baby bottles of Louisiana water with a label attached, pointing out that although it might be dry in New York there are "torrential showers of sales in Louisiana, Texas, Mississippi and Arkansas for those who use the facilities of KALB (5 kw, 580 kc) and KALB-FM (11 kw, 96.9 mc)." The bottles were flown to the station's New York representative, Weed & Co., for distribution.

Plan Observations

FCC COMRS. George E. Sterling and Edward M. Webster have been granted permits and licenses by the Commission for mobile transmitters in their automobiles for observation of the new miscellaneous common carrier service. Both units will operate on 158.49 mc in conjunction with the American Radiotelephone Service of Washington. Federal Telephone and Radio Corp. equipment will be used.



HONORED is Grady Cole (r), WBT Charlotte humorist - commentator, who receives a scroll of appreciation from James B. Vogler, secretary, North Carolina Retail Grocers Assn., for services rendered in promoting the Food Show and Exposition held by the Charlotte Grocers Assn.



The MONROE Doctrine

KNOE

Tops IN POWER

5000 WATTS DAY & NIGHT

BLANKETING N. E. LOUISIANA - BORDER AREAS ARKANSAS AND MISSISSIPPI

KNOE

Tops IN HOOPER

STATION AUDIENCE INDEX
FALL 1949*

	8 AM-12 N	12 N-6 PM	6-10 PM
KNOE	47.6	43.9	42.9
Station A ..... (Monroe)	41.5	40.2	41.3
Station B ..... (Shreveport)	6.6	3.3	6.8
Station C	2.1	8.9	——
Others	2.2	3.7	9.0

* November

ROBERT W. DUMM, Gen. Mgr.

KNOE

THE JAMES A. NOE STATION

MONROE, LOUISIANA

Represented by
RA-TEL Representatives

NBC Affiliate

AM-FM-TV Deletions During 1949

(Continued from page 18)

May 31, F; WJOE Hillsdale, CP, Dec. 14, F; WJIM-FM Lansing, CP, Jan. 10, E.

MINNESOTA

AM—KYDS St. Paul, CP, July 7, F (Set aside for hearing).
FM—KBTR* Minneapolis, CP, Nov. 17, E; KFMP Red Wing, CP, April 25, F.
TV—KRTV Minneapolis, CP, Sept. 8, F.

MISSISSIPPI

FM—WLOX-FM Biloxi, CP, Mar. 25, E; WROX-FM Clarksdale, CP, Oct. 5, F.

MISSOURI

FM—KXLW-FM* Clayton, CP, Nov. 21; KIMO-FM Independence, CP, Feb. 28, F; KMBC-FM* Kansas City, Lic., Dec. 12; KSD-FM* St. Louis, Lic., Nov. 10; KWGD* St. Louis, M-KWK; WIL-FM* St. Louis, CP, Nov. 29, E.

MONTANA

AM—KGFM Great Falls, CP, Oct. 17, F; KMSU Missoula, CP, Dec. 7, F.

NEBRASKA

AM—KALA Alliance, CP, July 6.
FM—KFAB-FM* Lincoln, CP, May 17; KOIL-FM Omaha, CP, Oct. 7, E; KWOW Omaha, CP, June 14, E.

NEVADA

AM—KVNC Carson City, CP, June 27, F; KELN Ely, CP, May 26, F.

NEW HAMPSHIRE

FM—WFMI* Portsmouth, CP, Aug. 22.

NEW JERSEY

FM—WANQ Camden, CP, April 22, F; WATC Elizabeth, CP, June 30; WGET Elizabeth, CP, Nov. 18, F; WIML Jersey City, CG, Dec. 5; WVNJ-FM Newark, CG, April 1, E; WWDX* Paterson, Lic., Jan. 18, M-WPAT-AM-FM.

NEW MEXICO

AM—KYLE Alamagordo, CP, April 6, F; KDEF Albuquerque, CP, May 11, F; KOTS Deming, CP, Oct. 11, F.

NEW YORK

AM—WONO Oneonta, CP, Mar. 16 (Granted station at Saratoga Springs); WONO Saratoga, CP, July 14, F.
FM—WFET Binghamton, CP, Feb. 15; WGR-FM Buffalo, CP, Mar. 14, E; WKBW-FM Buffalo, CP, June 2; WVFC* Ithaca, CP, July 18, M-WHCU-FM; WKNY-FM Kingston, CP, Oct. 25, T; WHIA Mineola, CP, April 13; WIFM New Rochelle, CP, Jan. 4, E; WJJL-FM Niagara Falls, CP, Nov. 7; WDOS-FM* Oneonta, Lic., Nov. 21; WKAL-FM Rome, CP, Jan. 12, E; WFRB-FM Utica, CP, April 27, F; WYON Yonkers, April 22, F.
TV—WAGE-TV Syracuse, CP, Feb. 16, economic and engineering uncertainty in future; WVTL Utica, CP, Jan. 27, technical and economic uncertainty.

NORTH CAROLINA

AM—WNCA* Asheville, Lic., April 12; WHHT* Durham, Lic., Nov. 30, M-WSSB; WGNE Greenville, CP, April 1, M-WGTC; WKNS* Kinston, Lic., April 2, M-WFTC.
FM—WISE-FM* Asheville, CP, Nov. 14, E; WDUK-FM Durham, CP, Aug. 18, E; WMGN Morganton, CP, Mar. 9, F; WGTM-FM* Wilson, Dec. 5, E.

OHIO

FM—WADC-FM Akron, CP, Oct. 5; WAND-FM* Canton, CP, Sept. 12, F; WOYO Cincinnati, CG, Mar. 24, E; WING-FM Dayton, CP, May 2; WMAN-FM Mansfield, CP, May 30, E; WLCY Painesville, CP, Mar. 2, F; WKRV Ravenna, CP, Oct. 26, F; WEAL Toledo, CP, Mar. 9, F; WHHH Warren, CP, May 11; WHIZ-FM Zanesville, CP, Feb. 7, E.

OKLAHOMA

AM—KAMC Stillwater, CP, July 7, F (Set aside for hearing).
FM—KADA-FM Ada, CP, Oct. 9, F; KOAK Clinton, CP, Aug. 5, F; KSWO-FM Lawton, CP, Mar. 14, T; KRNA Okmulgee, CP, Jan. 13.

OREGON

FM—KMED-FM Medford, CP, Feb. 15.
TV—KTVU Portland, CP, Nov. 22, F.

PENNSYLVANIA

AM—WTWS* Clearfield, Lic., May 25, E.
FM — WCNR-FM Bloomsburg, CP Aug. 23; WLTR-FM Bloomsburg, CP Sept 27, E; WNAR-FM Norristown, CP Mar. 14, E; WDOE Oil City, CP, May 31 F; WKRZ-FM Oil City, CP, April 22 F; WDAS-FM Philadelphia, CP, Sept 27; WJMJ-FM Philadelphia, CP, Aug 4, E; WHWL-FM Scranton, CP, Mar 24, E; WISL-FM Shamokin, CP, Mar. 24 E; WVPO-FM Stroudsburg, CP, Oct. 26

PUERTO RICO

AM—WECW* Mayaguez, Lic., Nov. 2 (Decided not to enter renewal hearing) WPBP* Mayaguez, CP, Feb. 28, R WEMB* San Juan, Lic., Nov. 18, M-WKAQ.
FM—WSJN San Juan, CP, Mar. 14 E; WVPR San Juan, CP, April 22, F.

RHODE ISLAND

FM—WFCI-FM Pawtucket, CP, July 12; WEAN-FM Providence, CP, Mar. 24

SOUTH DAKOTA

AM—KABR* Aberdeen, Lic., Mar 31, E.

TENNESSEE

AM—WCLC Clarksville, CP, Sept. 16 F; WNAH Nashville, CP, May 5 (Re instated Aug. 4 for 1360 kc); WPRS Paris, CP, June 21 (Granted othe facility there); WOST Sparta, CP, May 6 (Reinstated Sept. 21).
FM—WAGC-FM Chattanooga, CP April 2, F; WDEF-FM Chattanooga CP, Sept. 23, E; WCLC-FM* Clarksville, CP, July 1, E; WKPB* Knoxville, CP, April 15, E; WNOX-FM Knoxville, CP, July 27, E; WMF Memphis, CP, July 21, E; WPLC Memphis, CP, Aug. 29, T; WREC-FM Memphis, CP, Jan. 12; WNYS Nashville, CP, Jan 18.

TEXAS

AM—KBRZ* Bryan, Lic., Dec. 2 E; KVLU Lubbock, CP, Sept. 8, F (Se aside for hearing); KCUI Midland, CP April 28, F; KXCL San Angelo, CP July 28; KRST Tyler, CP, June 25, F.
FM—KVAI-FM Amarillo, CP, April 25, F; KFDM-FM Beaumont, CP, May 6; KVRO Brownsville, CP, Jan 19, E; KSKY-FM Dallas, CP, Mar. 14; KSWW Fort Worth, CP, May 23, E; KGLE Grand Prairie, CP, Sept. 9, F; KVKO Harlingen, CP, Mar. 2, F; KHCO Houston, CP, April 28, F; KOPY* Houston, CG, Dec. 12; KAIR Laredo, CP, Sept 2, T; KCBD-FM Lubbock, CP, April 14, F; KSEL-FM Lubbock, CP, Feb. 18; KVMR McAllen, CP, Jan. 19, E; KECK-FM Odessa, CP, Mar. 2; KHBL Plainview, CP, May 31, E; KPAC-FM Port Arthur, CP, April 15, F; KPYR Raymondville, CP, Feb. 28, F; KGKL-FM San Angelo, CP, Feb. 1, T; KSSB San Antonio, CP, Sept. 27, E; KTSA-FM* San Antonio, CP, Oct. 5, M-KYFM; WOAI-FM* San Antonio, CP, Sept. 27, E; KRGV-FM Weslaco, CP, Mar. 14, E; KFDX-FM Wichita Falls, CP, April 29; KTRN-FM* Wichita Falls, Lic., May 31, E.

UTAH

AM—KJMS North Springville, CP, Nov. 17, F.

VIRGINIA

AM—WLBW Lynchburg, CP, Feb. 3, F.
FM—WEAM-FM Arlington, CG, Aug. 5; WCYB-FM Bristol, CP, Jan. 4, E; WLOW-FM* Norfolk, CP, Dec. 15; WFFV Suffolk, CP, June 22, T.

WASHINGTON

AM—KGIB Bremerton, CP, July 13, F.
FM—KFMU Seattle, CP, April 22, F; KING-FM Seattle, CP, Aug. 19, M-KRSC-AM-FM; KTBI-FM Tacoma, CG, Mar. 15, E.

WEST VIRGINIA

FM—WCHS-FM Charleston, CG, July 27; WGAZ Charleston, CP, Mar. 24, E; WBLK-FM Clarksburg, CP, Dec. 5, E; WLOH-FM Princeton, CP, Dec. 15.

WISCONSIN

FM—WMIL Milwaukee, CP, Mar. 31; WKBH-FM* La Crosse, CP, May 17; WVOW Wausau, CP, June 6, T.

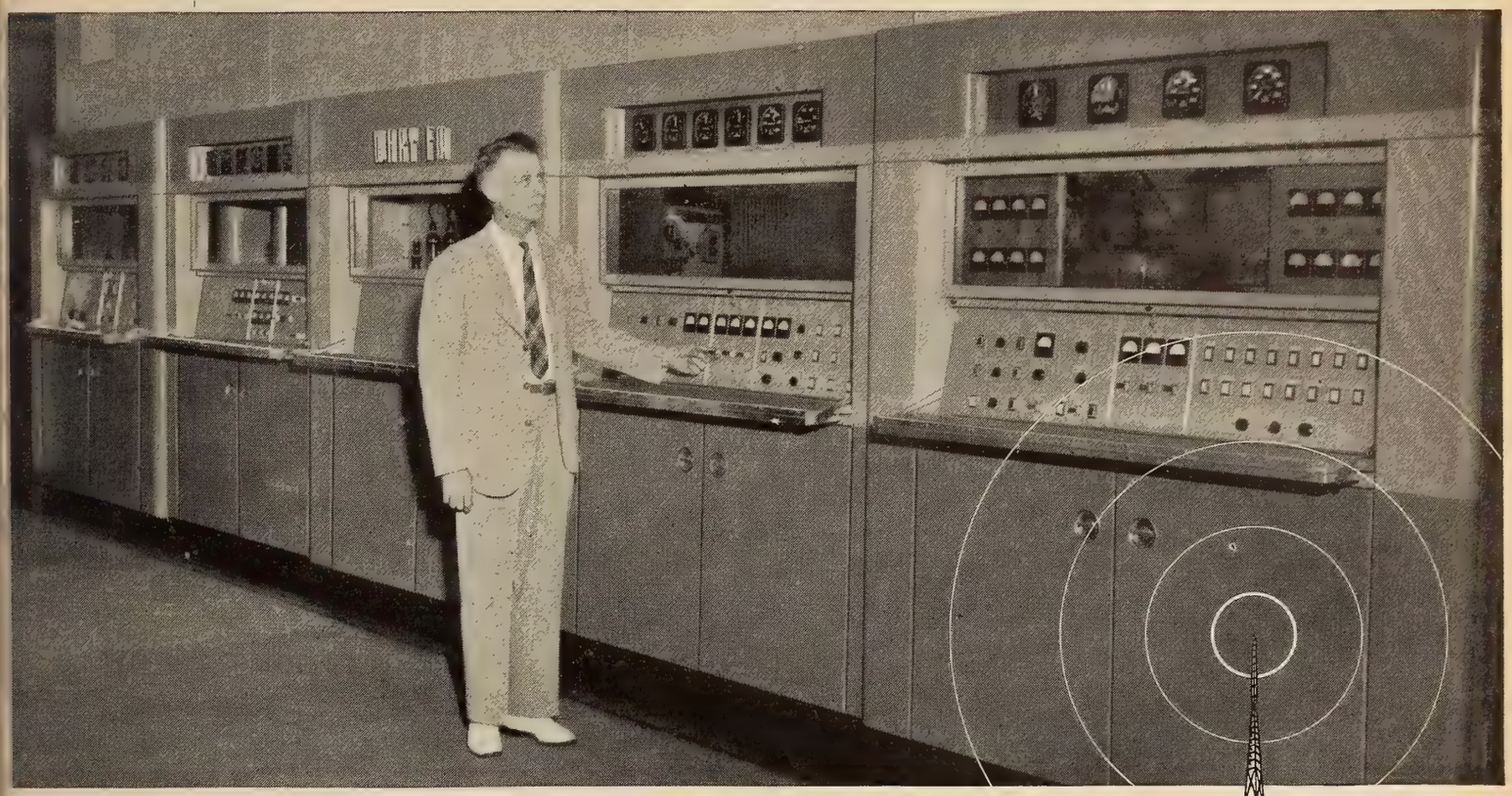
WYOMING

FM—KFBA Cheyenne, CP, Jan. 5.

Explanation of symbols in legend on page 18.

YOU CAN BE **SURE**.. IF IT'S

Westinghouse



General Manager E. S. Long makes an adjustment on the new Westinghouse 50-kw FM transmitter at WHKY-FM, Hickory, North Carolina. WHKY, an ABC outlet, is the first FM station in the world using the revolutionary Westinghouse Symmetron Amplifier.

HOW TO GROW KILOWATTS ...with Westinghouse FM



We could have titled this "How to grow greater revenue". For station revenue grows with greater power. And, today, with AM channels extremely limited, the greatest possibility for power expansion lies in FM. That's why we want to tell you about Westinghouse FM Transmitters.

Westinghouse has designed its FM broadcast equipment with the particular thought in mind that a station can start with a small transmitter and, by simply and quickly adding to it, grow to the full power allowed.

Just such a case in point is station WHKY-FM shown above. WHKY started as a 250-watt AM operation. Management was alert to the limitations existing in AM transmission and quickly foresaw the opportunities afforded by FM. They switched to FM operation at first with a 3-kw Westinghouse Transmitter. By adding to this, power output was brought up to 10 kw. Then, early in 1949, the revolutionary Westinghouse Symmetron Amplifier was added to make the rating 50 kilowatts.

The unique design of Westinghouse FM Equipment made these progressive steps possible for station WHKY . . . and this same unique design, another Westinghouse "first", can help *you,* too, to grow kilowatts . . . and revenue . . . with Westinghouse FM.

Call your Westinghouse office today for complete information on FM transmitters. Or write direct to Westinghouse Electric Corporation, 2519 Wilkens Avenue, Baltimore 3, Md.

J-02183

Westinghouse

FIRST IN BROADCASTING



IT'S EASY, IF YOU KNOW HOW!

AT KWKH we don't know how to do handstands, or "fingerstands" either, but we *do* know how to get and hold the greatest radio audience in our booming four-state area.

Shreveport Hoopers prove that KWKH gets the greatest Share of Audience in our great metropolitan market. March-April, '49 figures, for instance, showed a 34.3% greater Share of Audience than Station B for Total Rated Periods.

Mail-pull figures, paid attendance at "live" shows and BMB percentages prove that KWKH is tops with the rural audience, too.

By any measurement, KWKH is the best buy in this rich Southern market. May we send you all the proof?

KWKH

SHREVEPORT — **Texas LOUISIANA Arkansas Mississippi**

50,000 Watts • CBS •

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 37, No. 26 WASHINGTON, D. C., DECEMBER 26, 1949 $7.00 A YEAR—25¢ A COPY

LOOKING TO '50

Yearend Roundup

New Records Seen—With a Note of Caution

THE business of broadcasting promises to set new records in 1950, judging by preponderant opinion of leading industry figures.

Spokesmen for all industry facets surveyed by BROADCASTING in its annual yearend forecast, were almost unanimous in predicting another all-time high for gross time sales, maintaining the 29-year upward trend.

Stations, agencies, advertisers, networks (which had a bad year), representatives, trade associations, service companies, manufacturers, attorneys and engineers—all look for increased time sales next year.

In addition, substantial majorities in these groups expect overall business and industry to be better or at least as good as 1949.

All principal segments of the broadcasting-telecasting industry were separately surveyed by BROADCASTING during the last fortnight to obtain their forecasts of 1950 business and summaries of 1949 developments.

Warnings Issued

Here and there among the hundreds of questionnaires filled out by industry spokesmen were warnings that not all is bright on the 1950 horizon. These warnings included a trend toward higher operating costs; loose rate practices, including cut-throat selling and per inquiry business; hemming-in effect on station patterns caused by Cuban interference; FCC's continued delay in deciding many problems striking at the heart of broadcast operations, and signs of unrest among local business firms hounded by eager station salesmen.

If AM stations are worried about television's arrival, they failed to show their concern in the questionnaires. Most of them are not worried—not yet, at least—and the rest figure TV actually has helped AM business by stimulating sales. Many pointed out that much of the TV income is new business and does not hurt aural broadcasting.

In the FM field prospects are not so bright though FM station operators, AM-FM and FM-only alike, are far from pessimistic and many look for increased business. On the other hand many AM-FM operators will face the temptation of dropping their FM transmissions to offset rising operating costs.

Fear of higher costs was conspicuous a year ago when BROADCASTING surveyed the industry to obtain views on 1949 prospects. These fears have been borne out in many cases, as have the optimistic forecasts of record time sales for the year. Many stations confronted by rising costs have managed to hold the line by improved efficiency in assignment of duties and careful management.

General business was good in 1949, though a year ago there were fears that a depression was imminent. Aside from such factors as coal and steel strikes, general business was good even in some strike-swept areas where pre-Christmas buying rose to equal or exceed past years.

Summed up, the views of industry segments on 1950 prospects follow:

ADVERTISERS—Radio and TV budgets of major national sponsors will continue to climb. About 45% will boost budgets, 53% will hold 1949 levels. Over 80% of TV users will spend more with the rest standing pat; new clients to enter medium. (See this page.)

AGENCIES—Some 40% to spend more in AM and TV, 30% stand pat, 29% noncommittal and 1% planning cutbacks. General feeling of confidence exists. Expanded budgets planned by 90% of TV users. (See page 23.)

STATIONS—Two-thirds expect increased time sales in 1950; 31% expect business to stay at same level; 2% expect sales to drop. Little fear of TV expressed and FM managers reflect confidence. (See page 32.)

NETWORKS—After an off year, networks look for gains in 1950. Time sales in 1949 down 5%, a smaller drop than was anticipated when doldrums struck last summer. (See page 31.)

REGIONALS, GROUPS—Increases ranging from 10% to 35% forecast. They expect to hold their own against television. (See page 30.)

TELEVISION—Unanimous in predicting substantial gains. Few expect to come out of the red and break even or show a profit in 1950. Expenses up. (See TELECASTING section.)

REPRESENTATIVES—Increased business averaging around 7% anticipated by 88%. All see spot gains with status quo for FM. Optimistic on business as a whole. (See page 30.)

TRADE ASSOCIATION—Keener competition among business firms is stimulant to greater advertising effort, with radio a main benefactor. Optimism keynotes their comments. (See page 31.)

FCC—Chairman Wayne Coy suggests industry-wide effort to increase listeners and make 1950 biggest year in radio's history. (See page 24.)

PROGRAM TRANSCRIPTION—Without exception these companies predict 1950 will be even better than 1949, a good year. (See page 28.)

LABOR—Obtained few increases last year, consider wage problems dominant. TV jurisdictional tangle a headache. (See page 29.)

CONGRESS—Strong sentiment to repeal excise and luxury taxes. Broad review of Communications Act possible in 1950. (See page 29.)

TRANSIT—Billings steadily mounting. New markets being opened. It'll be a much better year. (See page 28).

ENGINEERS—What to do about color TV is main 1950 problem from engineering viewpoint. (See page 29.)

LAWYERS—Confident of vast TV expansion but radio should remain most economical means of mass communication. (See page 32.)

[*Alphabetical index of industry executives quoted is on page 24*]

ADVERTISERS

Yearend Roundup

45% To Boost AM Budgets

RADIO and television expenditures of major national advertisers will continue to climb in 1950.

This was indicated last week in a BROADCASTING survey which showed:

- Approximately 45% of the respondent radio users are boosting their radio budgets for the new year, while 53% expect to keep up the pace they set in 1949.
- About 82% of the television users are expanding their appropriations for the visual medium, with the remaining 18% planning no substantial changes in current TV appropriations and a number of non-TV advertisers exploring the possibilities of entering the field.

The survey gave no support for fears that fast-growing television would lure advertisers' dollars away from sound radio in large numbers in 1950. A bare 2% of the respondents reported plans for reduced spending on AM —and in each case it was termed a "slight" decrease.

On the other hand, there was no instance of a TV advertiser planning to curtail his TV expenditures.

Many advertisers said they are increasing both radio and television appropriations.

The survey showed almost universal optimism as to general business prospects. Many of the participating companies reported record-setting business in 1949 and said they expected 1950's to compare favorably or reach new peaks.

In the face of a continuing buyer's market, it appeared certain that advertising emphasis will be on specific products to an even greater extent than heretofore.

Highlights of the returns:

Procter & Gamble, operating on fiscal-year appropriations extending to June 30, foresees no major changes in its advertising expenditures in 1950. President Neil H. McElroy reported:

"Procter & Gamble is looking forward to a good year in 1950. Our brands are enjoying strong consumer preference and our organization in all of its branches is seasoned and aggressive. No one can predict with accuracy the course of general conditions in this country and world wide, but indications are that



Mr. McElroy

(Continued on page 42)

WAYNE COY

Yearend Roundup

Listener Promotion In '50 Is Urged

By WAYNE COY
Chairman, Federal Communications Commission

YOU CAN'T tell me that *somebody* doesn't listen to the radio. With 85,000,000 sets out and with 2700 stations on the air, it just stands to reason that some people somewhere must listen.

But you know how it is. Here you are, either in government or industry, immersed day after day in multifarious and complex problems of broadcasting, and you meet people at parties or in the smoking parlor and after a bit of conversation when you've told them what line you're in, you get that stock crusher: "Oh, I never listen to the radio."



Mr. Coy

Surely, some of those people must be lying. But if so, why? What are they ashamed of? Why do they regard listening to the radio as a secret vice, a hush-hush peccadillo? Why do they feel they would lose face if their clandestine listening became known? Why do they feel it's not smart, or respectable or fashionable to obtain entertainment or information via the radio?

I suggest as a project for 1950 that broadcasters, besides trying to snare new listeners, also ponder what can be done to get those who already listen to admit they listen.

As to the other objective of increasing radio's circulation, I would like to see harder effort on this front in 1950 than has ever been put forth before. All this talk of 85,000,000 sets and 2700 stations is very heady and heartening but it's apt to be so misleading. After all, we are supposed to be getting radio service to people, not measuring our success by sets purchased or stations put on the air. I don't know what the up-to-date figures are but a network vice-president a while back stated that at night 75 percent of the sets are turned off and in the daytime 85 percent are turned off. As a member of the FCC which is supported not just by constant listeners but by all the taxpayers, I don't feel I can be complacent about a situation even approximating that.

Wants 'Real Progress'

I would like to see real progress made in 1950 to broaden broadcasting's base. Perhaps the industry ought to get some current information on this problem of how broadcasting can serve more of the public. Is it possible that broadcasters are too inclined to think of the public as a faceless mass instead of as people? Would it help to think of them not as stereotypes but as nextdoor neighbors—human beings, individuals, with many varied likes and dislikes, interests, problems and hobbies?

Are broadcasters getting as close to their people as they might by studying their local conditions? Or are they feeding them too much mass-produced material which the newspaper business calls "boilerplate"? Do they, for example, strive as hard as they might to develop a local angle on wire stories or are they content to broadcast them just as they come off the teletype? Are they capitalizing on the community's interest in local talent, or is it all Crosby, Como and Sinatra? How many of their former listeners have soured on radio because of advertising excesses and have lost the listening habit?

An industry-wide effort to retrieve America's lost listeners could make 1950 the biggest year in radio's history.

Jones To Speak

FCC COMR. Robert F. Jones will be featured speaker at a luncheon meeting of the New York Chapter of the American Marketing Assn. to be held at the Hotel Commodore Tuesday, Jan. 17. His topic will be "Channels in the Sky." The luncheon is one of a series of monthly chapter meetings sponsored by the American Marketing Assn.'s New York Chapter.

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Tincher, Robert R., WNAX ... 47
Tolg, Russ, BBDO ... 34
Trautfelter, J. H. L., WFBR ... 46
Tucker, F. T., B. F. Goodrich Co. ... 42
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Vir Den, Roy, Lennen & Mitchell ... 25
Voeller, Will H., Universal Recorders ... 28
Wade, Jeff, Wade Adv. ... 34
Webb, Frank V., KFH ... 47
Weed, J. J., Weed & Co. ... 48
Weiser, John, Ruthrauff & Ryan ... 34
West, Paul B., ANA ... 31
Westergaard, R. B., WNOX ... 48
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Winikus, Francis, United Artists ... 42
Wise Harry H. Jr., Hollingbery Co. ... 49
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Woody, W. C. Jr., Grant Adv. ... 35
Woodyard, Ronald B., WONE ... 47
Wright, Richard H., WLRD(FM) ... 48
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Young, Frances E., J. Walter Thompson ... 34

AGENCIES

Yearend Roundup

General Feeling of Confidence Prevails

GENERAL feeling of confidence in the coming year prevails among the majority of advertising agency offices surveyed by BROADCASTING at the year's end. This spirit apparently spells an arm-in-arm increase in both radio and television time sales in 1950.

According to officials in key market areas, there will be more radio billings with few cuts in that medium, while an overall expansion into TV is in sight. The latter reflects the steady influx of new video markets in 1949 and the expected rapid rise of station debuts in 1950. Some agencies' plans for TV are premised on their first-time handling of new money that the medium has attracted.

This trend is particularly noticeable on the West Coast where television's growing pains have sharpened the past year and hold pointed promise for the next. New York agencies are set for a TV increase with no slack expected in radio time sales.

Overall picture finds some 40% of responding agencies planning more radio spending; about 30% expecting to keep radio on an even keel; less than 1% expecting cutbacks, and the remainder looking forward to a good advertising year.

Of those acknowledging activity in TV, more than 90% are mapping fatter budgets. Approximately 50% or better of those agencies are planning proportionate increases in radio spending. A substantial percentage of this TV money is going into both national spot and network along the same avenue of radio expenditures. Agencies are divided on placement emphasis, many of the officials warning that higher station rates may force the local advertiser out of heavy TV placement.

Although enthusiasm is high on both the East and the West Coasts, the feeling is not rubber-stamped in the Midwest. In this region, most agencies believe radio will keep to 1949's level. TV spending is expected to be greater but not as big as in the Coastal centers.

Typical comments from agency officials, on an area basis:

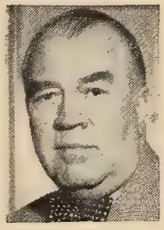
New York

Winslow H. Case, senior vice president and radio-TV chief of Campbell-Ewald's eastern operation, sees a growth in the agency's television budget "to match" the growth of the medium. In overall business operation, the New York branch indicates strong sailing ahead.

Kenyon & Eckhardt Inc. has budgeted an estimated 50% increase in radio billings, according to William A. Chalmers, vice president and radio director. Television planning is six times as great with most of the budget expected to go into TV network placement.

One of the largest national agencies reported from its New York office that the firm expects to spend some 30% more for radio next year and 50% more for television.

Ray Vir Den, president, Lennen & Mitchell, said that "business prospects for 1950 are excellent. I feel it will be a very strong year for television. It is an excellent selling medium. Radio, however, is still going to be a strong factor especially in areas beyond TV markets."



Mr. Vir Den



Mr. Barnes

At a minimum, business in 1950 should be better than the preceding year and "with a measure of success on some of our plans," Howard E. Barnes, vice president, radio and television, Dorland & Inc., reflected, "it should be excellent!" Well into the next year, he said, 1949's cautious approach should ease among advertisers. "More money seems slated to go back to radio with the first blush of television enthusiasm wearing off as the high cost of production becomes apparent to the medium and small advertiser," Mr. Barnes concluded.

Another agency official, who handles national accounts, also expressed his concern with the increased costs of TV, both in programming and facilities. And, he added, "we feel radio still has plenty of life and will have for some time to come. We are not 'selling radio short' as some people in the business are doing." His agency is planning increased expenditures in both radio and TV. He asked his name be withheld.

Leonard Bush, vice president and secretary, Compton Advertising Inc., whose agency is opening both radio and TV guns, said the firm anticipated "business during 1950 will be at least as good as during 1949 and possibly a little bit better."

F. Kenneth Beirn, executive vice president, Biow Co., said "1950 looks good. Biow Co. plans to use more radio and television in the coming year."

Ben Duffy, president, BBDO, believes "advertising business looks good for 1950 because the return of competitive selling will be more pronounced. . . . Television will show a spectacular increase during the coming year. . . ."



Mr. Duffy

Other testimonials from officials of large agencies (who do not want to be quoted) indicated more spending in both media for the coming year. One of the officials said his office would spend twice as much in TV as the year before with the overall budget at a level pace.

A "New Year prospects are very exciting" label was received from an official of an agency which will spend more in radio (90% of its budget in network advertising) and also additional money in TV.

Chicago

Optimism is high in the general business picture prospected by agencies in the Midwest's capital city. Opinion is unanimous for the continuation of television expansion with radio spending holding its own. Many Chicago agencies reported no sign that television money will be drawn from radio appropriations.

"A year of challenge and opportunity to current and new radio and TV advertisers" is seen by George Bolas, supervisor of radio and television, Tatham-Laird. But, he noted, the trend probably "will continue to gravitate in opposite directions, with nighttime network radio dropping, daytime and spot radio holding its own or a little better, and television continuing to surge upward toward its proper level among advertising and selling vehicles."



Mr. Stewart



Mr. Bolas

Phil Stewart, radio director, Roche, Williams & Cleary, said: "Advertising will fill a greater need in the life of the industry next year," with most advertisers tak-

(Continued on page 34)

BROADCAST ADVERTISING BUREAU:

Hard-Hitting Salesmanship of '49 Will Continue On Into Next Year



MAURICE B. MITCHELL
Director, BAB

THE BROADCASTING industry pulled itself out of last spring's recession doldrums by a return to aggressive, competitive selling and drove forward to what promises to be another record year. We have come a long way in a short time since spring. The turning point came in the summer, when it wasn't difficult to see that salesmen were travelling across the country and around their own market areas with a new seriousness and determination. Fortunately, this same attitude crystallized throughout the American business structure. And now we can enjoy the Christmas with the assurance that radio's total billings during 1949 have almost certainly been the biggest in history.

Even that husky new broadcasting medium, television, had a few qualms early last summer when set sales fell off appreciably and manufacturers cut back their production schedules. But any apprehension was short lived and hard hitting salesmanship has sent both set and time sales soaring to new highs.

There is no reason why we can't project that same spirit into 1950, a year the economists tell us will be prosperous and recessionless, and sell enough radio and television advertising to completely shatter the records. If we get out and really sell, radio's retail billings can be pushed up another 10% next year—at the same time that television is becoming a major factor in visual merchandising at the retail level in many markets.

RADIO'S '48 INCOME

AM Revenue Up 11.9%; Costs 17.5%

AS THE radio and television industry looks forward to a continuing increase in time sales in 1950, FCC last Thursday released official returns for 1948.

Total revenues for the AM networks, their 27 owned and operated stations and 1,797 other stations increased 11.9% over 1947, reaching $406,995,414 in 1948.

With the 11.9% gain in AM revenue, however, came a 17.5% increase in total expenses. When this factor had been reckoned with, and still before federal taxes, total industry profits were down 10.7% from 1947 to $64,091,684. Net decline between 1946 and 1947 was 6.1%.

In the television field, reported for the first time in this summary, the four networks and 50 stations—all that were on the air during the year—reported an aggregate revenue of $8.7 million. Reported expenses were $23.6 million making the loss almost $15 million.

The expense of FM also was high. Of 700 commercial FM stations operating as of Dec. 31, 1948, 593 were authorized to licensees of AM stations. Of these only 77 reported separate revenues from FM —$621,469 in revenue, $2,153,659 for expenses and a loss of $1,532,-190. There were 107 FM stations operated by persons having no AM broadcast interests. Of these, 89 reported as follows: Total revenues, $1,126,208; total expenses, $4,182,-558; total loss, $3,056,350.

Of the total broadcast revenues in the AM field, 26.79% came from the networks — four nation-wide and three regional—and their 27 owned and operated stations. Almost 24% of this, $97,290,571, was taken in by the networks and their 11 key stations. The remaining 16 network owned and operated outlets had total broadcast revenues of $11,741,231. With a combined total revenue of $109,031,802, the networks and 27 stations gained over $4.5 million from 1947.

The remaining 1,797 AM stations had total revenues of $297,-963,612, 73.21% of the total and an increase of over $38.6 million from the 1947 figure for the remainder of the industry which then included 1,437 stations. There were 1,080 of these stations serving as outlets for the nation-wide networks. Their total revenues for 1948 were almost $229 million while the remaining 717 stations took in a little over $69 million.

With the total broadcast expenses of networks and stations running just under $343 million, up 17.5% from 1947, total income before federal income tax was pegged by FCC at $64,091,684 for 1948. This was a decrease of 10.7% in income from the previous year.

Looking at the various classifications, income for the networks and key stations dropped 5.9% to $15.3 million while expenses increased 7.3% to $82 million. At the network owned and operated stations, expenses were reported up 6.3% to $8.9 million while income dropped 15.9% to $2.8 million. Combining the two network classifications brings the average increase in expenses up 7.2% to almost $91 million while income dropped 7.6% to about $18 million. At the other stations, where cost of operation was set at a total figure of $251.9 million, up 21.7%, income dropped 11.9% to $46 million.

Total revenues from the sale of network time increased 4.2% from 1947 to $144.9 million in 1948. Revenues from the sale of time to the nation-wide networks was $137.6 million, up 4.8%, while the decline was 2.2% for sale of time to regional networks. The drop for regional networks, however, had been 13.6% between 1946 and 1947.

Non-network time sales to national and regional advertisers took a healthy jump, increasing 14.4% to $104.7 million. With $170.9 million worth of time sold to local advertisers, this category increased by 15.7%.

Combining the revenues from the sale of network and non-network time gives a grand total of $416.7 million for total revenues from time sales. This is an increase of 11.4% from 1947.

Commissions to agencies, etc., must be deducted, however, to arrive at net revenues from time sales. This figure, which was up 12.4% from 1947, was given by FCC as $366.4 million.

An increase in revenue from the sale of talent also was registered. This figure jumped 13.3% for a 1948 total of $22.2 million. Sundry broadcast revenues made a gain of 2.1% to $18.4 million.

SUMMARY OF BROADCAST REVENUES AND INCOME OF 4 NATION-WIDE NETWORKS, 3 REGIONAL NETWORKS AND 1824 STANDARD BROADCAST STATIONS

1948

Total Broadcast Revenues

Item	Amount	Percent of total	Amount	Percent
Networks and their 27 owned and operated stations			$109,031,802	26.79
Network and their 11 key stations	$97,290,571	23.90		
16 other network owned and operated stations	11,741,231	2.89		
1797 other stations			297,963,612	73.21
1080 stations serving as nation-wide network outlets	228,938,322	56.25		
717 stations not serving as nation-wide network outlets	69,025,290	16.96		
Total Industry Broadcast Revenues			$406,995,414	100.00
Networks and their 27 owned and operated stations			$18,085,191	28.22
Networks and their 11 key stations	$15,283,970	23.85		
16 other network owned and operated stations	2,801,221	4.37		
1797 other stations			46,006,493	71.78
1080 stations serving as nation-wide network outlets	43,347,338	67.63		
717 stations not serving as nation-wide network outlets	2,659,155	4.14		
Total Industry Broadcast Income			$64,091,684	100.00

Broadcast Income (Before Federal Income Tax)

SUMMARY OF BROADCAST REVENUES, EXPENSES AND INCOME OF 1813 STANDARD BROADCAST STATIONS, BY CLASS AND TIME; SEGREGATED BETWEEN 1096 STATIONS SERVING AS OUTLETS FOR NATION-WIDE NETWORKS AND 717 STATIONS NOT SERVING AS SUCH OUTLETS[1] 1948

Item	Clear channel 50,000 Watts Unlimited	Clear channel 50,000 Watts Part-time	Clear channel 5,000 to 25,000 Watts Unlimited	Clear channel 5,000 to 25,000 Watts part-time	Regional Unlimited	Regional Day and Part-time	Local Unlimited	Local Day and part-time	Total
				ALL COMMERCIAL STATIONS					
Stations with time sales of $25,000 or more: Number of stations	[2] 53	4	40	3	449	297	765	90	1,701
Revenues from the sale of station time:									
Network time sales to-									
Nation-wide networks	$ 17,703,316	$ 972,934	$ 2,190,088	-	$25,146,918	$ 541,899	$6,325,556	$ 34,263	$52,914,974
Regional networks	17,235	-	2,451	-	1,034,215	16,962	348,616	-	1,419,479
Other networks and stations	331,682	106,296	52,350	-	948,207	204,878	738,308	78,978	2,460,699
Total sale of chain broadcast time	18,052,233	1,079,230	2,244,889	-	27,129,340	763,739	7,412,480	113,241	56,795,152
Non-network time sales to-									
National and regional users	35,226,625	2,444,801	6,075,195	$88,294	36,667,176	4,527,982	8,652,154	395,993	94,078,220
Local and other users	11,184,277	643,241	7,498,634	323,190	60,073,202	23,174,835	56,978,359	5,743,207	165,618,945
Total sale of station non-network time	46,410,902	3,088,042	13,573,829	411,484	96,740,378	27,702,817	65,630,513	6,139,200	259,697,165
Total sale of station time	64,463,135	4,167,272	15,818,718	411,484	123,869,718	28,466,556	73,042,993	6,252,441	316,492,317
Deductions from the sale of station time:									
Payments to networks and stations	1,667,999	1,044	73,107	-	1,091,745	101,361	426,959	2,145	3,364,360
Commissions to regularly established agencies, representatives and brokers	8,304,088	535,205	1,901,781	23,332	11,659,497	1,552,195	2,887,705	214,389	27,078,192
Total deductions from the sale of station time	9,972,087	536,249	1,974,888	23,332	12,751,242	1,653,556	3,314,664	216,534	30,442,552
Balance, net time sales	54,491,048	3,631,023	13,843,830	388,152	111,118,476	26,813,000	69,728,329	6,035,907	286,049,765
Revenues from incidental broadcast activities:									
Talent	3,707,844	487,875	753,492	15,215	5,160,312	842,282	1,745,999	141,865	12,854,884
Sundry broadcast revenues	2,290,706	178,968	527,090	54,620	3,632,905	599,124	1,760,608	137,711	9,181,732
Total revenues from incidental broadcast activities	5,998,550	666,843	1,280,582	69,835	8,793,217	1,441,406	3,506,607	279,576	22,036,616
Total broadcast revenues	60,489,598	4,297,866	15,124,412	457,987	119,911,693	28,254,406	73,234,936	6,315,483	308,086,381
Total broadcast expenses	44,643,954	3,376,990	13,066,382	390,516	98,261,364	27,631,666	65,310,574	5,977,242	258,658,688
Broadcast income or (loss) before Federal income tax	15,845,644	920,876	2,058,030	67,471	21,650,329	622,740	7,924,362	338,241	49,427,693
All commercial stations:									
Number of stations	[2] 53	4	40	3	459	325	814	115	1,813
Broadcast revenues	$60,489,598	$4,297,866	$15,124,412	$457,987	$120,069,276	$28,580,924	$73,994,322	$6,690,458	$309,704,843
Broadcast expenses	44,643,954	3,376,990	13,066,382	390,516	98,602,235	28,145,776	66,298,083	6,373,193	260,897,129
Broadcast income or (loss) before Federal income tax	15,845,644	920,876	2,058,030	67,471	21,467,041	435,148	7,696,239	317,265	48,807,714

[1] Does not include the operations of 11 key stations of nation-wide networks, as the reports filed by them with the Commission do not include adequate segregations of expenses between stations and network operations.

[2] Includes operation of one part-time station.

NETWORK GROSS SALES

Show $2 Million Gain in October

GROSS TIME sales for the four nationwide networks totaled $16,413,883 in October, according to figures compiled by Publishers Information Bureau and released last week to BROADCASTING. Better than September by some $2 million, the October total, nevertheless, follows the 1949 pattern by running 10.4% below the October 1948 network gross of $18,325,006.

Cumulative network time sales for the first ten months of 1949 totaled $155.522,760, a decrease of 5.0% from the $163,654,849 gross for the same period of 1948. Indications are that when all the figures are in for 1949, the year's gross network time sales will run between 5-10% behind the 1948 gross.

Individually, CBS is the only network with a higher gross in October 1949 than for the same month of the previous year. CBS also is the only network to show a gain in gross time sales for the ten-month period of this year over last. It also is the top network in time sales for October, although still behind NBC for the January-October 1949 period (see Table I).

The loss of $8 million in gross network time sales from last year to this is explained to some extent by the breakdown of these billings by product classes (Table II). The Presidential campaign in the fall of 1948 produced more than $1 million of network revenue that was not forthcoming this year.

Toiletries billings for the ten-month period are off more than $2 million from 1948 to 1949; foods are off almost as much; drugs and household supplies are off more than $1.5 million each; confectionary and office equipment billings are down nearly $1 million apiece; publishers and consumer services are each down about half a million dollars.

On the plus side, tobacco advertising on the networks is up more than $2.5 million this year over the 1948 figure; transportation advertising is up some $850,000; jewelry advertising is up about $1.3 million and advertising of industrial materials is up about $300,000. Overall, ten categories of network advertising were higher in the amount of gross network time purchases in the first ten months of 1949 than in the same period of 1948, and 17 categories were down this year as compared with last.

* * *

TABLE II
GROSS NETWORK TIME SALES FOR OCTOBER 1949 BY PRODUCT GROUPS

	Oct. 1949	Jan.-Oct. 1949	Oct. 1948	Jan.-Oct. 1948
Agriculture & Farming	105,414	957,199	117,845	1,255,631
Apparel, Footwear & Access.	117,410	1,073,732	155,512	1,192,482
Automotive, Automotive Equipment & Access.	485,289	5,807,783	659,261	5,887,888
Aviation, Aviation Access. & Equipment				
Beer, Wine & Liquor	173,338	961,206	84,669	959,854
Bldg. Materials, Equip. & Fixtures	99,124	1,075,215	91,538	781,444
Confectionary & Soft Drinks	564,825	5,466,089	745,765	6,357,955
Consumer Services	235,670	1,650,664	309,941	2,109,373
Drugs & Remedies	1,882,232	17,228,491	1,849,800	18,846,308
Entertainment & Amusements		5,340		5,215
Food & Food Products	4,027,423	36,886,518	4,036,562	38,884,798
Gasoline, Lubricants & Other Fuels	416,163	4,772,037	513,894	4,845,148
Horticulture	3,565	97,642		98,946
Household Equip. & Supplies	269,639	5,496,325	756,791	7,167,012
Household Furnishings	46,846	818,154	136,957	1,112,398
Industrial Materials	210,997	1,813,338	208,411	1,371,735
Insurance	276,199	3,174,730	363,820	3,564,132
Jewelry, Optical Goods & Cameras	402,178	2,116,488	172,404	833,376
Office Equip., Writing Supplies & Stationery	150,033	1,129,221	147,234	2,038,171
Political	31,946	32,705	829,978	1,073,282
Publishing & Media	122,759	773,896	106,842	1,320,256
*Radios, TV Sets, Phonographs, Musical Inst. & Access.		731,545	131,099	1,270,842
Retail Stores		38,472		
Smoking Materials	2.121.599	19.332.848	1,731,293	16,672,693
Soaps, Cleansers & Polishes	1.547,275	16,136,336	1,922,763	16,877,450
Sporting Goods & Toys		62,774		59,089
Toiletries & Toilet Goods	2,612.169	24,415.563	2,831,020	26,693,367
Transportation, Travel & Resorts	84.585	939,833	98,528	98,528
Miscellaneous	427,205	2,528,616	323,079	2,287,476
TOTAL	16,413,883	155,522,760	18.325,006	163,654,849

* Network programs advertising radios, etc., also advertise household appliances made by same company and are included in that category.

* * *

TABLE IV
TOP 10 NETWORK ADVERTISERS FOR OCTOBER 1949

1. Procter & Gamble	$1,338,449
2. Sterling Drug Co.	686,789
3. Lever Bros.	673,769
4. General Mills	605,056
5. Miles Laboratories Inc.	559,331
6. American Tobacco Co.	545,454
7. Campbell Soup Co.	524,841
8. General Foods Co.	516,663
9. R. J. Reynolds Co.	382,785
10. Philip Morris & Co.	367,746

TABLE I
October

Network	1948	% Gain or Loss	1949
ABC	$ 4,279,369	—20.5%	$ 3,404,121
CBS	5,641,050	1.9	5,749,669
MBS	2,260,063	—26.2	1,667,482
NBC	6,144,524	— 9.0	5,592,611
	$18,325,006	—10.4%	$16,413,883
	January-October		
ABC	$ 36,414,048	— 3.1%	$ 35,278,586
CBS	50,901,460	2.3	52,052,037
MBS	18,791,813	—18.2	15,377,823
NBC	57,547,528	— 8.2	52,814,314
	$163,654,849	— 5.0%	$155,522,760

* * *

TABLE III
TOP NETWORK ADVERTISER FOR EACH PRODUCT GROUP IN OCTOBER 1949

Agriculture & Farming	Allis Chalmers Mfg. Co.	$41,453
Apparel, Footwear & Access.	Adam Hats Inc.	41,397
Automotive, Automotive Equip. & Access.	Firestone Tire & Rubber Co.	76,125
Aviation, Aviation Equip. & Access.		
Beer, Wine & Liquor	Schenley Industries Inc.	65,076
Bldg. Materials Equip. & Fixtures	Johns Manville Corp.	99,124
Confectionary & Soft Drinks	Coca Cola Co.	182,343
Consumer Services	Electric Cos. Advertising Program	84,270
Drugs & Remedies	Miles Labs Inc.	559,331
Entertainment & Amusements		
Food and Food Products	General Mills	605,056
Gasoline, Lubricants & Other Fuels	Sun Oil Co.	84,832
Horticulture	Ferry Morse Seed Co.	3,565
Household Equip. & Supplies	Philco Corp.	130,211
Household Furnishings	Armstrong Cork Co.	43,180
Industrial Materials	U. S. Steel Corp.	134,613
Insurance	Equitable Life Assurance Society of the U. S.	70,318
Jewelry, Optical Goods & Cameras	Bruner-Ritter Co.	78,420
Office Equip., Writing Supplies & Stationery	Eversharp Inc.	83,025
Political	New York State Rep. Comm.	8,964
Publishing & Media	Doubleday & Co.	67,617
Radios, TV Sets, Phonographs, Musical Instruments & Access.		
Retail Stores		
Smoking Materials	American Tobacco Co.	545,454
Soaps, Cleansers & Polishes	Procter & Gamble	836,104
Sporting Goods & Toys		
Toiletries & Toilet Goods	Lever Brothers	414,194
Transportation, Travel & Resorts	Assn. of American Railroads	82,545
Miscellaneous	Lutheran Church Missouri Synod	87,650

ARKANSAS TAX CASE

Challenge to NAB

By J. FRANK BEATTY

CLAIMS made by NAB's Legal Dept. in a Nov. 28 statement defending its position in the Arkansas tax case are challenged by counsel for KGHI Little Rock, Ark., one of two stations that carried the industry's fight to the U. S. Supreme Court.

The challenge supports informal reports heard frequently during the long litigation. These reports dealt with purported lack of appreciation by NAB of the importance of the case, which developed into a legal rout when the U. S. Supreme Court refused even to hear the issues and then denied a petition for reconsideration [BROADCASTING, Dec. 12].

Net result of the litigation is weakening of the basic Fishers Blend decision on which the broadcasting industry's interstate status is dependent, and an organized movement among cities all over the nation to slap license taxes on stations along with annual fees for radio salesmen.

Two principal points are covered by station counsel in NAB's defense of its handling of the case. These NAB points are:

(1) That "no request for NAB help was made during this time (pendency of appeal in Arkansas Supreme Court)"; (2) that the Little Rock counsel didn't want NAB to take part in the state court appeal.

NAB's role in the litigation was discussed by the board at its mid-November meeting. At that time Don Petty, NAB general counsel, submitted a report listing the steps the association had taken.

After discussing the situation, with statement made that the tax could cost the industry millions, the board decided the historical record should be sent to the membership. This was done Nov. 28 in a "Legal" supplement to NAB's weekly member service and was designed to answer criticism of NAB's handling of the litigation. The board voted to form a special committee to review future NAB participation in legal and governmental proceedings.

One particular paragraph in NAB's record of its actions was questioned by Bruce T. Bullion, of the Little Rock law firm of Bailey & Warren, counsel for KGHI and KARK Little Rock, the stations that carried the fight up to the U. S. Supreme Court. This NAB paragraph follows:

> . . . Mr. Petty talked to the lawyer who was handling the case on appeal and offered NAB help. The attorney advised Mr. Petty that he did not need help on the briefs on appeal; that he did not believe NAB appearance as *amicus curiae* in the state Supreme Court would be of help, but, on the contrary, would be detrimental; and that if it appeared that he wanted any assistance from NAB or Mr. Petty, he would so advise at a later date. No request for NAB help was made during this time. However, NAB material was used verbatim by the attorney in the broadcasters' brief on appeal.

Mr. Bullion replied to this paragraph in a Dec. 16 letter to S. C. Vinsonhaler, general manager and part owner of KGHI, after Mr. Vinsonhaler had called his attention to the NAB record and suggested it inferred "a lack of cooperation on our part with NAB attorneys and failure to avail ourselves of services which might have

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PROGRAM FIRMS

Yearend Roundup

All Estimate Increased Business

TRANSCRIPTION and productions firms have no qualms about 1950 business, according to those surveyed by BROADCASTING for its year-end report. Virtually all transcribers anticipate an increase in radio revenue and without exception look for increased business for the individual firm.

Estimated increases in revenue range from 7 to 60% with 20% most often quoted. Boosts in operation costs of about 15% was the general opinion. Many look to local markets as their source of increased business.

Keener competition exists now than a year ago, it is felt, and the advertiser is looking for more for his advertising dollar. Television no longer is the bogey-man of radio but is recognized as a competitor with whom the advertising dollar must be shared.

Contrary to last year, when many firms declined to express an opinion on general business prospects for 1949, the picture for 1950 was described as one of undiluted optimism.

John L. Sinn, executive vice president of Frederick W. Ziv Co., believes radio revenue will remain unchanged in 1950. His forecast is, that although network billings may be less because of television, national spot and local billings will be up. He anticipates his own business will show an increase with rises in local, regional and national spot advertising.



Mr. Sinn

C. O. Langlois, president of Lang-Worth Feature Programs Inc., foresees a 25% increase in 1950 revenue, stemming from local stations. An increase in operational costs of about 15% is anticipated for the year. Mr. Langlois says "we are very bullish about the prospects for 1950 and Lang-Worth has been preparing for it for the past two years."

He continues, that barring widespread strikes resulting in curtailment of new merchandise, 1950 will be a buyer's market. Indicative of the trend, he says, is the 33⅓% increase in 1949 over the same period for 1948 of the Lang-Worth library program service.

Louis G. Cowan, president of Louis G. Cowan Inc., anticipates increased business, with local revenue especially showing strength. Early 1950 looks good for business, Mr. Cowan says, but declines a prediction for the entire year.

"1950 will see a substantial increase in radio billings on the local level," according to Robert W. Friedheim, sales manager, World Broadcasting System Inc., New York. This forecast is made possible he says by the trend toward renewals and new accounts.

Harry S. Goodman, president of Harry S. Goodman Productions, also anticipates increased radio revenue for 1950, with local billings especially showing the effect of need for harder more competitive selling.

Confidence in a substantial increase for Thesaurus business for the coming year, is expressed by Don Mercer, manager of RCA Recorded Program Services. The rise, he said, would be predicated on new programs being built by the Thesaurus, plus wider distribution of its programming among stations across the country.



Mr. Mercer



Mr. Testut

Richard S. Testut, vice president and general manager of Associated Program Service, New York, said he feels both radio and business generally will have a bigger revenue year in 1950 than in 1949. He believes that radio learned to sell harder in 1949 and will reap the rewards of this learning. He anticipates that his own business will be up at least 20%, with operating costs about the same as 1949 or slightly higher.

Charles Michelson, president of Charles Michelson Inc., New York, predicts business generally will be up in 1950, with an anticipated increase in his own business of 25 to 40%.

Will H. Voeller, executive vice president, Universal Recorders Inc., Hollywood, believes 1950 will be a bigger revenue year nationally as well as locally. "Increased importance of TV in advertising budgets will undoubtedly prove to be of benefit to producers of custom built and syndicated programs on electrical transcriptions," he says. Hoped for agreement on phonograph speeds will be a definite boon for commercial phonograph manufacturers and should reflect favorably on the income of recording studios and radio stations, Mr. Voeller pointed out.

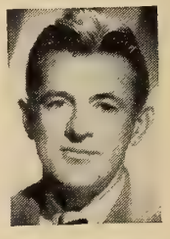
Charles A. Kennedy, president, Teleways Radio Productions Inc., Hollywood, looks for a bigger year for transcriptions for 1950, estimating an anticipated 20% increase in business. He says radio today is still the greatest advertising medium available.

A 25% gain in revenue for the coming year attributable to new shows with increased coverage is seen by Joseph F. MacCaughtry, president of The Cardinal Co. Mr. MacCaughtry says business will continue good for those who meet the challenge with intelligent campaigning.

Gerald King, president of Standard Radio Transcription Services Inc., says "our business hit its peak in September of 1948 and declined gradually until July of 1949. Already we have recaptured our losses of last spring and from new business signed 1950 should pass our September '48 high."

An increase of 50% in operational costs and at the same time a 60% increase in his firm's revenue, is expected by Walter White Jr., president, Commodore Productions & Artists Inc. Mr. White does not believe that radio will be replaced by television but warns that better radio programs would allay television's entertainment threat.

James Parks, vice president of Searle & Parks Inc., says that business in general will quite likely decrease. The customer dollar will be more tightly held calling upon the advertiser's dollar to do more than ever before, says Mr. Parks, however, radio business should increase.



Mr. Parks



Mr. MacGregor

C. P. MacGregor, owner of Hollywood firm of C. P. MacGregor, says the 1950 outlook generally seems much the same as 1949. However, in the transcription business his Chicago, New York and Hollywood offices are finding greater demand for open-end transcribed programs, Mr. MacGregor says. Funds previously used for radio exclusively are being channeled into television and many sustained programs are being replaced by economical open-end programs, he says. The firm enjoyed a good volume in its record business in the past year, through the sales of its Square Dance Series and expects even greater returns from this phase in 1950, according to Mr. MacGregor.

Sales manager of Capitol Records Inc.'s Broadcast Division, Clifford E. Ogden, says it is logical to assume that the combined efforts

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TRANSIT FM

Yearend Roundup

More Major Markets In '50—Pellegrin

POINTING to the rapid strides of transit radio throughout the nation during 1949, Frank E. Pellegrin, vice president in charge of sales, Transit Radio Inc., looks to 1950 as a year that will see even further expansion in that field. He declared:

"Transit Radio has completed a year of satisfactory development and growth, and 1950 should be characterized by accelerated expansion. The experience and successes of the past year cover the fields of public service, national and local advertising, engineering refinements and conclusive public opinion surveys, all paving the way to full-throttle progress in the coming year.



Mr. Pellegrin

"The list of national advertisers using this new music-as-you-ride medium in buses and street cars has grown to imposing size. National test campaigns have resulted in thumping success stories. The roster of advertising agencies who have bought Transit Radio for one or more clients now includes most of the top names. Billings have shown steady monthly increases with nearly every type of advertiser now represented.

"Proof has been abundant that transit radio stations render a worthwhile public service. Testimonials and case histories have reached impressive proportions from civic organizations, worthy activities of all types, transit operators and transit passengers. In reaching an audience not otherwise available to radio, these stations have not neglected their obviously fine public service opportunities.

"New markets have been added with Baltimore, Pittsburgh, Kansas City and Omaha the latest, swelling the list to 17. Before the end of 1950 a substantial number of additional major markets are expected to have Transit Radio. The same compelling reasons—added revenue to transit systems and an opportunity to convert a red-ink FM station into a profitable one—stimulate negotiations.

"The inevitable period of pioneering, experimentation and education was carried well forward in 1949. Although improvements in techniques and equipment will continue indefinitely, the new year should enable Transit Radio Inc. and its affiliated stations to enjoy the fruits of a sound, profitable service to transit riders and advertisers."

CONGRESS — Yearend Roundup — Communications Face Wide Probe

EXPLORATION of the 16-year-old Communications Act far beyond the procedural provisions of the McFarland FCC reorganizational bill appears a virtual certainty when the 81st Congress reconvenes Jan. 3 for the second session—if it decides to review communications at all.

Sentiment for a wholesale inquiry into various communications aspects is evident among members of the House Interstate & Foreign Commerce Committee, which has not tackled radio problems since it undertook an investigation of FM during the 80th Congress [BROADCASTING, April 5, Feb. 9, 1948].

The springboard for possible action in the next session is the FCC reorganizational measure (S-1973), introduced by Sen. Ernest W. McFarland (D-Ariz.) and passed by the Senate last summer [BROADCASTING, Aug. 15] as so-called non-controversial legislation. The Senate Interstate & Foreign Commerce Committee held a one-day hearing on the measure last June.

Subjects indicated for inquiry by the committee include the broad administrative provisions of the McFarland bill; problems relative to television; civil service regulations as applied to top FCC personnel; network-station relationships, and other questions.

Alleged FCC violation of the Administrative Procedures Act and retarding of FM's progress, charged by Rep. Francis Walters (D-Pa.), and the clear channel issues also may be injected obliquely on other committee fronts on Capitol Hill.

The House Commerce communications subcommittee, headed by Rep. George Sadowski (D-Mich.), will meet sometime in January. It will draft recommendations on the extent of the communications study. They will be passed on to Chairman Robert Crosser (R-Ohio).

Belief that the McFarland FCC bill is far from non-controversial and may, in fact, be drastically overhauled on the House side in the next session was strongly indicated by Kurt Borchardt, attorney for the House Interstate Commerce Committee. He told BROADCASTING:

"The fact that the McFarland measure passed the Senate as a non-controversial bill ignores the feeling of some members of the House Commerce Committee and FCC itself. There are several controversial issues in this bill—in almost every section. There is a strong belief, too, that the bill already is outdated because of the progress of television. This feeling is shared by some Congressional and FCC members alike.

"In its comments since the legislation came before the House, FCC has strongly emphasized it is not satisfied with many provisions as presently written. Furthermore, some Commissioners have stressed that the bill almost ignores FCC's special services and safety functions; that the legislation was written chiefly with broadcast provisions in mind; that it does not take into cognizance the growing importance of television operation.

"As an example of confusion, take that section of the McFarland bill (Sec. 309) dealing with hearings on applications for licenses, form of licenses and conditions attached to licenses. One question is, who are the 'parties in interest' who may exercise intervenors' rights? This is not clear. Does it mean technical parties, economic parties or just whom?

"The Senate Interstate Commerce Committee pointed out in its report that 'fear has been expressed that use of the term (parties in interest) might make possible intervention into proceedings by a host of parties who have no legitimate interest but solely with the purpose of delaying station grants which properly should be made.'

"The report continues that the committee does not so construe that term, and points out that the term is fixed, in the case of electrical interference, by the Supreme Court-KOA decision and FCC's rules, and from an economic standpoint by the same court in another case.

"Yet, the Senate version, while recognizing these fears, is neither clear nor all-embracing. That provision would have to be clarified. Other questionable sections deal with license revocation, cease-and-desist orders, etc.

"There also is a time element factor in problems dealing with FCC. If the issue is taken up at all, hearings would be a necessity. And committee members are very interested in the television aspect. Whether the committee, or FCC itself can find time this next session remains to be seen. Television would seem to be vital in any consideration of communications at this time."

Mr. Borchardt also felt personally that any exploration of communications logically might begin, not with FCC, but on a higher level. "Sen. McFarland's intent to explore the frequency problem at the top level—its use among government agencies—is commendable," he added. "It would seem logical to attack the problem from the top, then delve into FCC matters."

A thorough redefinition of FCC's "public service" concept as applied to license grants and a spelling-out of the pre-eminence of commercial contracts between networks and stations should command priority on the Commission's agenda in 1950, Rep. Harry R. Sheppard (D-Calif.) believes.

Congressman Sheppard, author of legislation (HR 2410) to divorce networks and manufacturers from station ownership [BROADCASTING, Feb. 14], thinks any clarification FCC may offer in its contemplated probe of network-station relationships "would be step in the right direction." He intends to press for hearings [BROADCASTING, Dec. 5],

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JOHNSON — Yearend Roundup — Cites Twin Guideposts For 'Free' Industry

By SEN. EDWIN C. JOHNSON
Chairman, Senate Interstate and Foreign Commerce Committee

THE YEAR ending the first half of this century has brought significant advances in the entire field of communications, but none of greater importance than those in broadcasting and television in the United States. We have come a long way since Marconi embarked on his *Electra* to prove his startling theories.

We stand, as we enter 1950, on the threshold of further great advances in the art. Television is a functioning commercial reality with the end in sight of the days of painful red ink ledgers. Improvements in video, notably color, are well advanced and the great buying public which has taken television to its heart will soon experience even greater and finer pleasures from this great advance in the science of communications.



Sen. Johnson

The industry has experienced problems, but their very nature is best proof that this is a dynamic and growing enterprise and not a static and dying one. The cries of those who fear change have proved ill-founded. Future developments will prove correct the courageous and far-seeing in the industry who believe it is only on the threshold of its eventual importance and worth to mankind.

We in the United States have an opportunity, an unparalleled opportunity, to prove to a sick and fear-ridden world that private initiative can do more for human beings than any other system. In radio, and in communications generally, those who make the wheels go around must never forget that competition and public service are the twin guideposts which will keep the industry great and free.

LABOR — Yearend Roundup — Wages, TV Jurisdiction Are Problems

TWO BIG PROBLEMS face radio labor in 1950—the effort to increase wages, and the need to solve the jurisdictional tangle created by television.

The wage problem may give almost as much trouble in 1950 as the TV jurisdictional mixup—and the latter contains the seeds of nothing less than inter-union war.

Radio labor unions have been struggling with the wage problem with increasing frustration during most of 1949. It is likely the 1950 frustration will be even greater.

Early in 1949, radio, bellwethered by the big networks, adopted a "hold-the-line" position on wages. That stand was maintained until contracts were signed on the dotted lines, with the result that there were few big gains by any union in wage scales.

Even where gains were registered, inspection of various clauses in the contracts revealed that scale increases often were balanced by the creation of new categories of workers — apprentices or semi-skilled—use of which brought down total payroll costs for the particular group.

Radio labor leaders, backed by rank and file sentiment, went into many negotiations with large wage demands. Settlement terms were puny in comparison. It made the labor leaders look as though they had failed their memberships, although such was by no means necessarily the case.

In fact, management labor negotiators would be among the first to concede the labor leaders were not at fault. Many labor leaders were ordered to enter the bargaining room with impossible demands. Management countered with the arguments that profits did not permit higher wages, television operations were being carried at a loss, living scales were going down, not up.

Union memberships often did not like these arguments. And memberships' ultimate confinement, within narrow bounds, in old wage scales

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REPRESENTATIVES

Yearend Roundup

88% See Increased Revenue in '50

SOME 88% of the station representative firms surveyed by BROADCASTING at the year's end express conviction that the radio industry in 1950 will increase its revenue by about 7% over 1949. Television receives a 100% pat on the back from firms representing video stations, most of whom believe TV will zoom between 50 and 100% over its performance this year.

About 55% express a fear that broadcasting operation expenses will rise, with 18% predicting they will go down, and the remainder expecting expenses to remain at their present level.

Optimism about the future of business as a whole is voiced by 52% of the representative firms, the majority of the remainder feeling it will stay constant. A meager 4% expect business to go below its present volume. Many feel that the last six months of next year are uncertain, however.

FM will be able to maintain its status quo, if the predictions of the representative men are true, with twice as many firm spokesmen saying it will be unchanged in 1950 as those who say it will decrease its revenue.

Increase from Spot

Most firms expect the greatest increase in broadcasting income to come from spot radio. A small majority expect business on a national scale to be the largest revenue-getter, while many affirm the belief that small advertisers in local or regional markets will be responsible for whatever boom stations will feel in 1950.

The most promising advertisers, this group feels, will be food dealers and distributors and automobile manufacturers and dealers, by a large majority. Less important will be drugs, appliances of all kinds, beer and wines, soap, beverages and tobacco.

operational expenses and general business will maintain the status quo of 1949.

No change in operational expenses or general business is expected by Paul H. Raymer, president of Paul H. Raymer Co., New York. He expects FM to remain where it is, with TV swinging upward and AM increasing by 15%. National programming will account for much of this rise, Mr. Raymer thinks.

Automobile, soap, food, beer and drug firms will contribute to a 5% rise in AM volume and a 15% increase in television business, according to Donald Cooke, president, Donald Cooke Inc., New York. The entire radio picture looks good, he said, with general business holding its own and a 5% decrease in radio operation expenses expected. Mr. Cooke predicts, "there should be a greater amount of cooperative advertising which will increase both local and national spot billings. . . ."

F. E. Spencer, vice president of George P. Hollingbery Co.'s New York office, expects radio business to increase overall in 1950. He anticipates increases in AM and TV, a leveling off of FM and a general business rise throughout the country.

"Hundreds of local stations who have been and are doing a very fine job locally should get a break in 1950 and find their schedules loaded with many good national spot accounts," says John E. Pearson, owner of the representative firm of that name. He predicts that a 15% increase in national business will find many advertisers, including beer, wine, cigarettes, cars, soaps and drugs, contributing to swelling the accounts of AM and TV stations.



Mr. Pearson



Mr. Headley

The president of Headley-Reed Co., Frank M. Headley, thinks radio will be a larger revenue-getter

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SPOT IN '50 — *Selective, Low-Cost Markets To Key Buying*

BY T. F. FLANAGAN
Managing Director, Natl. Assn. of Radio Station Representatives

BROADCASTING station representatives look forward to 1950 as a great year for spot broadcast advertising. The recognition of spot as a creative medium is growing by leaps and bounds. Marketing conditions greatly favor spot, especially because of the introduction of new products where spot has been so sensationally successful, and the competitive selling conditions in practically all industries. These conditions call for realistic selection of media which can do an immediate, positive, low cost job of creating markets and making sales.



Mr. Flanagan

► Advertising executives are probing their consciences vigorously to find out why it is so difficult for them to determine which of their advertising expenditures bring in what amount of sales, and at what cost. The failure to know these important facts constitutes one of the current weaknesses of advertising practices.

► We are, therefore, likely to see well controlled tests to find out which media sell and which do not. In these tests, spot broadcasting, properly used, will come off triumphantly.

► In 1950 it is easy to predict that smart advertisers will continue to build for themselves a franchise of highly productive announcement and station break adjacencies. In some cases ratings will determine the value. But in a great many cases, the values are concealed and lie there for the alert advertiser to find. You will probably find in 1950 an extension of announcement and station-break campaigns to stations and times far wider than in any previous use. At the same time, the search for good availabilities will result in a much wider use of spot programs, especially since we have so much evidence on hand to indicate that sensational results in sales have come from the use of these spot programs.

► In 1948 spot time sales have now been officially announced by FCC as $104,759,761, an increase of 14.4% over 1947 spot time sales. When network time sales are dropping off slightly, when local time sales are showing only slight gains, spot time sales are the healthiest segment of the radio business.

REGIONALS, GROUPS

Yearend Roundup



Mr. Young



Mr. Raymer

In New York, station representatives are looking forward to a busy and prosperous new year, radio-wise. Adam J. Young Jr., president of Adam J. Young Jr. Inc. and Adam Young Television Inc., said: "I believe that the spot radio business will be as good or better than 1949 due to additional accounts realizing [its value] . . . Television should increase 100%." The national picture will remain essentially unchanged, but new accounts to AM will raise its volume 10%, he said. Mr. Young thinks RADIO in 1950 will continue to prosper but the medium will be unable to sit back and let the revenue roll in. This overall bright picture —with reservations—is painted by most regional network executives surveyed by BROADCASTING.

The "tapering-off" in business that was evident last year again is reflected in assertions by executives that radio has to get out in the market place and carry on an aggressive selling campaign.

All of those surveyed predict AM revenue will increase during next year. Percentagewise, figures ranged from 35 to 10%.

Television enters the picture more strongly than ever but those in areas served by TV are just as sanguine that AM will hold its own against this new threat.

Speaking for the Don Lee Network and Don Lee stations, Ward D. Ingrim, vice president in charge of sales, said the West Coast organization looks forward to continued good business in 1950. His statement is based partly on the seemingly general agreement on expected increased purchasing power resulting from veteran's life insurance refunds and other sources which will create larger markets for consumer goods.

Pointing out, however, that production has taken care of most back orders, Mr. Ingrim predicts increasing competition for the consumer's dollar.

"Television," he said, "will undoubtedly continue its rapid growth in 1950 and earn its own place in advertising budgets. More advertisers will take greater advantage of the tremendous sales power of television but also will continue



Mr. Ingrim



Mr. McRaney

(Continued on page 50)



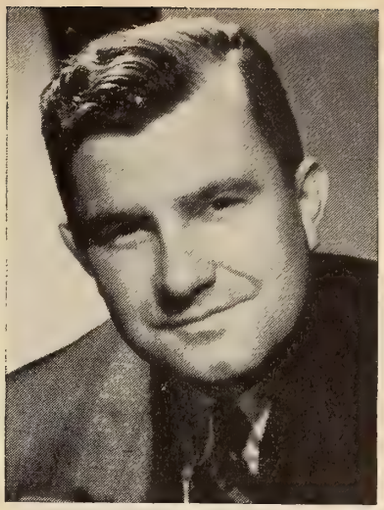
Mr. McCONNELL

* * *



Mr. STANTON

* * *



Mr. WHITE

* * *



Mr. WOODS

* * *

NETWORKS

Yearend Roundup

Look Hopefully to '50 After Turbulent '49

AMONG network executives, 1949 is likely to be remembered as the year of the great ulcer. Not since the war had there been such fluctuations in business or so aggressive a state of competition among the four major chains.

A capsule description of the turns that network advertising took from the beginning of the year to the last was: Good, bad, better. At year's end an estimate by BROADCASTING showed that total gross billings of the four major radio networks would probably be about 5% below the figure for 1948.

That decrease was smaller than had been anticipated last summer, when network billings slipped into the doldrums, and stayed there until vigorous salesmanship plus general improvement in business began moving billings back to a more active state.

Turnover in Presidents

The year also saw a 50% turnover in network presidencies. At NBC, Niles Trammell moved to the chairmanship of the board and was replaced as president by Joseph H. McConnell, who had been executive vice president of RCA. At Mutual, Edgar Kobak resigned to enter the consultant business and was replaced by Frank White, who had been president of Columbia Records Inc.

The reassignment of the top executives of NBC was part of the most comprehensive reorganization of any network in recent history. NBC, at year's end, was in the process of splitting itself into three principal divisions to accommodate the growth of television.

Talentwise, the inter-network raiding that began in the last quarter of 1948 did not abate until so many programs and stars had changed homes that there seemed scarcely any new addresses to move to.

For the three major networks that were in both the radio and television business, television was still taking money out of the till just a little more slowly than radio was putting it in.

It was a great year for the aspirin people.

Despite the turbulence of 1949, the chiefs of the major networks were optimistic about the future. Although none said so, it was plain that all had sternly buckled down to the new, tough, competitive situation that had arisen in the first post-war year that smacked of normalcy in the general business world and one that had its own complications in broadcasting.

Mark Woods, ABC president, said: ". . . The star of general business conditions is in the ascendancy. This, coupled with the more flexible programming planned for both radio and television by ABC in the new year ahead, is the basis for my high optimism concerning the outlook for this network in 1950."

Most Successful

Frank Stanton, CBS president, whose network was the only one that stood a chance of improving its radio billings over last year when the final reckoning for 1949 was in, said that 1949 was "in many respects . . . the most successful in the 22-year record of CBS."

Frank White, MBS president, said Mutual had "a continuing faith in the future of radio—a faith fortified by a constructive program to cope with the changing patterns of the industry."

Joseph H. McConnell, NBC president, said: "All in all I am confident that 1950 will be a good year for all of us in the industry who are nimble of foot and mind."

Although a final official accounting for 1949 would not be available for another month or more, estimates by BROADCASTING, based on Publishers Information Bureau (which are as yet incomplete for the entire year), show that total network radio billings will be approximately $188,500,000, or some

(Continued on page 44)

TRADE ASSNS.

Yearend Roundup

Reflect Optimism

KEY EXECUTIVES of the trade associations reflect the same optimistic outlook for 1950 as pervades business generally. 1949 was conceded by most to have been a "good" year all around.

Keener sales competition will stimulate advertisers to greater efforts and more efficiency in the ensuing year it was stated.

Of particular interest to radio and TV, was the assertion of the Assn. of National Advertisers, that industry data is a prime need for ANA members; that the type of information developed by Broadcast Measurement Bureau is just what is required; and that the radio industry is to be commended for its support of BMB.

Frederick R. Gamble, president of American Assn. of Advertising Agencies, declared:

"The level of advertising activity continues high, compared with prewar, in dollars. But it is still low in relation to our greatly expanded economy and the volume of goods and services to be sold.

"The need to sell has grown more acute, the potential market in terms of wants and purchasing power is vast, and most advertising space and time is still an excellent 'buy' in today's dollars. Instead of just holding its own, advertising should be going all out in the selling effort."

The need to promote more confidence in advertising, with success stories, and not failures, to encourage the greater use of advertising in the future, are the joint obligations for advertising agencies and all media alike, Mr. Gamble said. "If we meet them, then the prospects for broadcasters individually should be good."



Mr. Gamble



Mr. West

Paul B. West, president, Assn. of National Advertisers, points out: "1949—even without the benefit of rose-colored glasses—was better than simply a 'good year' for the radio industry as well as for business generally. . . . At the same time, 1949 was a year, to put it bluntly, which did a lot to separate the advertising sheep from the goats. It put advertisers on their mettle to do the best possible job with every dollar assigned . . ."

One of the things most needed, says Mr. West, is fuller and better information on the strengths of each advertising medium and a fuller interchange between buyers and sellers of advertising ideas. Through the efforts of ANA's Radio-Television Group and its Steering Committee, for instance, studies which will help advertisers evaluate television rates as well as its impact as a selling force are being carried out. He continued:

"The days when the selection of advertising media depended on intuition are long since over. Facts

(Continued on page 88)

STATION OUTLOOK

Yearend Roundup

67% Expect Greater Time Sales

THE COMING year will be a good one for AM and FM broadcasters, judging by the predictions of more than 100 station managers surveyed by BROADCASTING.

Two-thirds (67%) of reporting stations expect increased time sales next year with 31% predicting their business will be at the same level as 1949. Only 2% expect sales to decline.

Of all broadcasters who answered the questionnaire, 28% believe time sales will rise 10% over 1949, 20% expect a 5% rise, 17% mentioned no special figure, 4% expect a 15% gain, 3% expect 20%, 2% figure on a 2½% rise and 1% look for an increase of 25%.

The 2% figuring on a decrease placed the figure at 5% to 10%.

Station managers look for improved overall business in 34% of cases, with 27% anticipating gains in local sales and 22% in national business. Small minorities figure these classes will be unchanged or down slightly.

Well over half (63%) of stations expect their AM business to increase compared to 31% who expect no change and 6% who look for a decline. In the case of FM business, 42% of managers surveyed expect an increase, 49% no change and only 9% expect their FM business to decline in 1950.

Spotted through the comments were occasional fears that radio is oversoliciting its local prospects to the point of irritation. Most managers agree the competition for advertising dollars is getting tougher but at the same time they find retailers and local business firms spending more money on advertising to meet stiffer competition for the public's dollars.

Product Groups

Station managers were asked what particular product groups were likely to spend more money in radio next year. The automotive field is a likely source of more business in 1950, in the opinion of 41 station managers. Appliances should provide more revenue, 31 managers believe, followed by food, retail, drugs, department stores, national spot, tobacco, soap, and soft drinks.

Advent of television appears to have surprisingly few AM managers worried, only 9% of the managers expecting sales to suffer from TV next year whereas 12% answered "not yet," 60% expect no loss to TV and 19% actually figure video competition will help their AM business. Only a few managers answered a question on TV's impact on FM stations and the results were not conclusive.

A special question covering prospects of FM stations for the year showed that 52% expect no change from 1949, 15% expect business to rise 10%, 10% expect a 25% gain, 10% expect a 20% gain, 10% expect an increase but have no idea how much, 3% expect up to 60% increase and 3% expect a 15% increase.

Twenty-nine percent of all stations surveyed look for operating costs to rise 5% in 1950 with another 29% expecting no change. Another 15% look for costs to rise 10%, and 9% expect a 2% increase in costs. A few anticipate higher rates of increase and 5% expect a 5% decline in costs with another 5% expecting a 10% drop.

Looking over the general business situation in their markets, with one eye on nationwide prospects, 37% of the stations surveyed expect the 1950 trade level to be about the same as 1949, 19% expect an increase (no percentage given), 13% expect business to go up 5%, 8% expect an increase under 2%, 7% expect a 10% increase, 5% anticipate a decline (no percentage given), 4% expect a 15% gain, 4% expect a 10% loss, 2% expect a 5% business drop and 1% expect a 20% decline in general business conditions.

Buyers are loosening up, many broadcasters believe. This is ascribed to belief that lower prices are unlikely and higher prices almost certain in some fields.

Television stations pretty generally expect their sales to increase. Magazines and newspapers are beginning to feel effects of TV's arrival in many markets.

The general business and industrial situation looks bright, managers rather generally agree, but many add an "if" in the form of a no-strike clause. Apparently they recall labor unrest in 1949, though some commented that holiday retail business has been good in many areas hit by coal and steel strikes. In the farm areas most managers expect continued government payments to bolster the local economy in 1950.

Individual Comments

About a third of the station executives replying to the survey questionnaire attached no comment or did not wish to be quoted. Among comments were:

William G. Siebert, secretary-treasurer of WJR Detroit, finds general business prospects "very favorable provided we do not have any serious labor difficulties. With a greater production of economic goods we can reasonably expect greater advertising expenditures. Radio will receive its just share."

Thad Holt, president of WAPI Birmingham believes "inflationary factors are growing and press will build up in the first quarter." He looks for a slow summer with sound fall prospects.

Leonard Kapner, president of WCAE Pittsburgh, expects general business to hold up in 1950. The TV station in the city (WDTV) has not affected AM expenditures to a noticeable degree, he explained, though it does a substantial amount of business locally.



Mr. Kapner



Mr. Gray

Gordon Gray, vice president of WIP Philadelphia, said, "Judging from the temper of business as this is written, broadcast advertising which has continued to hold up very well in a three-station television market in 1949 will continue to do so in 1950." General business will be as good or better, he added.

Odin S. Ramsland, commercial manager of KDAL Duluth, Minn., takes a less optimistic view, noting retail business has not been up to expectation due largely to the steel strike. He believes national spot business will be down in the Duluth area next year.

"Stations operating AM must work harder in sales to equal or improve last year, but it can be done," in the opinion of G. W. Grignon, general manager of WISN Milwaukee.

Arthur B. Church, president of KMBC Kansas City, notes that the station is located in a food-producing area, principally livestock and wheat. "The situation could change should we encounter major drought or other bad weather conditions," he said. "Rural area people depend more on radio for information and for entertainment than industrial area people. Radio is a vital service—a productive advertising medium now thoroughly proved." He expects general business to continue at the same level in 1950, anticipates a 5% rise in overall radio business with costs going up perhaps 3%. New business will come from food, automotive, farm equipment, stock feeds and beverages, Mr. Church believes.



Mr. Church



Mr. Shafto

G. Richard Shafto, WIS Colum-

(Continued on page 46)

FCBA

Yearend Roundup

TV Isn't An Ogre, Says Jameson

By GUILFORD JAMESON
President, Federal Communications Bar Assn.

IN 1949 we saw the great new medium of television move forward from the cocktail bars to the homes of millions of Americans. From approximately 185,000 family sets in use two years it is estimated that around 3 million sets will be in use by the end of this year. Television's achievements are the toast of the year and I salute the technicians and promoters of this new medium, which in the words of Philip Bennett "can employ the visal impact of newspapers and magazines, and the oral persuasion and personal immediacy of radio."



Mr. Jameson

That the growth of television will have a marked effect upon other media is obvious. That it will completely supplant radio I believe to be as untenable as the predictions that radio would reduce authors to poverty by ending the "best seller" era and destroy the recording industry.

Several factors lead me to this conslusion, first among which is that radio will remain the most economical means of mass communication. Today there are 38 million radio homes, and the estimate for television homes four years hence is for 20 million. Trade figures show that radio sales lead television sales 4 to 1. In a recent editorial in BROADCASTING it is pointedly observed that the lifeblood of radio's programs are music and news, neither of which are improved by being seen, unless one enjoys the facial contortions of the soloist hitting high "c." Furthermore, the cost of TV programming makes network operation compulsory and thereby is lost the broader freedom of radio in creative programming by tailoring its programs to the particular area which it serves.

Philosophical thinkers for centuries have been aware of our individual differences. As "variety is the spice of life," those who have the greatest latitude and freedom to satisfy this fundamental trait in human nature will not be without their reward in public favor.

In closing I have no fear that the child will destroy its parent, without whose strength and resources, of which it has given so freely, its great strides forward would have been impossible.



GIVE, HERMAN, GIVE!

This monkey really puts his heart and soul into his singing as he entertains his little pals, the chihuahuas.

Reminds us of the way W·I·T·H goes all out to help advertisers get low-cost results from radio in Baltimore. W·I·T·H regularly delivers more *home* listeners-per-dollar than any other station in town. And *in addition*, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in drug stores, 34.6% were tuned to W·I·T·H.

That means that a *little* money does *big* things on W·I·T·H. Call in your Headley-Reed man today and get the whole W·I·T·H story.

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, *President* ▪ *Represented by* HEADLEY-REED

Agencies

(Continued from page 25)

ing into account television's drawing power.

Hal Rorke, radio-TV director, J. Walter Thompson Co., summed up that "increase of TV money has not so far had the effect of lowering budgets for other media" so "most money seems to be new advertising money." In the same direction, R. N. Heath, executive vice president, Leo Burnett Co., who expects an increase in both radio and television spending in his offices, observed "at this point there is no sign that television money will be taken out of radio budgets."

Jeff Wade, radio director, Wade Advertising, also stressed that "none of our clients are taking their money for television from radio budgets."

Faith in radio's future is expressed by R. J. Scott, president and treasurer, Schwimmer & Scott, who believes spot radio "that has come back pretty strong will remain that way." His agency will be more active in TV, he added, as more advertisers go into the medium. Rising costs in TV, warns Melvin Brorby, vice president, Needham, Louis & Brorby, may squeeze out many smaller advertisers from video because "they just can't afford it."



Mr. Tolg



Mr. Brorby

Proof that nearly every agency has one eye on TV potential is borne out by statements from other Chicago offices. Russ Tolg, radio-television director, BBDO, thinks television will become "important in market after market" as TV set ownership increases. This, he said, will effect a change in radio listening habits, particularly in nighttime, Sunday afternoon and week day afternoons in cities where baseball telecasts are available. He predicts a number of national advertisers will shift from a pattern of radio network only to a combination of TV network plus national spot radio.

Marvin Mann, vice president, Weiss & Geller, thinks TV will supplement radio and will show up on the ledger as a "tremendous source of income" to agencies. A video-dealt blow to AM radio is forecast after the first six months of 1950 by Irwin A. Olian, president, Olian Advertising. "An advertiser," he said, "can concentrate on only one medium at a time. The volume of business will hold, but TV will get most of its money from radio."

$750 Ad Scholarship

AIMING primarily at stimulation of interest in specialized forms of advertising training at the graduate level, Alpha Delta Sigma, national advertising fraternity, will award an annual scholarship of $750 to a member of one of its 40 collegiate chapters. The winner will use the scholarship for gradute study in a top-ranking American university of his own choice which offers a recognized master's degree in advertising. The selections committee is headed by Donald W. Davis of Pennsylvania State College.

Los Angeles

Prospects for 1950 are bright on the West Coast. Reporting agencies predict a wholesale increase in radio and TV spending on the premise that the smart businessman will take advantage of the desire to advertise and will not trip on the cost factor.

Of concern to many is the challenge of rising competition. But the go-slow signs are off in this area. More than a majority expect radio budgets to be increased over last year by 15-20%; the others generally expect to keep radio spending on an even keel.

Most enthusiastic is the forecast for television spending. One agency said its 1950 TV budget will be 500% greater. Other agencies, following suit on a less grandiose scale, pegged their increases at about 70%. Two agencies look for video budget rises 350% and 300%, respectively. A few are cautious, plying a "watchful waiting" policy.

Agencies sparking an increased TV budget also expect greater allotments to radio. Don Belding, chairman of the executive committee, Foote, Cone & Belding, said: "We are looking for the best year in our history. . . . All media will be up, especially radio which has been a minor media with us for the past two years."



Mr. Belding



Mr. Fenwick

Favorable signs in the wind, according to David R. Fenwick, vice president and treasurer, Abbott Kimball Co., are "the greater understanding of advertising" as a selling force and the substantial activity in all media to sell themselves to advertisers.

The thinking of many is reflected by Richard C. Francis, vice president and Pacific Coast manager, Campbell-Ewald Co., who spoke of a more "intensified selling and promotional activity." To Bob Struble, radio and television director, The Jordan Co., the emphasis is on "creative ingenuity in the use of both old and new media."

Donald A. Breyer, vice president, Brisacher Wheeler & Staff, finds profit potential for 1950 good "for those firms who gear themselves" to customer-production competition. He sees the danger of depression as a fear which did not materialize in 1949 and as a washout in 1950.

Similar beliefs are voiced by Mark L. Mulligan, media director, BBDO, who sees favorable business helped by "necessity for exercising selling muscles" and Frank Ryhlick, radio and television director, Ross, Gardner & White, who predicts increased demands on copy and programs "that will produce immediate and direct sales results."

Robert B. Shirey, general manager, J. Walter Thompson Co., finds "considerable intensification of promotion efforts with emphasis on sales and merchandising activities," and John Weiser, vice president and Pacific Coast manager, Ruthrauff & Ryan, thinks 1950 will be a good year for business and the period when experienced salesmanship will prevail.



Mr. Shirey



Mr. McCreery

The smartest merchandiser, according to Barton A. Stebbins, head of his own agency, will analyze sales carefully, "not just to the trade," but to the "ultimate consumer." Reminder that advertising campaigns "must represent greater research and planning" is given by President Walter McCreery, Walter McCreery Inc., who adds "buyers are here but the customers are going to be tougher to sell."

Better business in 1950 is envisioned by W. F. Gardner, president, Allied Adv. Agencies, who notes the levelling off in price adjustments and a year ahead unshackled by labor unrest.

Expecting an increase over last year's "record" for his agency, Frederick W. Polangin, vice president, Buchanan & Co., believes business will continue on a high level abetted by government spending at home and abroad. Question marks, he said, are Congressional tax policy and extent by business in continuing investment in new plants and equipment.

Some officials, like Hildred Sanders, vice president in charge of radio and TV, Dan B. Miner Co., indicated that while no increase is expected in radio billings, the anticipated rise in television billing will not be at the expense of "other media to make room for this one."

R. M. Hixson, president, Hixson & Jorgensen Inc., whose agency expects an increase in both radio and TV budgets, theorizes "general advertising will show a natural increase and TV stations, where priced within reason, will be jammed with business shortly after opening."



Mr. Hixson



Mr. Temple

Robert C. Temple, executive vice president, Raymond R. Morgan Co., said: "The 1950 business picture looks very clear and healthy. . . . Our clients are expecting 1950 to be their biggest year, and are using every sound selling idea to insure that expectation becoming a fact."

San Francisco

San Francisco reporting agencies reflect the thinking of Los Angeles executives. Most expect to spend a little more on radio and nearly every agency sees more TV billings.

Herbert O. Nelson, manager, Ruthrauff & Ryan Inc., said: "Judging from first-hand observations and knowledge only, it appears that advertising expenditures in 1950 will be greater than in 1949."

No decrease in radio billing is forecast by Frances E. Young, radio and television timebuyer, J. Walter Thompson Co., which expects a 10% climb in radio spending. She said: "With the largest population and greatest spending power in history and a generally decreased will to buy, radio and television should find that business is very good. Television has been proven such a persuasive selling medium it is being looked to more and more for quick results. Radio reaches a vastly greater number of people so it should not suffer from a decrease in billing."

Northwest

Up in the Northwest, the emphasis is on more spending in TV budgets with a good slice etched for radio.

Some expected increases in radio spending range from 35 to 50%, most of this outlay expended for national spot. Television money will be looser by as high as 100%

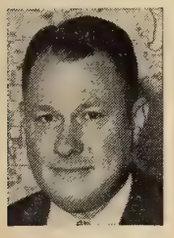
and as cautious as 20%, the agencies said.

Business in the area which suffered an economic setback during 1949 may be due for an upturn, the reports indicate. Joseph F. Hiddleston, president, Hiddleston, Evans & Merrill, Seattle, said the prospect for greater business in 1950 "is very good both from a standpoint of general business conditions or regards to the promotion of commodities. . . ." Trevor Evans, radio director, Pacific National Advertising, Seattle, said "the business outlook is about the same as last year with the overall attitude . . . somewhat more optimistic."

Southwest

Healthy budgets are in store for radio and television, according to present estimates in the Southwest. Radio spending will be somewhat above the generally predicted national average increase.

"It doesn't appear that TV as an industry is going to make any inroads on radio budgets," Monty Mann, vice president in charge of Glenn Advertising Inc.'s Dallas office, said. "The people using TV seem to be making additional appropriations for the medium." His firm is planning an increase in radio billings and expansion in TV.



Mr. Mann

A strong business front is forecast by Grant Advertising executives. R. B. Moreland, vice president and account executive, sees a possible 20% increase in TV billings and a 10% increase in radio national spot. Sam W. Hepworth, manager and account executive, foresees only a slight increase in radio national spot with an estimated 10% incline in TV. While admitting increased competition, Mr. Hepworth said "business conditions look like they will be good all through 1950 . . . decrease in retail prices should stimulate sales. . . ." W. C. Woody Jr., account executive, added "more constructive advertising will be done to build more business. The well know brand will be the product sold."

Detroit

In the Auto City, agencies report emphasis on TV billings with radio maintaining an even pace. Jerry Kalor, media director, Kenyon & Eckhardt, Detroit, thinks an increase in local TV spots of 100% or more will add to a 20% increase in national TV estimated from the number of new stations to swell network placement by Lincoln Mercury, agency's principal account.

Also in Detroit, Cherie Lee, assistant radio-TV director, W. B. Doner & Co., expects the agency to offset radio losses caused by a turn to TV by simultaneously adding new radio billings, and predicts "TV will boom, radio will stay about the same."

Because both radio and TV are still growing in the area, Manan Sanders, radio-TV director, Simons Mickelson, said his agency expects "a greater business in both media."



Drawn for BROADCASTING by Sid Hix

"But, Mr. Widget, you asked us to launch a radio station with your $50,000!"

Washington, D. C.

Washington, D. C., agencies look to a steady, prosperous year. However, many officials underscore rising television rates which they say can very well squeeze out the small, local advertiser. This view is emphasized by Jeffrey A. Abel, radio director, Henry J. Kaufman & Assoc. But, the overall trend, he said, is that "business conditions may be better next year. . . . Agencies will be able to make some money out of TV for the first time."



Mr. Abel



Mr. Ehrlich

Alvin Q. Ehrlich, vice president in charge of radio and TV, Kal, Ehrlich & Merrick Advertisers, said that the businessman who "was alert and on his toes" had the best figures to show at the end of 1949. For the coming year, his prediction is that the merchant who "plans ahead, makes his advertising and merchandising work together, has got to come out on top." KE & M, he said, looks for a sizeable interest in both radio and television, and is planning an increase in radio billing.

Courtland D. Ferguson, head of Courtland D. Ferguson Inc., said a possible fifth of his budget estimate for radio will go into TV, adding that 1950 will be a year of increased business.

Boston

Full speed ahead for radio and television is the word from Boston. Agencies in New England's Hub City report an expected substantial increase in radio billings coupled with a decided rise in TV spending.

Business in 1950 should surpass in general that of 1949, Charles F. Hutchinson of Chambers & Wiswell said. His agency is counting on 20% increase in radio billings next year while the television budget will be 50% fatter.

Edmund J. Shea, director of radio and television, James Thomas Chirurg Co., said his office expects to handle a 50% increase in radio with all of it earmarked for national spot. "We are expecting next year to be responsible for our largest increase to date," Mr. Shea said.



Mr. Shea



Miss Gilbert

Certain rise in TV spending is forecast by Janet A. Gilbert, radio and television director, Harold Cabot & Co., who said all signs have been for some increases in the current overall budget for the coming year. Also predicting a year with excellent prospects, particularly in television, T. B. Putnam Jr., radio and television director, J. C. Dowd Agency, tied most of his beliefs to plans of clients "who have experienced considerable success with other media."

Canada

Tendency to declare 1950 a bountiful year also is strong in Canada where agencies report good business prospects ahead. Activity is expected to exceed, or at least be equal to, 1949 radio billings.

Biggest year for his office is sounded by R. B. Wakely, director of media, Harry E. Foster Adv. Ltd., while a radio director of a large Canadian advertising agency who asked his name be withheld, said "with the networks booked solid there should be a trend to national spot both as a basic campaign and as supplementary to network schedules." His firm is planning to spend an estimated 35% more on radio.

In a more cautious tone, W. McQuillin, radio director, Cockfield, Brown & Co. Ltd., noting an expected 10% increase in radio billings by his agency, said radio is reaching "a balance point" with the lack of exports tabed to eventually catch up with Canadian business.

Also pointing toward that percentage in increased radio spending, R. J. Avery, vice president, Ronalds Advertising Agency Ltd., echoed the feeling on Canada's export business. But, he adds, "1950 in Canada looks more promising than in the U. S."



Mr. Campbell

More money in consumer hands is seen by Bob Campbell, vice president and director, J. Walter Thompson Co. Ltd., who said the "devalued dollar has more shopping value." His agency is earmarking 15-20% more for its spending on radio.

M. Rosenfeld, radio director, MacLaren Adv. Co. Ltd., said his agency is ready with TV programs "when a Canadian station goes on the air." Mr. Rosenfeld looks to the 1950 business chart to keep up with the 1949 purchasing and sales figures.

WMAQ Award

WMAQ (NBC) Chicago was the sole station last week to earn an award from the Chicago Commission on Human Relations. Station was cited for its public service programming, especially the weekly *Destination Freedom* documentary series which reports contributions of the Negro race to American democracy, and for the handling of news. Divisional Vice President I. E. Showerman received the award from Mayor Martin H. Kennelly.

Traveling



Salesman

Entertainment has always drawn a crowd. The crowd has always sought it, or waited for it to come to them. Wherever there was a crowd, there were customers. And wherever there were customers, there were people with things to sell. *(A crowd that was in a good mood always bought more).*

Today the entertainer still gets the crowd, only he gets it faster and bigger. Through radio he reaches crowds of ten and twenty millions in a split second. *And along with him goes the advertiser.*

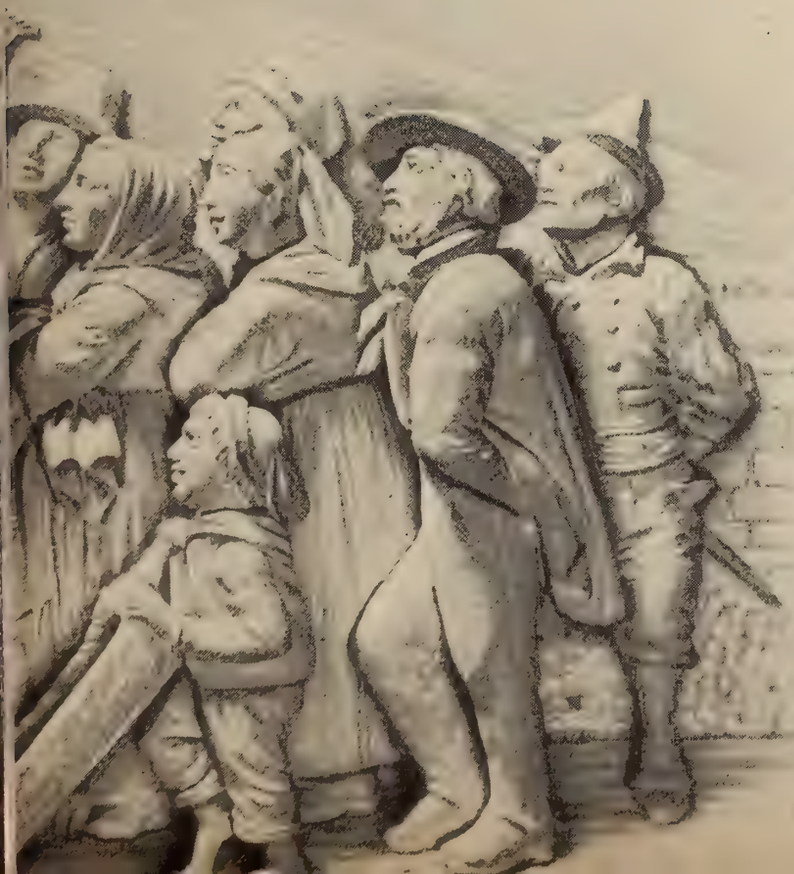
In radio the largest crowds gather at that point on the dial where the entertainment is the best. That point today is CBS.

For the Columbia Broadcasting System continues to be the most creative network in providing the kind of entertainment which captures the largest audiences.

Only on CBS will you find most of the *sponsored* programs with the largest audiences in radio (11 out of the "top 15").

And only on CBS can advertisers find most of the *available* programs with the largest audiences (7 out of the "top 10").

This is what makes CBS the most effective traveling salesman in radio . . . reaching more people with better entertainment . . . making the strongest impressions in all advertising.



CBS

—where 99,000,000 people gather every week

Editorial

Dirty Hands & Cuban Face

WHEN THE NARBA sessions in Montreal recessed Dec. 8, deadlocked on the issue of Cuban demands for a glutton's slice of the AM radio pie, broadcasters from the Arctic to the Equator heaved a sigh of relief. A crisis had been averted. The NARBA sessions would resume April 1 in the United States, and on Feb. 1 a U. S. delegation was to convene in Havana to try to adjust differences.

Cuba knows now that the U. S. does not intend to sell out any portion of its 150 million listeners to appease Cuba's politicians. Other North American nations understand that Uncle Sam is no longer a soft touch, and that the rights of Americans will be defended. The FCC knows that the State Department, backed by preponderant Congressional sentiment, won't sell American broadcasters (and their listeners) short.

The new order of business, then, is to prepare for the Havana sessions Feb. 1. Cuba has not yet returned to the pre-NARBA allocations. It has non-directionalized stations blooping all over our broadcast band—on clears and regionals alike. Cuba contends there has been no NARBA since March 29, and that it is not bound by the old treaty provisions. Technically, Cuba may be right, but it is acting like a petulant child.

All other North American nations have agreed to retention of the old NARBA *status quo* until a new one can be devised.

Good faith is involved. If Cuba does not return to the pre-conference assignments there appears to be no point in holding the Feb. 1 sessions in Havana. Cuba should attend that conference with clean hands. Otherwise, nothing can be gained in negotiating with her.

Meanwhile, we think steps should be taken promptly with Mexico and Canada and the lessor signatories to extend the interim agreements. Once that is done, Cuba can be negotiated with separately. If she doesn't agree to that which is equitable, the situation can be no worse than it is today, since her operations on facilities assigned to the U. S. do not fall far short of outlaw radio.

Koop Scoop

RADIO has stormed another citadel and its banner now flies from ramparts where a few short months ago supercilious news*paper*men sneered down on their brothers who labored for the spoken rather than the written word.

The National Press Club of Washington, daddy of all the newsmen's clubs, now has a full-fledged radio man as a member of its board. He is Ted Koop, CBS Washington director of news and public affairs. Ted is recognized as one of the ablest reporters in Washington with a fine background with the AP, Office of Censorship, and in radio.

It was only a couple of years ago that the Press Club by-laws were changed to admit radio newsmen to active membership. Now, if the logical progression of Press Club offices continues, there should come a day when a radio newsman heads that august body.

And that obvious eventuality breeds another obvious thought. If the NPC is a newsman's club, in the modern vernacular, why shouldn't its name so connote? *Press* conferences, in this new era, have become *news* conferences. We don't want to jump the deadline, stop the presses, or cut in on the show. National *News* Club is euphonious, don't you think?

1950: Caution Before Speed

TIME WAS when American radio could take a look at the closing year's balance sheet, feel the heft of current schedules and upcoming contracts and predict within a gnat's eyebrow of next year's revenue.

That time, however, has gone. There are too many imponderables. Unlike other media or most modes of business, radio and TV business is affected by the whim and regulatory caprice of Government, rather than wholly by supply and demand. TV's growth, for example, is hampered by lack of facilities, facilities held in check by the FCC under the deep-freeze and related complexities.

Yet, when you read the prognosis for 1949 appearing in this issue, you find it hard to get alarmed. Everything looks rosy. Advertisers, agencies, representatives, trade association executives and others with their fingers on the electronic pulse bristle with optimism. More dollars are indicated for the mass radio media. The question is how thinly will those dollars be spread? Its twin is what happens to overhead?

To appraise 1950 let's look over our shoulder at 1948. Figures released by the FCC only last week show that while aggregate broadcast revenues were up 11.9%, expenses increased 17.5% and profits (before taxes) dipped 10.7%. A total of 581 stations, or 32% reported losses —most of them post-war starters.

The story was in the same vein in 1949—except that aggregate revenues will not show the same measure of increase.

Thus, as the radio media reach the half-century turn, dollarwise they march inexorably forward. The pace, however, is not horizontally applicable. AM has regained confidence. TV needs circulation and facilities to cross from the debit to the credit side. FM, for whatever the cause may be and whether we like it or not, is sluggish and, on a national scale, does not cut an important income figure. It is apparent too, that along with some FM operations, weak, fringe or marginal AM operations will be abandoned.

The optimistic note stems from the belief of businessmen that 1950 business will equal or surpass the 1949 level. A year ago, the prospects were just as bright, but there was widespread fear that 1949 might be a depression year.

The new year starts out well. But little troubles can breed big ones, if not coped with tactfully and swifty. Warning signals repose in the trend toward higher operating costs, and the tendency to slough off on essential operations. There are loose rate practices, and the per inquiry threat. And there are the problems of regulation and allocations, domestic as well as international. Unrestrained licensing of new stations—continuing the post-war epidemic—or capitulation to Cuba via NARBA are latent dangers.

Spared these encroachments, radio and TV must undertake hard and heady selling. They constitute the most effective of all media for virtually all goods and services. The main tools should be forged by the Broadcast Advertising Bureau, with the slide films and the All-Radio presentation in the anchor roles. The radio media must program and promote, as well as sell.

All of the signs of the business zodiac indicate caution before we speed into 1950.

We extend to our subscribers the Compliments of the Season and the fervent wish that with the New Year will come new highs in achievement and satisfaction in this, the most stimulating pursuit of all.

Our Respects To —



ROBERT RONSHEIM TINCHER

DESCENDANT of the Bible-toting, warring McGroartys of early Ireland and the Buckners and Talliaferros of American Revolutionary days, Robert Ronsheim Tincher, vice president and general manager of WNAX Yankton, S. D., boasts as colorful a career as his ancestors.

Born in Omaha, Neb., Aug. 28, 1908, Bob Tincher attended grade school in Buffalo, N. Y., high school in Cleveland, Ohio. It was while a student in Cleveland that he first became interested in show business. In those days, he recalls, his idols were a struggling young bandleader named Guy Lombardo, just getting his start at the Music Box in Cleveland, and the leader of the pit orchestra at the old Allan Theatre—Phil Spitalny.

During his senior year in high school Mr. Tincher was bitten by the profit bug. As business manager of his class he was responsible for the purchase of class rings and the like. By dint of judicious bargaining he showed a margin of profit that paid his first year's tuition at the Wharton School of Finance and Commerce, U. of Pennsylvania.

He completed his schooling with money earned playing the violin in a succession of school orchestras. While at the U. of Pennsylvania he was active in the famous Mask and Wig Club.

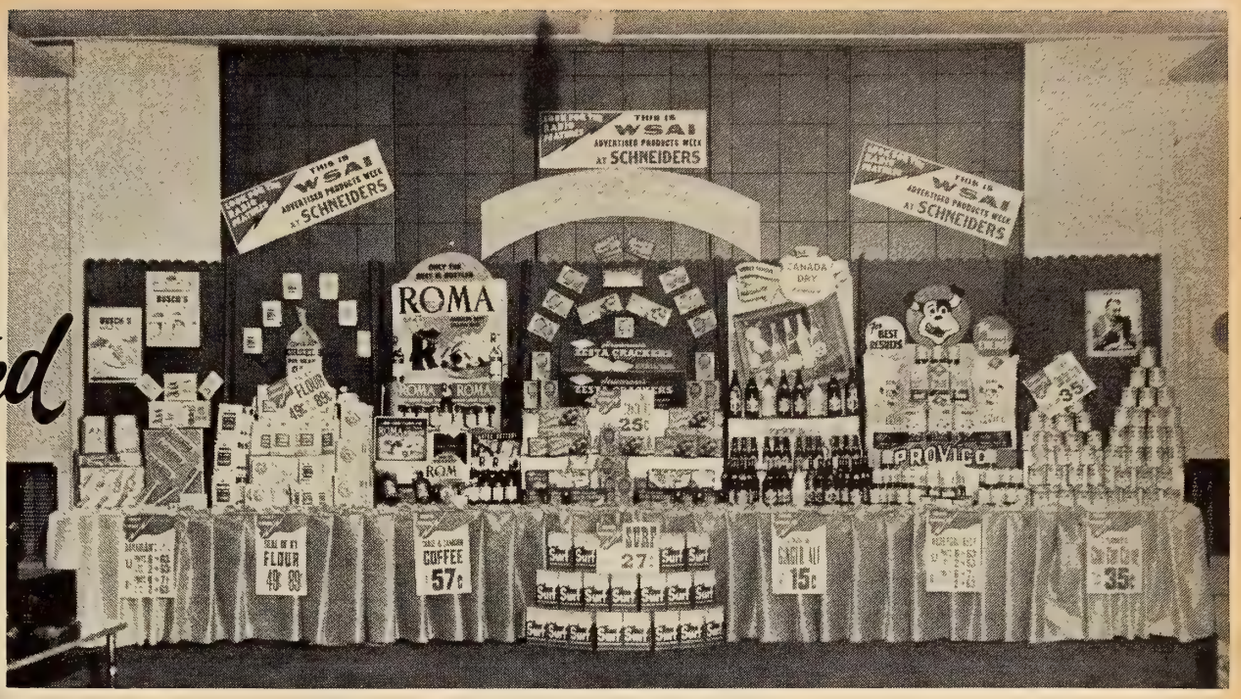
The year 1932 found Mr. Tincher engaged in public accounting work in Des Moines, Iowa, after being, in turn, night auditor for resort hotels in Virginia Beach, Va., and Palm Beach, Fla., selling peanuts during the depression at a walkathon in Minneapolis, operating a filling station and jerking sodas. For three years he worked as chief accountant for a wholesale distributor and as a field investigator for the Iowa Emergency Relief Administration.

Mr. Tincher joined the Iowa Broadcasting Co. (later Cowles Broadcasting Co.) in 1935 as bookkeeper for KSO and KRNT Des Moines. In a few months he was named chief accountant for the *Des Moines Register* and *Tribune* stations—KSO (later sold) and KRNT, and WMT Cedar Rapids. In 1936, he was made assistant treasurer of the company.

Cowles Broadcasting Co. in 1937 purchased WNAX Yankton, S. D., a station that had its beginning in a radio parts shop in 1922. Mr. Tincher—who had started with the company less than three years earlier—was moved from Des Moines and made vice president and general manager of the new operation. Looking back today, the Cowles organization feels it chose well, for WNAX has grown and pros-

(Continued on page 71)

SOME *Enchanted* SPONSORS



This is the stage setting at WSAI's "Shelf Level" Food School. Approximately 300 grocers sit before it every week. Here are some sponsor comments:

"Our clients are getting real results."

Jennelles Advertising Agency
Provico Dog Food

"We are the oldest sponsor . . . we have been made quite aware of the effectiveness of the 'Shelf Level' Plan."

George W. Doerr
Pres., H. F. Busch Co.

"It is our experience that the sponsors of 'Shelf Level' will derive not only the good will of the grocers but a substantial increase in distribution and sales."

Norbert J. Dorsel
Pres., Dorsel Co.

"We felt this unique plan — combining a means of getting both consumer and retailer acceptance — had a definite plus value. I am happy to say that our judgment has been vindicated."

John Nolan, Account Executive
The Keeler and Stites Co.
Stegner Food Products

"The 'Shelf Level' Plan has done a terrific job for us."

Jacques C. Ullman
Canada Dry Products Co., Inc.,
of Cincinnati

WSAI "SHELF LEVEL" SELLING CINCINNATI

CINCINNATI
WSAI

A·B·C

A MARSHALL FIELD STATION REPRESENTED BY AVERY-KNODEL

Program Firms

(Continued from page 28)

of AM, FM and TV collectively will create a greater gross revenue for the industry in 1950.

Edwin H. Kasper, Kasper-Gordon Inc., Boston, anticipates increased radio revenue for the coming year and says the increase in TV set sales, providing a powerful new medium for advertising, should bring many new advertisers and products to public attention. Combined efforts of AM and TV make for better sales potentialities and AM radio will better its sales as soon as AM station owners realize this, he says.

Belief that radio business is bound to increase as competition in selling increases, is expressed by Charles W. French, Trans-Radio Recording, Boston. Business generally, he says, will remain the same or increase only slightly. The increase would probably be greater if there were not so much widely publicized pessimism.

Klein's Views

William L. Klein, president of United Broadcasting Co., Chicago, says "the transcription business is drawing in, and will continue to do so in 1950. We will make up for the decrease in transcriptions by entering the sound film recording field. Unlike many transcription producers we are equipped with large studios and can make this shift. Operational expenses will not be greatly increased as we will hire personnel as needed—job by job."

Carol Levene, director, Pax Productions, San Francisco, looks for a bigger revenue year in 1950 for radio generally, and an increase in the firm's intake of about 30%. The Pax executive says "San Francisco Bay area AM business will increase because CBS' local outlet now owned and managed by CBS, has, despite big network billings, done an outstanding job of creating live local programs. This has already stimulated other networks locally, and should result in 1950 business increase. Thus far, and perhaps for some time to come, San Francisco's three TV stations have not cut into AM billings."

On the Canadian scene, Spence Caldwell of S. W. Caldwell Ltd., Toronto, predicts "1950 general business in Canada will be about the same as 1949. Radio advertising in 1950 will maintain an even keel with that of 1949." He believes there will be more competition and more selling required by transcription companies.

EDUCATION TEST

WHOM Starts Evening Classes

AN EDUCATIONAL experiment in citizenship training will be launched in mid-January by WHOM New York, in co-operation with the New York City Board of Education.

The station will urge its listeners in six foreign languages (Italian, Polish, Spanish, Yiddish, German and Russian) to enroll for a series of 12 evening sessions to be conducted at WHOM studios. Classroom instruction will be supplemented by a weekly broadcast.

Dr. J. Maurice Richman, curriculum consultant of the adult education section of the Board of Education, has been assigned to work with WHOM as advisor in planning and conducting classes and broadcasts.

Baker To ABC

FULL ABC network will carry *Art Baker's Notebook*, heard for decade on KECA Los Angeles, starting Jan. 2, Mon.-Fri., 1:45-2 p.m. Show is to be cooperatively sponsored.

FIELD'S FM

Six Franchise Sales By '50—Lane

HALF-DOZEN firms are expected to buy Field Enterprises' Functional Music Inc. FM franchises before the first of the year, FMI President Howard Lane said in Chicago last week. He also is radio director of Field Enterprises, which owns WJJD Chicago, WSAI Cincinnati, KJR Seattle and KOIN Portland. ★

The new Field subsidiary, which was incorporated in Delaware last October, is selling FM franchises and equipment for a complete service based on elimination of commercials from FM programming for public concerns. Tests have been conducted several months on Marshall Field's FM station, WFME Chicago, AM affiliate of WJJD. It programs music for 100 special sets which have been installed in local shops, restaurants and night clubs [BROADCASTING, Dec. 19].

Functional Music Inc. manufactures all its own equipment, which includes a tuning set and a plush-covered speaker similar to a wall picture and which can carry an advertising message.

More Franchises Imminent

Most FM franchises are expected to be issued in cities of more than 100,000 population, Mr. Lane said. The franchise includes a complete operation service, with program material, sales techniques, technical helps, bookkkeeping systems and exclusive territorial rights.

Functional Music Inc. will compete with "wired music" franchise holders, "and will cost about a fourth as much," Mr. Lane estimated. Although he declined to release actual cost figures, he said the price to subscribers depends on the number of speakers installed.

FM music also bypasses the limitation on length of telephone wires, used by all piped-in music firms. The FM area is limited only by coverage of the transmitting station, he explained.

To attract more night club business, WFMF on New Year's eve will extend its music programming from 10:30 p.m. until 2 a.m. daily. It now broadcasts from 8 a.m. until 10:30 p.m. Commercials are tuned out of all programming with the use of a supersonic control circuit, keyed only from the FM station. Voice material can also be eliminated in this way. The circuit permits several off and on services which subscribers may want.

DEFENSE DEPT.

Withdraws News Directive

ACTIVE direction by each military branch of its own press information service, which temporarily eliminated news clearance by the Dept. of Defense, proved short-lived as William Frye, information director, last Tuesday cancelled a five-day-old decentralization directive.

The order returned active control of news to each service—the Army, Air Force and Navy—and provided for appointment of deputies to report to each branch information director, rather than to the Defense Dept. as practiced since last March. Originally the plan was conceived as a unification step.

The radio section, headed by Charles Dillon, was not affected by the order. But the department's overall information section would have had supervision over news emanating from other offices not controlled by the three services. Lee Hargus is chief of the central branch.

JAIL BURGMAN

Ex-Nazi Gets 6-20 Years

SENTENCE of 6 to 20 years imprisonment was imposed last Tuesday on Herbert J. Burgman, "Joe Scanlon" of the wartime German Radio, by a Federal District Court in Washington. Mr. Burgman, eighth American to be found guilty of treason in World War II, was convicted last November.

The former Nazi broadcaster reportedly received as much as $1,500 a month for airing German propaganda, which he told listeners originated from station DE-BUNK somewhere in the Midwest. Transcriptions of his broadcasts were played back in court during the trial. His defense attorney, James J. Laughlin, who also defended Mildred E. Gillars (Axis Sally), said he would appeal the verdict.

TOP executives accept United Nations honorary scrolls on behalf of the radio industry at UN testimonial luncheon. L to r are: Theodore C. Streibert, chairman of the board, MBS; Mark Woods, president, ABC; Forney Rankin, NAB; Ted Cott, Unaffiliated Stations Committee, NAB; Niles Trammell, chairman of the board, NBC; Seymour Siegel, Municipal Broadcasting System; Benjamin Cohen, Assistant Secretary General, UN; Frank Stanton, president, CBS; J. R. Poppele, president, TBA; Frank White, president, MBS; Millard C. Faught, FMA, and Edward J. Noble, chairman of the board, ABC.



WIP Philadelphia recently toured neighborhood theaters with *Musiquiz* program featuring Murray Arnold, m.c., and sponsored by *Daily News*.

Arkansas Tax

(Continued from page 27)

changed the outcome of the case."

Mr. Bullion's reply to the NAB paragraph follows:

"After reviewing our files we doubt seriously that this 'resolution' is aimed at criticism of our handling of the case or of our lack of cooperation, for correspondence therein reveals that Mr. Petty was fully informed of the events of this case as they happened.

"As early as October, 1947, we contacted them asking for their assistance, cooperation and suggestions regarding the handling of the case. We were furnished some material by them which we subsequently used.

"As to the cooperation on appeal to the Supreme Court of Arkansas we did not tell Mr. Petty that their intervention *amicus curiae* would be unwelcome or detrimental to the case.

"Had NAB felt the need therefor under the rules of our (Arkansas) Supreme Court all they would have to do is request such permission from the court. I quote that rule:

By permission of the court *amici curiae* briefs may be filed.

"It is true that on rehearing before the Arkansas Supreme Court we did advise Mr. Petty not to file a brief *amicus curiae* because the rules of our court do not permit. Again I quote from these rules:

Amici curiae briefs on rehearing are not permitted to be filed.

Advised Petty

"Because of this rule we advised Mr. Petty not to intervene at that time since it would be futile.

"As NAB knew of this case from its inception, had the right to intervene at any time during its pendency in Arkansas courts, and did intervene in the U. S. S. C. (U. S. Supreme Court), it is hardly felt that their 'resolution' is seriously attempting to 'pass the buck.'

"Actually, the issues were squarely and fairly presented to the court at all times and the courts were thoroughly advised and informed as to the law of the case. Unfortunately, we lost and the law thus established is a decided departure from previously established principles of law.

"This happens frequently as we progress in time and is something which lawyers, or otherwise, are unable to predict. Recently the U. S. S. C. held insurance to be interstate commerce which upset a doctrine that had been established for about 100 years.

"Consequently, as NAB furnished us with all of the available law which they had on this subject, had knowledge of the importance of the case, and at all times received all information requested of us, we feel that they do not attempt to criticize but rather attempt to explain their participation in the case."

ALL-RADIO FILM

Premiere Set Feb. 5 In New York

PREMIERE showing of "Lightning That Talks," All-Radio Presentation film portraying the impact of broadcast advertising, has been set for Feb. 5 in New York. Date was selected last Wednesday after a meeting of the All-Radio Presentation Committee, which previewed an unedited version of the film.

Plans for the premiere, expected to be "a super-glamorous evening of radio promotion," according to Broadcast Advertising Bureau, will be made at a meeting to be held this Wednesday at BAB's New York offices. Delegates from New York stations will participate, and will select a committee, chairman, and form a tentative invitation list for the film showing. It was understood that last Wednesday's meeting favored a dinner session at a major hotel for the initial showing of the film.

Following the New York kickoff, major showings of the film will take place in Chicago, Philadelphia, Los Angeles, Detroit, Boston, San Francisco and Atlanta. Members of the All-Radio committee have been assigned to assist broadcasters in these areas in setting up sectional premieres.

Prints of the film for showings in other cities will be available after Feb. 15. Official notice to all subscribers was to be sent last week asking that community committees to effect the local showings be established as soon as possible.

The committee last Wednesday also heard a report that sufficient funds are available in its treasury to defray expenses of the 45-minute sound film. It was agreed at the time that a final intensive effort would be made to get additional stations and representatives to subscribe, to permit additional promotion.

A complete manual outlining recommended procedures for staging showings has been prepared by committeeman Lewis Avery and will be distributed soon.

Attending last Wednesday's meeting were:

Gordon Gray, WIP Philadelphia; Ivor Kenway, ABC; Maurice B. Mitchell, BAB; Frank Pellegrin, Transit Radio; Victor Ratner, R. H. Macy; Ralph Weil, WOV New York; Lewis Avery, Ruth Morgan, Avery-Knodel; George Wallace, NBC; W. B. McGill, Westinghouse Radio Stations Inc.

Meeting with the committee to make preliminary plans for the film's New York world premiere were these New York City broadcasters: George Mayo and Joseph Creamer, WOR; Robert Patt, and Richard Swift, CBS.

The All-Radio Presentation Committee will meet again on Jan. 5, at the Broadcast Advertising Bureau offices.

DEMOCRATS

Place Time on NBC, ABC

DEMOCRATIC leaders will use facilities of two national networks —NBC and ABC—before and after Congress reconvenes in a "grass roots" campaign aimed at Democrat listening parties in counties and precincts throughout the country.

William M. Boyle Jr., chairman of the Democratic National Committee, announced last Monday that party leaders have scheduled broadcasts on NBC's *Pro & Con*, Friday (Dec. 30), 10:45-11 p.m., and on ABC, Jan. 4 (second day of the second Congressional session), 9:30-10 p.m. A large radio audience is expected for both broadcasts, Mr. Boyle said, since Democrats will gather at city and town meetings to hear them.

Sen. Scott W. Lucas (D-Ill.), Democratic majority leader, will deliver a progress report on the 81st Congress in Friday's broadcast. The Jan. 4 program, to include Vice President Alben W. Barkley, will be a radio roundup of political sentiment from all over the nation.

WALB From MBS to ABC

WALB Albany, Ga., will leave Mutual and join ABC effective Jan. 29, General Manager H. L. Tallman announced last week. Herald Publishing Co. is licensee of the 1 kw station. James H. Gray is president.

LEVER BROS.

Two Divisions Change Agencies

NEW advertising agency line up for two divisions of Lever Brothers was announced last week.

The Pepsodent Division of Lever Brothers (Pepsodent toothpowder and Pepsodent toothpaste) will be handled by Foote, Cone & Belding, New York, Henry T. Woulfe, president said, and the Rayve Home permanent will be handled by J. Walter Thompson Co., New York.

Needham, Lewis & Brorby, which has handled Pepsodent toothpowder and Rayve shampoo, resigned the account because of the impracticality of servicing the client from Chicago [BROADCASTING, Dec. 19].

At the same time, Warren N. Burding, president of the John F. Jelke Co., also a Lever affiliate, announced that Tatham & Laird of Chicago have resigned the Jelke "Good Luck" products account, because of the Lever Brothers move to New York. Mr. Burding said that no decision had been made on a new agency appointment.

Doremus Names York

E. HOWARD YORK III, head of the Doremus & Co. Philadelphia office, has been elected a vice president of the advertising agency. Mr. York joined Doremus in 1940 in the New York office.

CERAMIC CAPITAL OF THE WORLD



Wanna DRUM UP business?

• • • NOW ON THE AIR

WOHI serves 200,000 in Ohio, Penn. and West Va. with news, music and sports designed exclusively to the community interest. Programming is fashioned for the folks at Midland, home of Crucible Steel; for Columbiana County, leading apple growing county in Ohio; for Beaver County, Penn.—3rd largest industrial county in the state.

Coverage in Ohio, Pennsylvania and West Virginia . . . serving over 200,000.

•

In the heart of the ceramic industry of the world — famous for dinnerware, bricks, tile, hotel chinaware, sewer pipe.

•

A stable market with industry balanced by agriculture.

We'd like to do a little drumming for you. Soon?

Richard V. Beatty
Pres. & Gen. Mgr.

SERVING 200,000 in Ohio, Pennsylvania and W. Virginia.

WOHI

EAST LIVERPOOL, OHIO

Advertisers

(Continued from page 23)

for the first six months at least business activity and personal income will continue at high levels and that, in general, business conditions will be good. Our business should share fully in consumer spending that would be a part of any such favorable economic situation."

Bristol-Myers Co. believes "business for us will be good in 1950" and is "counting on it with increased radio and TV budgets," Vice President Robert B. Brown reported.



Mr. Brown

Pillsbury Mills is boosting its radio budget and keeping an eye on TV. Said Robert J. Keith, director of advertising: "1950 will be the sellingest year ever heard of. Those people in their hitting will hold their franchises. Of Pillsbury's total budget, 15% more will go into radio in the new year. Our recent purchases of CBS shows indicate how much we are increasing our radio budget. We are watching TV very closely. It is not a matter of asking *if* we will enter TV; it is *when* we will enter."

Colgate-Palmolive-Peet Co. lets the facts speak for themselves. R. C. Robertson, director of media, reported: "It is a matter of record . . . that we have renewed our five evening network radio shows and our two television programs; namely, *The Colgate Theatre* and the twice-a-week participation in the *Howdy Doody* show. Further, our extensive spot radio schedules are being continued and, in fact, augmented somewhat. Obviously, this means that the Colgate-Palmolive-Peet Co.'s business prospects for 1950 are on the optimistic side."



Mr. Cappelle



Mr. Gale

O. B. Cappelle, sales promotion manager of Miles Labs., said: "We expect to devote more money to both radio and television in 1950, which obviously means we expect to get a greater volume of business for ourselves. Both media have been very successful for us in the past, and will keep on being that way, I'm sure. We are now the tenth largest radio and television advertiser. Our 1950 budgets have been made up, but these are always subject to change for a reallocation when it is especially needed. We don't look for any kind of recession next year, and don't see any in the foreseeable future."

General Mills expects its 1950 radio expenditures to be approximately the same as this year's and its television budget to increase at least three-fold, according to S. C. Gale, vice president and director of advertising. The TV appropriation boost, he explained, is due to the fact that General Mills' sponsorship of the *Lone Ranger* television show did not start until Sept. 15.

Lever Bros. "plans no basic changes in present radio setup," according to J. E. Drew, associate director of public relations. He said the company's seven current radio shows and its first television program, *The Clock*, will be continued "and thorough study will be made of possible future expansion in television."

J. J. Lambert, assistant advertising manager of Gillette Safety Razor Co., said Gillette expects its 1950 business to "compare favorably" with 1949 and its advertising budget to change little if at all.

President R. N. W. Harris of the Toni Co. division of Gillette, said "our products as always will be supported by an extensive radio and print advertising campaign." He said "we are maintaining our current radio lineup and are investigating the possibilities of additional radio time." Television is being "seriously considered for 1950."



Mr. Piggott



Mr. Harris

Grove Labs plans "substantial" increases in both radio and television in 1950, according to Advertising Manager Robert J. Piggott. "Grove business prospects are brighter than ever before in history," he said, noting that the addition of Fitch and Antamine during 1949 has "made business almost triple previous years."

Block Drug Co.'s 1950 budget for Amm-i-dent and other products will be the same as 1949's, with "over a million dollars" going into network and spot radio, Advertising Manager George J. Abrams reported. The company has no plans yet for television.

American Telephone & Telegraph Co., sponsors of the *Telephone Hour*, is setting up a 1950 radio budget comparable to 1949's and has no present plans for TV.

In the automobile industry, at least three divisions of General Motors anticipate increased outlays.

C. J. French, Chevrolet advertising manager, said that on the heels of a record-setting year in production and sales the division's television and radio budgets "will be increased again, and we are contemplating a substantial program in both television and radio spots in regular programs. Oldsmobile Advertising Manager R. E. Gifford said "we expect to use radio as extensively in 1950 as we did in 1949" and that the TV budget has been increased "considerably." GM's Pontiac division was reported launching the largest advertising campaign in its history.

Kaiser-Frazer similarly was said to be planning increased expenditures in radio and television as well as other media.

Ford Motor Co. foresees no major changes in its radio and television appropriation in 1950, according to Gordon Eldredge, advertising manager of the Ford division. Spot radio and television will be used for announcements of the new Ford.

Chrysler Corp. did not disclose plans, but Vice President A. VanderZee pointed out that new Plymouth, Dodge, DeSoto and Chrysler models would be introduced in a few weeks and that dealer reports indicate "continued large demand."

United Artists, film distributors, expects to double its TV spending while maintaining radio appropriations at the 1949 level, according to Francis Winikus, advertising manager.

Assn. of American Railroads, sponsors of the *Railroad Hour*, wil put approximately $1,000,000 into radio again in 1950 but has no plans for television, according to Vice President Robert S. Henry.



Mr. Henry

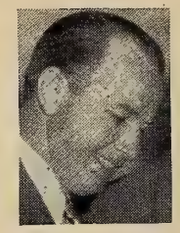
At least some of the airlines were said to be considering overall advertising increases, with an eye on television prospects particularly. National Airlines officials are studying a proposal which would approximately double their current budget, estimated at about $400,000 a year.

Most of the oil companies responding to BROADCASTING'S survey plan higher radio and television appropriations.

Shell Oil Co's Advertising Manager D. C. Marschner, expecting business to remain good but become "more competitive," said Shell's "radio expenditures will increase considerably to cover additional markets" and that the company plans "more experimental work in television."

F. H. Marling, advertising manager of the Pure Oil Co., said "our radio expenditure for 1950 will be greater than in 1949" and will include "some spots in addition to our *Pure Oil News Time* on NBC," plus "some television in certain markets."

R. M. Gray, advertising and sales promotion manager of Esso Standard Oil Co., said "it is likely that our expenditures for radio and television in 1950 will remain about the same as they were in 1949."



Mr. Gray



Mr. Nunn

Wesley I. Nunn, advertising manager of Standard Oil of Indiana, expected "an increase in our expenditures for radio and television, which for us are closely related both in our planning and in our budget." The increase, he said, is "due primarily to the fact that our 1949 television was confined almost entirely to the fourth quarter."

Ernest L. Hughes, Sinclair Refining Co. vice president in charge of sales, was "optimistic as to 1950 prospects" and said "our overall advertising budget has been increased 50%." He noted that Sinclair's radio and television advertising is handled on a local basis and that 1950 television contracts already have been signed for Washington and Philadelphia.

T. P. Mannion, advertising manager of Skelly Oil Co., said 1950 radio expenditures would approximate $400,000—about the same as 1949's.

B. F. Goodrich Co., tire and rubber products manufacturer, plans to continue its present television show, *Celebrity Time*, and expects rate increases and use of more stations to require a greater appropriation, according to F. T. Tucker, director of advertising. The company has no plans for network radio.

Officials of The Texas Co. reportedly would like to change the TV *Texaco Star Theatre* to a biweekly show in view of rising costs, but apparently haven't sold the idea to Milton Berle, star of the weekly program.

Among the watch companies, Bulova plans to spend around $4,000,000 on radio and television in 1950—approximately the same as of 1949.

Benrus plans expenditures of approximately $1,000,000 in radio and $500,000 in television, reflecting a "'vast increase" in TV and a "slight decrease" in radio, according to Advertising Director Adrian Flanter. Unlike this year's campaign, 1950 plans call for advertising specific merchandise.



Mr. Flanter

Waltham's plans encompass the "most progressive watch company

sales and merchandising program in recent years," with total budget "substantially larger" than 1949's, Vice President Teviah Sachs asserted.

Gruen is set to expand its advertising budget "by a very substantial sum," will continue radio in major markets, and is laying out a television budget "approximately 400% higher than it was in 1949," reported Advertising Director Bernard M. Kliman.

W. B. Smith, director of advertising for Thomas J. Lipton Inc., said the tea and soup company will advertise "as vigorously as ever" in radio and anticipates a "modest expansion in television as conditions justify in selected markets where television rates are considered to be affordable and within reason."

Admiral Corp., with $110,000,000 in 1949 sales against $67,000,000 in 1948, is expecting a "banner year" in 1950 with overall sales exceeding $200,000,000 and has set up a total advertising budget of about $15,000,000, President Ross Siragusa reported. He said Admiral is now making more than 3,000 TV sets a day, expects to average one every 10 seconds in 1950, and also is counting on substantially increased sales of refrigerators and ranges.



Mr. Siragusa

Sears Budget

Sears, Roebuck & Co. pointed out that "the bulk of our advertising expenditures are made by our individual stores on a periodic basis and there is no yearly advertising budget set up for them. Each individual store's advertising expenditure is, incidentally, figured out on a sales ratio basis each period and the selection of the media to be used is left largely to the discretion of these stores."

The Borden Co. expects to spend more on television in 1950 and to maintain its radio budget at approximately the 1949 figures, according to Stuart Peabody, assistant vice president in charge of the food products firm's advertising.

Seeman Bros., tea and grocery specialties company, is raising its radio appropriation from $700,000 in 1949 to $800,000 in 1950, while boosting its television budget from $20,000 to $75,000, President Sylvan L. Stix asserted.

Beech-Nut Packing Co.'s Advertising Manager Ralph Foote reported that, at this time, "all I can say with any degree of certainty is that we will do more in 1950 than in 1949."

Ralston Purina Co.'s 1950 radio expenditures will be the same as 1949's, according to Joe V. Getlin, advertising manager.

President R. Vaughn Pierce said Pierce's Proprietaries Inc., with 1949 business considerably ahead of last year's and with greater increases in prospect, is "increasing our radio advertising" for the new year.

McKesson & Robbins, proprietary cosmetics firm, has used "and will continue to use spot broadcasts and television spots in certain markets," according to Advertising Manager D. C. Berry. Budgets are prepared on fiscal-year basis, starting July 1.

Zonite Products Corp. has not included radio or television in initial 1950 plans for its medicinal products but might add one or both during the year, said Assistand Advertising Manager W. C. Luzier.

Predicts 5% Increase

Another pharmaceutical manufacturer, a substantial user of spot radio, forecast a 5% increase in business during 1950 and said its radio budget would be increased to a total of $600,000 to $700,000.

Coco-Cola Co.'s 1950 plans have not been finalized but are expected to approximate those of the current year.

Falstaff Brewing Corp's 1950 budget similarly has not been completed but Advertising Manager Harold J. Jessen said radio appropriations would show little change from 1949 while the television outlay would be increased.

Dr. Pepper Co. will use spots except in selected markets, as was the general case this year, according to Advertising Manager A. H. Caperton.

Roma Wine Co.'s radio use "will probably be modest," principally involving spot advertising in selected areas, said Ken Pearson, general merchandising and advertising manager.

Canada Dry Ginger Ale Inc.'s advertising program is unsettled, with plans currently being made on a short-term basis, Vice President W. S. Brown reported.

Parker Pen Co. said its schedule does not include radio but that it is "watching developments in television closely," with continued testing of spot announcements in the Chicago market planned for the first few months of 1950. W. A. Sheaffer Pen Co.'s plans do not contemplate radio or TV during the first six months.

Mail Pouch Plans

Mail Pouch Tobacco Co's 1950 advertising expenditures will be about the same as this year's but no media breakdown is yet available, according to Vice President Monte Harris.

NBC ASSIGNS

Station Relations Staff

ANNOUNCEMENT of staff assignments of the recently split NBC and NBC-TV station relations departments was made last week by the network.

Under Sheldon B. Hickox Jr., newly-appointed director of the television station relations department [BROADCASTING, Nov. 14], will be Thomas E. Knode, former administrative assistant to the director of TV operations; E. B. Lyford, Stephen A. Flynn and Robert J. Guthrie, former members of the unified network station relations department.

Under Easton C. Woolley, who continues as director of the station relations department for AM broadcasting, will be Burton M. Adams, Norman E. Cash, Paul M. Hancock, William M. Kelley and Paul Rittenhouse. A. W. Kaney and Jennings Pierce will continue as station relations liaison for Central and West Coast Divisions, respectively. All of these men have been with the network in station relations and allied fields.

MUTUAL-MGM

Planning Program Series, Not Network Purchase

MUTUAL and Metro-Goldwyn-Mayer's radio division have been negotiating a possible deal for MGM to produce radio shows featuring its stars on the network, it was learned last week.

The negotiations, leaking out in unofficial form, prompted reports that MGM had been approached with the suggestion to buy the network. Preliminary conversations by MBS stockholders exploring possible sale may have been held, it was learned, but with no authority from the board itself. Hence, it was stated, reports of an impending sale were without foundation. Fact that MBS has rolled up $3,000,000 in new business indicates there's no prospect of sale.

On competent authority it was learned that Frank White, MBS president had approached Bertram Lebhar Jr., director of WMGM New York and head of MGM's radio production set-up, with a tentative proposal that the film company produce radio shows for MBS.

This approach was made some time ago, and was subsequently discussed by Mr. White with members of Mutual's board of directors at a Chicago meeting last week. No action was taken.

At the appearance of published reports of the proposed Mutual sale, Mr. White circulated a memo among employes stating that the network had engaged in "discussions with MGM regarding the possibility of some form of joint program production arrangement."

Mr. White said there was "nothing in contemplation which need give any member of our staff cause for concern from a security standpoint. I am most anxious that this premature report of preliminary discussions should raise no question in your mind as to the future of Mutual and of its staff."



WVAM ALTOONA

CBS

WARD JOHNSTOWN

FIRST

For Complete Coverage in Central Pennsylvania with top-rated CBS shows. 1000-WATTS FULLTIME.

FIRST

For the BIGGEST audience at the LOWEST cost. One of America's leading 250-WATT FULL-TIMERS.

Represented by Weed & Company



THIS group of industry executives assembled at the NAB District 17 meet held in Portland, Ore., Dec. 14-15. From (l to r): Arthur Gerbel Jr., KJR Seattle; Loren Stone, KIRO Seattle; Archie Morton, KJR; Harry R. Spence, KXRO Aberdeen, Wash.; James Morris, KOAC Corvallis, Ore.; Frank J. McHugh Jr., station representative, Portland; William McCready, KUGN Eugene, Ore.; Harvey Benson, Portland radio attorney, and Dick Newman, RCA.

FM HOURS

Protests Mount To Proposal

BELIEF that FCC would abandon its proposal to boost FM's minimum operating hours—or use it as a vehicle for a far-reaching hearing—developed last week in the wake of a flood of protests from FM broadcasters, including FM Inventor Edwin H. Armstrong.

The stack of protests filed at last Monday's deadline surpassed 75 aside from those submitted earlier [BROADCASTING, Dec. 19], as compared to less than a half-dozen outright endorsements of the plan.

Prof. Armstrong suggested that FCC hold a hearing "if only to determine whether the medicine which the Commission is proposing to administer to FM broadcasting will not kill rather than cure the patient.

"Increasing the expense of FM stations may very well encourage the AM networks to maintain their policy of discouraging FM and to make it easier for them to stifle FM by demonstrating to AM stations that their FM affiliates are only liabilities and are not going to turn into assets," he charged.

He said "the malady from which FM suffers has deeper causes than merely a limited number of broadcasting hours."

Tracing FM's history and FCC's decision to move it from the 44 to the 88-108 mc region after the war, he said past Commissions had jeopardized FM's future.

The facts, he said, justify an investigation "aimed at determining the true causes of the failure of the industry to bring the benefits of FM broadcasting to the public, and to determine what steps need to be taken at this late date to restore competition between FM and AM and thus realize the statutory purposes laid down by Congress."

Most protests against FCC's proposal charged that longer hours would mean greater operating costs at a time when FM revenues already are inadequate; that FM set circulation doesn't justify longer hours; and that the proposed rule's distinction between FM-only stations and FM-AM operations is discriminatory.

ABC was among the opponents.

NAB asked for a fact-finding hearing, asserting that "there is a very real possibility that the enforcement of the rule in its present form would work a real hardship on many FM broadcasters."

Outright support among comments filed last week came from WESC-FM Greenville, S. C.; KPFM (FM) Portland, Ore., and the American Communications Assn. The International Ladies Garment Workers Union, which controls FM stations WFDR New York, WVUN Chattanooga and KFMV Los Angeles, asked for modifications in the proposal, as did WRXW (FM) Louisville and Larus & Bro. Co., owner of WRVA and WRVB (FM) Richmond and WRVC (FM) Norfolk.

The proposed rule would require an FM-only station to reach 12 hours a day after two years on the air and an FM outlet with an AM affiliate to operate at least as long between 6 a.m. and midnight as the associated AM station [BROADCASTING, Nov. 21]. FM stations currently are required to operate six hours a day.

ERICKSON NAMED

Heads Y&R Radio-TV Dept.

W. RODNEY ERICKSON, supervisor of operations of the radio and television department of Young & Rubicam, New York, has been named manager of the department, Everard W. Meade, vice president in charge of the department, announced.

Mr. Erickson joined Y&R in March 1948, as producer-editor of *We The People.*

Networks

(Continued from page 31)

$10,495,000 below those of 1948.

The 1948 total network radio billings reached $198,995,642, the all-time peak.

By networks, the comparative radio billings were:

	1949	1948
ABC	$43 million	$44,304,245
CBS	63 million	62,265,105
MBS	19 million	22,728,802
NBC	63 million	69,697,590

[NOTE: 1948 figures are used with permission of Publishers Information Bureau. 1949 figures are BROADCASTING projections of PIB figures through the first 10 months of 1949.]

Another comparative measurement of network activity in 1949 and 1948 could be had from the amount of sponsored time rated by C. E. Hooper Inc. in the Dec. 1-7 period of the two years. [NOTE: This includes only those programs on the air during Hooper survey periods, although network shows broadcast outside those periods are comparatively few.]

The total weekly hours of sponsored network time, based on the Hooper reports, were:

	1949	1948
ABC	43 Hrs. 35 Mins.	49 Hrs. 45 Mins.
CBS	58 Hrs. 10 Mins.	61 Hrs. 5 Mins.
MBS	14 Hrs. 45 Mins.	31 Hrs. 10 Mins.
NBC	57 Hrs. 30 Mins.	60 Hrs. 45 Mins.

All networks increased the numbers of station affiliates in 1949. The following figures represent totals of affiliated as well as owned and operated stations:

Statements

	1949	1948
ABC	279	269
CBS	185	179
MBS	526*	520*
	501**	494**
NBC	172	171

* Daytime
** Nighttime

Statements of the presidents of the four networks follow:

Mr. Woods said:

"As the curtain goes down on 1949, the star of general business conditions is in the ascendancy. This, coupled with the more flexible programming planned for both radio and television by the American Broadcasting Co. in the new year ahead, is the basis for my high optimism concerning the outlook for this network in 1950.

"Despite the real challenge presented during the past year, I am extremely pleased to say that on a dollars-and-cent basis, the network did considerably better than we had anticipated. We had budgeted our operations with the expectancy that our radio business would be approximately equal to that of 1948 and that we would show heavy losses from video. This is what actually happened as shown by the earnings statement for the first nine months of 1949: Broadcasting revenues were up 1.4% over the comparable period a year ago. We did lose money on our television operations, but not as much as we had anticipated.

"We have spent about $7,500,000 to establish our owned and operated TV facilities in New York, Chicago, Detroit, San Francisco and Los Angeles and, in addition, more than $1,500,000 has been spent by ABC on sustaining programs. This is in keeping with our guiding precept: Establish top facilities and programming gains will follow apace.

"Despite the fact that ABC will show television billings, based on network as well as spot and local revenues, close to $2,700,000 for 1949 compared with about $250,000 for 1948, these revenues still will be less than our 1949 operating costs in TV. The gain in video billings in 1949 reflects the fact that ABC-TV has all five of its owned and operated stations on the air, whereas in 1948 only two were in operation.

"However, with all reputable business indices pointing upwards at year-end, and no slackening in consumer demand apparent on the horizon, indications are that 1950 may possibly be the best year ever for advertising. Television, because of its demonstrated high sales impact, and radio, because it is still the nation's greatest mass medium, should fare better than ever in 1950.

"Notwithstanding its ability to move goods, television, for years to come, will offer no real strength to challenge the coverage figure of radio. This, in 1950, radio will continue to represent by far the lion's share of broadcast advertising revenues.

"A hardy competitor, radio, even in cities where TV is extensive, is girding itself to meet video's impact. ABC, which has led in so many of radio's innovations also is in the forefront here. Among the steps which ABC has taken to make radio a more flexible advertising tool are its less-than-13-week plan of program sponsorship, the alternating sponsorship program and, most recently, the special tailor-made radio network covering TV cities. This has been offered video set manufacturers for advertising purposes, for ABC believes radio is the medium to tell their story.

"With all indications pointing to a substantial influx of television business and radio's flexibility making it more easily available to advertisers with small budgets, all signs for 1950 point to substantial progress toward reducing the operating losses currently shown by all television broadcasters and a continuation of the sustained high level of radio billings."

Mr. Stanton said: "In many respects 1949 was the most successful in the 22-year record of the Columbia Broadcasting System.

"In program popularity CBS occupies a position unique in radio history. In nighttime broadcast-

ing, latest Nielsen Ratings give Columbia 16 of the top 20 programs, while Hooper credits 9 of the top 15 to CBS. In daytime radio Columbia is also far in the lead, Nielsen crediting CBS with 10 of the top 15 programs and Hooper giving Columbia 7 of the top 10.

"Similarly, in television CBS today has more top-rated programs than any other television network.

"Time sales for both radio and television in 1949 were the highest in the company's record. Sales of television time alone increased more than ten-fold.

"Consolidated" Position

"1949 saw CBS also consolidate its position of leadership in network coverage. At year's end the Columbia Network numbers 185 radio stations, an increase from 179 at the beginning of 1949. The CBS Television Network today embraces 56 stations, more than doubling the 24-station CBS-TV Network at the beginning of the year.

"During the year, a number of notable additions were made to the program structure—Jack Benny, Edgar Bergen and Charlie McCarthy, Bing Crosby, Groucho Marx, Burns and Allen, Horace Heidt, Red Skelton, Garry Moore, Dick Haymes, Joan Davis and others. Al Jolson was signed to perform exclusively on CBS radio and television.

"Among the distinguished 1949 additions to CBS television were Ed Wynn, Fred Waring, Clifton Fadiman, George S. Kaufman, Abe Burrows, Herb Shriner, *The Goldbergs*, Faye Emerson, Ralph Bellamy, Peggy Wood, Peter Lind Hayes and Mary Healy, and others. Ken Murray was signed to start a new variety series in January 1950.

"Columbia has long had the largest creative program building operation in the broadcasting industry. Again this year, the success of Columbia-built programs—CBS's own 'package shows'—has been outstanding, both in radio and television. And once more the lists of top-rated programs are studded with such CBS-built shows as *Arthur Godfrey's Talent Scouts*, *My Friend Irma* and *Suspense*.

Favorite Programs

"Again long established favorite programs, such as *Lux Radio Theatre*—now celebrating its 15th year on the air—have continued to attract larger and loyal audiences.

"Columbia continued its leadership in programs devoted to the public interest—of which the radio series on the Hoover Commission Report and television series from the United Nations sponsored by the Ford Motor Co. received wide public acclaim.

"The Columbia Long Playing Microgroove record found greatly increased public acceptance during the year. Today all major record companies, with the exception of one, are producing LP Microgroove records, and with the recent announcements that RCA will soon market sets to play 33⅓ RPM records early next year, all major set manufacturers are providing equipment for playing the revolutionary LP record pioneered by Columbia.

"The cause of color television was again a subject of wide public attention when the FCC began exhaustive hearings in the fall in Washington. The excellent performance of Columbia's color system at these hearings, together with the surgical demonstrations over color television equipment designed by CBS, and conducted by Smith, Kline & French in a number of cities, brought into sharp focus the advantages of the system of color television in which CBS has pioneered. Disinterested observers, many of them industry leaders, and the thousands of physicians who saw these demonstrations, were virtually unanimous in their enthusiasm for Columbia's color system.

Expanded Plant

"In New York and on the West Coast, CBS expanded plant facilities for radio and television broadcasts. Augmenting the large New York television plant at Grand Central Terminal, an acre of floor space was acquired at 418 East 54th St., for belt-line production of scenery and sets. This new plant can produce 22,000 square feet of flat scenery and several hundred set pieces required weekly in New York. It also provides storage space for 100,000 square feet of flat scenery and 500 set pieces, and has two rehearsal studios and a television field and maintenace shop. Two more Broadway theaters were converted to television use and the entire Liederkranz Bldg. on 58th St., formerly used for radio broadcasts, was converted to television operation.

"In introducing Ed Wynn as star of the first major weekly television series to emanate from Hollywood, CBS helped launch the movie capital as a future world television center."

Mr. White said:

"We at Mutual have a continuing faith in the future of radio—a faith fortified by a constructive program to cope with the changing patterns of the industry. Mutual has always been a different kind of network, a factor of increasing importance in these times of business transition.

"Throughout 1950 and the years ahead, we plan to stress and emphasize these differences, which we feel will contribute greatly not only to Mutual's strength in the broadcasting industry, but also its effectiveness as a merchandising medium.

"These differences add up to a plus in dollars for the Mutual advertiser, a broader and yet more intimate service to our listeners. These differences enable us to offer a solution to the problem of radio budgets which must be stretched to help finance experiments in television. These differences give to the network a firm foundation to withstand the shocks and dislocations of this transition period, and are the basic factors that make Mutual confident of its future."

Mr. McConnell said:

"In 1949 NBC achieved the greatest gross income in its history from the sale of its radio and television network facilities. On the basis of this record and with our newly realigned organization, I am confident that NBC is in a favored position to meet the new challenges as well as the new opportunities which 1950 will hold for advertisers and their media.

"The continuing unsettled state of world affairs and the yearnings and strivings of the many who seek to perpetuate the present peace, tenuous as it is, will at the same time present new challenges and opportunities for the program planners of radio and television in giving enlightenment, information, news and entertainment to millions. Radio must develop still more ingenious and captivating fare for its listeners as television continues to close the gap between its technical perfection and artistic excellence.

"Radio in 1950 will more than ever be the most massive and economical of the advertising media while television will continue to offer more unique opportunities which have already been so well capitalized upon by forward looking advertisers. All in all, I am confident 1950 will be a good year for all of us in the industry who are nimble of foot and mind."

Upcoming

Dec. 31: Alfred I. duPont Radio Awards Foundation entry deadline.
Jan. 9: Deadline for George Foster Peabody Awards for Radio and Television.

RICHARDS CASE

Brief Filed Upholding FCC Jurisdiction

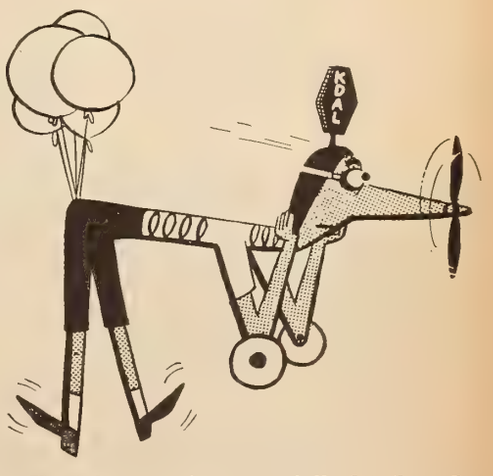
THE American Jewish Congress and the Jewish Community Councils of Cleveland, Detroit and Los Angeles last week filed a joint brief with the FCC, upholding FCC's jurisdiction to investigate news slanting charges against G. A. Richards, owner of WGAR Cleveland, WJR Detroit and KMPC Los Angeles. ★

The brief opposed Mr. Richards' previously filed petition challenging the Commission's jurisdiction to investigate program policies, and his application for renewal of the stations' licenses and for the transfer of their stock from him to a group of trustees.

The brief contends that FCC has power to investigate the program policy, service and qualifications of an applicant in order to apply the standard of public interest, convenience and necessity which must be satisfied before a radio license is issued or renewed.

HONEST INJUN . . .

DULUTH, MINN.—"Okay. So I'm a balloonatic. But it's the truth and nothing but the truth," asserts Otto Mattick as he views the Duluth-Superior radio picture. "KDAL dominates the audience in this rich market. I'll swear it on a stack of Hoopers this high." He's right. KDAL's continuing listener promotion, plus its own and CBS personalities keep this station way out in front. And that makes KDAL the medium to keep your clients way out in front in Duluth-Superior. Are we on the list for your next campaign?



Avery-Knodel can give you full details. Let them tell you how KDAL directs the Spend Ability of the Duluth-Superior Market. And how to direct it at your clients' products.

Station Outlook

(Continued from page 32)

bia, S. C., NAB director for medium stations, predicts continued or higher business activity in the Southeast as a result of good farm income along with new manufacturing plants, extensive rural electrification and absence of TV signals which in turn holds up the demand for AM and FM sets. He observes that the Negro population has an improved economic status.

Irving E. Rogers, general manager of WLAW Lawrence, Mass., is confident of increased business based on such signs as less unemployment, increased bank savings, new construction, and modernizing of retail outlets.

Robert T. Mason, general manager of WMRN Marion, points to new industries in North Central Ohio along with other expansion. He said holiday retail sales compared favorably with 1948 despite coal and steel strikes. He looks for a better year if radio can get a better share of enlarged retail advertising budgets occasioned by competitive factors.



Mr. Mason



Mr. Essex

General business will be good, and "business on our radio stations can be good but it will be up to us to make it so," said Harold Essex, vice president of WSJS Winston-Salem, N. C. He warns broadcasters to keep in mind "that results must be produced for the advertiser at the same time dollars are being produced for the broadcaster's till."

Charles C. Caley, executive vice president of WMBD Peoria, Ill., and NAB District 9 director, said the station looks for the first six months of 1950 to be as good as 1949. The year will be one of adjustments at WMBD but the station believes it will maintain and stabilize its volume. Operating costs are expected to be about the same as 1949.



Mr. Caley



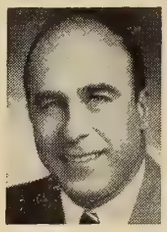
Mr. Harris

Jack Harris, general manager of KPRC Houston, looks for autumn improvement to continue through 1950. "There is every indication, too, of national business remaining solid," he said, recalling that only local business remained firm last summer. "Major problem we face is an increasing cost of operation," he said, "which in this day of AM radio cannot be passed on in the form of increased rates."

I. R. L. Lounsberry, president of WGR Buffalo, expects a prosperous year, without sensational gains but a solid, substantial business. Radio is solidly entrenched in the business life of the community he said. "Competition is stronger but more healthy and improvement is sure to result."



Mr. Lounsberry



Mr. Strouse

Ben Strouse, general manager of WWDC Washington, expects a record year, with the AM station increasing from 250 w to 5 kw and transit business expanding week by week. Apparent revival in national spot "and return to AM of advertisers who have found TV too expensive" are encouraging, he said. Autos, cold remedies and many new products fighting for the consumer dollar are using radio, he observed.

George D. Coleman, general manager of WGBI Scranton, Pa., and NAB District 3 director, expects Scranton radio business to hold the 1949 level along with general business. Some industrial and retail expansion should aid employment. The station will observe its silver anniversary in 1950.

New products and a buyer's market will mean more advertising and more competitive effort to get the buyer's dollar, according to E. E. Hill, executive vice president of WTAG Worcester, Mass. With wages high and major strikes "fairly well behind us," he observes that inventories are low and the public views the future confidently. "Radio has many more and new successes to its credit," he said, adding, "1950 will be a good year for radio."



Mr. Hill



Mr. Bonebrake

Matthew H. Bonebrake, general manager of KOCY Oklahoma City, figures 1950 will be a good business year in the Southwest. Radio competition will be very keen in the larger markets, he predicted, "and there will be a tendency to lower rates. Stations showing increases will do so only through good sales and management supervision."

J. H. L. Trautfelter, vice president and treasurer of WFBR Baltimore, said radio is "surviving a severe test and doing well." He feels it will continue to do so, being a good medium for advertising at a reasonable price. General business will be good, he predicted.

Edward A. Wheeler, president of WEAW (FM) Evanston, Ill., who has Transit Radio and Storecasting, foresees AM growth in areas not fully exploited. Weeding out of FM'ers not doing a good job will benefit other FM stations, he said, and Transit Radio and Storecasting should continue to grow as hard-hitting merchandising aids.

Hugh M. Feltis, manager of KING and KING-TV Seattle, foresees further expansion of the Seattle-Tacoma market. "On KING we expect to double our business in 1950," he said, adding the TV station is doing "very well."



Mr. Feltis



Mr. Campbell

Martin B. Campbell, general manager of WFAA Dallas, said good regional business in 1949 more than offset the sharp drop in national spot. Network revenue also declined, he added. Mr. Campbell is not optimistic about national spot in the first part of 1950 but sees continued improvement in regional business. "TV has not made much of an impression as yet," he said. "However, with two stations in Dallas and one in nearby Fort Worth now operating, this may change in 1950."

W.F. Rust Jr., general manager of WKBR Manchester, N. H., anticipates an increase in business, with aggressive local programming "a successful antidote for strong network and television competition."

While retail business in Southern Wisconsin is off the overall 1950 prospects are good, according to Sidney H. Bliss, president of WCLO Janesville. He called attention to a slump in national network but called the outlook for national spot and dealer-distributor co-op encouraging.



Mr. Hubbard



Mr. Jarman

Stanley E. Hubbard, president and general manager of KSTP St. Paul-Minneapolis, said TV forced the sales staff to go out and do a selling job "with very satisfactory results. We have never really hit the potential on AM. If we were to lose half of our AM audience to television, AM on the major stations would still be a greater buy than any other media . . . I expect our normal AM business will possibly increase in 1950, 1951 and 1952."

Payroll stability in 1950 will help business, along with veterans payments, said J. Frank Jarman, vice president and general manager of WDNC Durham, N. C. Sales competition will increase advertising budgets and radio will get a good portion of the increase, he predicts.

Harry R. Spence, president of KXRO Aberdeen, Wash., and NAB District 17 director, foresees good business with the steel strike settlement and the price increase. He said the public has withheld buying in the belief prices would go down but the steel rise means higher prices for autos, refrigerators, ranges and general construction. Regional employment is high, he said, adding that the depression dip has ended and business seems to be headed upward.

Department and special stores are making more use of radio, said S. J. Schile, vice president and sales manager of KUTA Salt Lake City. Food items to be launched in 1950 offer a source of new business, he suggested.

Wiley P. Harris, director of WJDX, Jackson, Miss., foresees general growth in the area well beyond 1950. With a better crop year expected, and more spending money in circulation, "we should come through with a good year if national business holds up," he said.



Mr. Harris



Mr. Esau

In Tulsa business prospects are described as "great" by John Esau, vice president and general manager of KTUL, who predicts the area "will continue above the national level."

General prospects in the Montgomery, Ala., area are good, said Howard S. Pill, president of WSFA, who calls attention to extreme lumber and cattle activity. Radio salesmen in the five-station city are over-soliciting, a fact he described as "distasteful to many retail buyers of radio time and no doubt will drive some of them completely out of the medium."

Gustaf Brandborg, commercial manager of KVOO Tulsa, is another Tulsa optimist. He expects business to be good in the Southwest with possible leveling off in some lines and in some areas. He feels there is every reason for optimism and station schedules for

1950 are well set, many on an increased basis.

C. Robert Thompson, station manager of WBEN Buffalo, declared that "because radio is still the No. 1 mass communications medium, we feel that radio can and will develop new clients, thereby holding its present income level." Industrial and retail gains are possible, barring strikes, he said, and referred to the market's industrial diversification.

Local and national advertisers will get back in stride in 1950 after pulling in their belts a bit in 1949 because of recession fears, according to Virgil Sharpe, assistant manager of KOIL Omaha.

The Upper Midwest should enjoy excellent general and radio business next year, in the opinion of Robert R. Tincher, vice president of WNAX Yankton, S. D. Per capita income is high in this farming area, aided by continued and possibly increased government support, he reminded.

Richard H. Mason, general manager of WPTF Raleigh, N. C., is on the optimistic side as building activity runs high along with retail sales volume. Regional growth is reflected in an increase in the number of new distributing warehouses and branch offices.



Mr. Mason



Mr. Scott

Clyde Scott, general manager of KECA Hollywood, anticipates increased local and national spot business, with local radio less affected by TV because video campaigns of local accounts will come out of special budgets.

General business should remain good in Central California, with a possible slow downward trend, according to Paul R. Bartlett, president of KFRE Fresno. Increased competition, he felt, will hurt some small independents.

James E. Gordon, general manager of WNOE New Orleans, looks for improvement in local as well as national radio advertising as more advertisers become radio conscious. With demand for goods and services still high, he looks for a good business year especially as lower prices stimulate sales.



Mr. Gordon



Mr. Webb

Frank V. Webb, general manager of KFH Wichita, Kan., said the area has grown "phenomenally" and predicted a general upward trend in business. Home building, transportation and utility developments are important factors.

Business in Central Florida will improve, according to Harold P. Danforth, vice president and station manager of WDBO Orlando, if the citrus industry solves internal problems. The tourist season looks like a good one, he added, and most business owners are optimistic.

Robert H. Swintz, general manager of WSBT South Bend, Ind., looks for a good year but added, "The breeze through the transom has stopped and salesmen have once more gone to work. 1950 should be better than 1949."

"We are confident that radio will continue to expand and offer greater service," said Carl E. George, vice president and general manager of WGAR Cleveland, "but it will take more shoe leather. Income will be derived from more sources, a healthy condition."



Mr. George



Mr. Sill

In the Milwaukee area, according to Jerome Sill, commercial manager of WMIL, the increase in number of AM stations has greatly improved the acceptance of radio as a local medium and "has virtually eliminated listening to Chicago stations. Greater acceptance of independents by national advertisers and better local acceptance add up to optimistic forecasts for 1950."

C. E. Denny, general manager of WERC Erie, Pa., believes business generally "will show an increase if strikes do not hinder. Population increases and a desire to sell make advertising a necessity. We will try to get our share."

Lester W. Lindow, general manager of WFDF Flint, Mich, also noted increased interest in radio on the part of local and national advertisers and observed that good auto industry prospects indicate the 1949 record payrolls will at least be equaled in 1950.

"Unless much stronger emphasis is placed on the value of summer radio by the entire industry I expect a drop in radio billings next summer," said Wallace E. Stone, manager of KILO Grand Forks, N. D. Hard selling next fall may bring 1950 sales close to the final months of this year, he said. Consumer cash will be plentiful in the Red River Valley, he predicted.

Prospects are good in the Roanoke, Va., area, in the opinion of Ray P. Jordan, manager of WDBJ, with high activity in railroading, steel, textiles and agriculture.

Simon Goldman, vice president and manager of WJTN Jamestown, N. Y., sees better general business and increased sales for radio, especially in retail and service advertising. A number of new brands of beer are entering the market, he said.



Mr. Goldman



Mr. Dillon

Robert Dillon, vice president of KRNT Des Moines, looks forward "to an increase in national spot for 1950. General business should be good for the first six months, at least."

Little change is anticipated around Charleston, W. Va., by J. T. Gelder, general manager of WCHS. Some tapering off will be offset by increased appropriations in other fields, according to Mr. Gelder.

If any increase develops among various types of sponsors it will be in the local field, according to Leslie C. Johnson, vice president and general manager of WHBF Rock Island, Ill., and its FM and TV affiliates. He figures network will be off, with national spot affected by ratings.

Local programming and public service broadcasts are making radio increasingly effective in the Miami Valley, according to Ronald B. Woodyard, president of WONE Dayton, Ohio. High spending power should continue in 1950, he said.

"Manufacturers, distributors and retailers are as anxious to sell goods as radio stations are to sell air time," said H. R. Krelstein, vice president and general manager of WMPS Memphis. With general prospects looking good for 1950, he observed that "as long as radio can show results it need have no fear for revenue."



Mr. Fitzsimonds

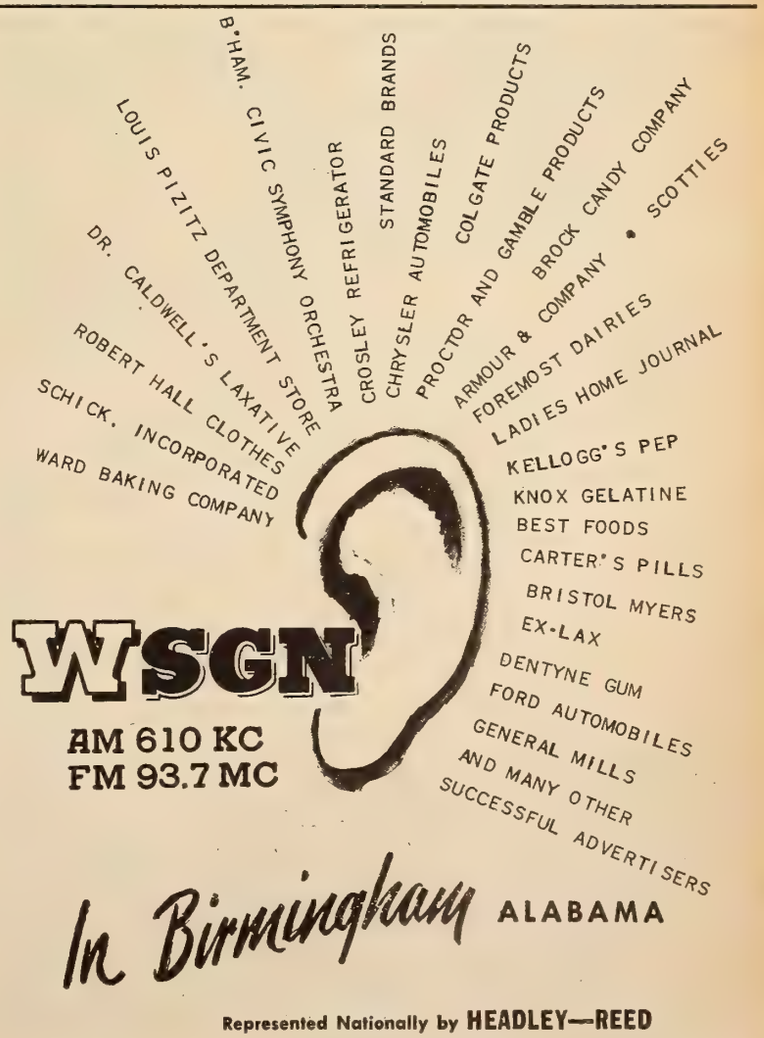


Mr. Ludy

Optimism is running high in Kansas, according to Ben Ludy, general manager of WIBW Topeka, with radio and general business prospects looking excellent because of high farm income. "Sales will be tougher than in the past few years — consequently there will be additional advertising effort," he observed.

With high per capita wealth

(Continued on page 48)



Station Outlook

(Continued from page 47)

even a 1950 crop failure will not seriously curtail business in North Dakota, said F. E. Fitzsimonds, vice president of KFYR Bismarck. "Gazing into the crystal ball for 1950 looks encouraging," he added.

"The coming year will be the first in which time costs will approximate a program's Hooper or other rating," said Richard H. Wright, commercial manager of WLRD (FM) Miami Beach, Fla. The station is in the initial stages of storecasting, which Mr. Wright says "is more a point-of-sale medium than radio."

In the present state of the market, "with buyers doing the term-making, the seller is going virtually all-out to sell, and probably will," said Leonard H. Higgins, manager of KTNT (FM) Tacoma, Wash. "With better merchandise now arriving and at a better price, the buyer will probably 'loosen up' and create continued good business."

C. P. Hasbrook, president of WCAX Burlington, Vt., declared farmers in Vermont and Northeastern New York, mainly milk producers, will continue to receive the same spendable income due to stabilized markets, prices and production costs. He said radio is benefiting from improvement in manufacturing, building and services.

More Advertiser Money

Advertisers will spend more in 1950 generally, in the opinion of S. Fantle Jr., president of KELO Sioux Falls, S. D.

David Carpenter, general manager of WCON Atlanta, predicts Atlanta radio buying will become more selective in 1950, with 11 stations and three TV outlets to be operating by mid-year and with more competition from other media.

"We are beginning to wear down the adverse newspaper and magazine publicity regarding the early demise of AM radio by better selling and programming," said Georgia Davidson, president of KIDO Boise, Idaho. Radio and general business prospects in the area are described as "very favorable."

R. B. Westergaard, general manager of WNOX Knoxville, Tenn., expects good business in East Tennessee, barring major strikes. Building activity, Oak Ridge developments and TVA construction are listed as favorable signs.

"Radio should increase due to concentration of sales efforts," said A. G. Meyer, station manager of KMYR Denver. He believes TV will get most of its money from radio (AM) budgets, but magazines should start feeling television's effect.

Entry of new stations in the past year or two "will automatically bring about an increase in the number of dollars spent for radio advertising," according to C. B. Locke, general manager of KFDM Beaumont, Tex. He does not figure this will be done at the expense of established stations.

Red Cross, commercial manager of WMAZ Macon, Ga., looks forward to a banner year in 1950, culminating expansion plans developing since 1938. Wartime growth has been retained, he said.

A. J. Mosby, president and manager of KGVO Missoula, Mont., said sales pressure by media is increasing. Business prospects are stable in Northwestern Montana, he declared, due to diversified economy.



Mr. Mosby



Mr. Howard

Barron Howard, business manager of WRVA Richmond, Va., comments that radio "is a limited facility so that general business can decrease substantially before radio gets hurt. I do not believe radio has even scratched the surface of available potential clients. I believe that business on AM will be good in exact ratio to intelligent and hard selling put behind it."

Overall improvement in radio and business is anticipated by Roy F. Thompson, president of WRTA Altoona, Pa., barring unforeseen work stoppage. He looks for quieting of the labor situation "and industry can settle down to regular production."

Harder selling, better sales organization will answer the question of what 1950 will produce, said E. J. Gluck, president of WSOC Charlotte, N. C. Continued growth in the Piedmont Carolinas indicates a good business year, he said.

Growth of Albuquerque to a city of 130,000 has meant higher revenues for KVER, said William T. Kemp, president, adding that television has been "a definite stimulus to AM revenues here." TV manufacturers, distributors and dealers are spending large sums on KVER to stimulate set sales, he explained.

Houston's Growth

Dave Morris, manager of KNUZ Houston, is looking for a big year as Houston's "terrific" growth continues. He called attention to a decided upswing in local radio business in late 1949 and anticipates a good year for national spot at KNUZ.

John S. Major, general manager of WREN Topeka, says the station is carrying on an institutional and radio educational program for local merchants "who have heretofore been ultraconservative in advertising." He looks for about a 5% increase in station local and national business.

A good business and radio year in 1950 is foreseen by Charles F. Phillips, vice president and commercial manager of WFBL Syracuse, N. Y. He believes radio is still securing "far too small a share of the retailers expenditures."

Radio advertising will continue its upward trend in the area, in the opinion of R. Sanford Guyer, vice president and general manager of WBTM Danville, Va. He terms general business prospects in the area "very bright."

William C. Grove, manager of KFBC Cheyenne, Wyo., offered this formula, "If we follow Maurice Mitchell's (BAB director) suggestions, and if NAB supplies BAB with the funds it should have, and we learn more about the retailer's problems, his business, and if we do a more intelligent job in helping these retailers, we can steadily each year increase the advertising revenues from these retailers." He feels radio should approach, in five or 10 years, the dollar volume spent by retailers on local newspaper advertising.

Wilt Gunzendorfer, general manager of KROW Oakland, Calif., said, "AM radio looks good for 1950 due to the unusually strong AM spot interest in the national field. General business conditions should hold firm if strikes are held to a minimum."

Daniel C. Park, general sales manager of WIRE Indianapolis, predicts AM will have a sizable increase from local merchants in the market, with national spot topping 1949 by 5% to 7%. He sees definite gains for radio and business as a whole.

Earl W. Winger, president of WDOD Chattanooga, Tenn., expects general business to be at the present level in the first half of 1950, then drop possibly 10% to 15%. WDOD, he said, expects to maintain its level by aggressive selling and will offer FM as a bonus.

Len C. Nasman, sales manager of WFMJ Youngstown, Ohio, said the station moves from 250 w to 5 kw in 1950, losing many small advertisers but switching to clients seeking greater coverage. Thus far the station is shooting at a 30% increase in 1950. With added expense, including a 50 kw FM operation, the station is curtailing where possible to offset higher technical expense.

Representatives

(Continued from page 30)

next year on the local and national levels. Among stations represented by his firm, he expects a 5% increase in AM and a 10% enlargement in TV accounts. He feels that operational expenses will increase by 7½%, but that general business will undergo a 5-10% boom.

J. J. Weed, a partner in Weed & Co., New York, thinks that automotive, TV and radio set manufacturers, watch and tobacco companies will aid the national radio picture. He expects AM to stay about the same, and TV to grow. General business will maintain its status quo but operational expenses in radio will increase by 5-7%, Mr. Weed predicts.

Boston Outlook

Bertha Bannan, owner of the firm bearing her name in Boston, sounds an optimistic note for the future of both AM and TV. She thinks "1950 will see a gradual leveling off of predictions that AM radio is doomed."

Elmer Kettell, partner in the firm of Kettell-Carter, Boston, states that radio and general prospects in that area for 1950 are, "very good." He predicts that the new year will see an increased revenue for radio both locally and nationally. FM will remain unchanged while TV will increase with all types of sponsors expanding their AM and TV budgets. He feels that this enlargement will come in spite of the fact that general business will remain the same.

A rosy new year for broadcasting is anticipated in San Francisco. Don Staley, manager of the local Katz Agency Inc. office, believes the increase he foresees for AM in 1950 will come principally from food accounts. He hopes that the cost of radio will come down as a lure to advertisers, to balance the "healthy" competition of television. Says Mr. Staley, "There is still a vast radio audience available in both TV-radio and radio-only homes. I think general business will increase in 1950."

"In our contacts with the agencies in this area," says W. S. Grant, president and general manager of W. S. Grant Co., San Francisco, "we have been advised that in almost every case appropriations will be as large or larger in 1950 than in 1949." Mr. Grant thinks secondary markets will benefit from the upswing in revenue next year on a national scale. Television will increase, FM remain constant, while local business will be harder to get for AM stations, he thinks. Operational expenses will increase 10-15%, and general business will go down by 15-20%. However, food, drug, auto, beverage and appliance accounts will make 1950 a year to look forward to, Mr. Grant says.

From the offices of John Blair & Co. and Blair-TV Inc. in San Francisco, Lindey H. Spight, vice president, predicts a good broadcasting year in 1950. He feels that radio nationally will profit from expanded national and large regional accounts. An increase in AM and TV operations is expected.

Firm believer in a heavy year of spot radio during '50 is Harold Hoffman of the San Francisco Branch of Forjoe & Co. "Radio for at least the first part of 1950, from all appearances, should increase

percentagewise from its present position both locally and nationally, he says. Specifically, Mr. Hoffman anticipates a bigger year for overall radio, with AM revenue up 5%, TV up 15% and FM down 10%. He believes that national and regional advertisers will expand their radio budgets and that general business will increase by 5%. A slight (3%) rise in radio operational expenses will result.

The San Francisco office of Free & Peters Inc., through its spokesman, A. Leo Bowman, Pacific Coast manager, feels that AM will increase 10% next year, and television 50%. The overall and national radio picture looks good to Mr. Bowman, who predicts expansion in food, drug, travel and auto accounts. A 5% increase in general business also is predicted by Mr. Bowman.

"1950, at least for the first six months, should be as big if not bigger than 1949," according to David H. Sandeberg, Pacific Coast manager of Avery-Knodel Inc.'s San Francisco office. He anticipates increases on a local level in radio and television, with FM staying at its present level. Rises will come, in Mr. Sandeberg's opinion, from advertisers in nearly all classifications, retail, food, drug, automotive and appliances leading.

Los Angeles Outlook

The majority of spokesmen in Los Angeles feel that 1950 will be a good business year for radio. A slight majority of station representatives in this area look for an increase in the overall business set-up with the remainder expecting it to stay about the same as it was this year.

Lawrence B. Krasner, vice president and Pacific Coast manager of Forjoe & Co. in Los Angeles, notes that the increase in radio business will come on a national rather than local level. He expects a 5% increase in AM business for the stations his company represents, with FM remaining constant and TV taking a 20% jump in business. Radio operational expenses will go up 7%, and general business will show a 3% increase in 1950, according to Mr. Krasner.

The West Coast manager of George P. Hollingbery Co., Harry H. Wise Jr., believes that AM volume will be up as much as 10% with a like upsurge in TV dollars. These increases will come mostly from food, large appliance and car dealers. This will be offset, to some extent, by a 5% increase in operational expenses, but general business will increase proportionately, he says. In all, the outlook is good, according to Mr. Wise. He sees consistently good business on the West Coast for the next three or four years because "the goods are available—the consumer's dollar is available—radio will be the catalyst that will complete the cycle and get the job done!"



Mr. Wise

A leveling off of business generally is expected by Harold Lindley, Los Angeles manager of the Headley-Reed Co., with both AM and operational expenses remaining the same and TV increasing slightly. Western advertisers have expressed a definite interest in Eastern markets, leading Mr. Lindley to believe that "Los Angeles business for out of town stations is scheduled for an increase next year." Spot radio also will go up as a revenue producer, he says.

Hasbrook's Views

Food producers and dealers will be the type of sponsor most important in increases in radio and TV volume in 1950, according to Richard I. Hasbrook, Los Angeles manager for Avery-Knodel Inc. He predicts a conservative 5% rise in AM volume, a decrease in FM, with TV going up 100%. Operational expenses he expects to go up only 2% while general business will undergo a 10% rise. This general optimism is predicated on the fact that the trend toward a "day-to-day" basis on the part of seasonal advertisers in their long range plans and operations has been reversed, and next year, "national spot advertising placements from the Los Angeles area will exceed those of 1949," according to Mr. Hasbrook.

Lee F. O'Connell, president of Lee F. O'Connell Co., Los Angeles, forsees a prosperous year for radio and general business, providing labor and governmental policies become more stable. A bigger and better year for both radio and television, with the latter up as much as 50% is predicted by Mr. O'Connell in his area on the basis of the probable expansion of regional advertisers into wider or national markets. FM and radio operational expenses are expected to vary only slightly, and a 5-10% increase in general business is predicted.



Mr. O'Connell



Mr. Coveny

Less optimistic is Carleton E. Coveny, vice president and manager of the Los Angeles branch of John Blair & Co. Mr. Coveny believes that the first half of 1950 will find, "buying and buying power . . . maintained." After that a slight falling off may occur, but he looks for "1950 to average out as an excellent year for business and advertising." All sponsors

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Regionals, Groups

(Continued from page 30)

their successful radio campaigns which assure them the mass coverage and saturation which only radio can deliver. In 1950 I believe television will be 'in addition' to rather than 'in place of' other media."

The major auto appliance, food and drug firms are listed as pertinent factors in the bigger business year predicted for AM in 1950 by Bob McRaney, general manager of the Mid-South Network stations. Another factor, he maintains, will be the need for manufacturers to catch up on demands for products by doing more promotion and advertising to keep volume up.

"We anticipate small increases in all the areas we serve," Mr. McRaney said. "Farm and dairy products will still bring high prices. Industries are moving Southward and our stations are improving sales approaches and tapping new sources of income each year. Banks still reflect heavy deposits and we see no reason for decrease.

In the Rocky Mountain area, Lynn L. Meyer, vice president in charge of sales of the Intermountain Network, backs up the generally optimistic outlook for AM and points out that two TV stations will share in an overall 15 to 25% increase. He expects heaviest sponsorship to come from automobile concerns, finance banks, food processors, appliance manufacturers and dealers and department stores.

Mr. Meyer also stated: "Our billing on Intermountain Network has shown substantial increases each month during 1949. We are certain that we will continue to show even greater increases during 1950. We are meeting increased competition from all media by improving all departments, especially our sales department. We feel that there is plenty of business available but we must work longer and harder to get it."



Mr. Meyer



Mr. McAndrews

Broadcasters are just beginning to "realize the worth of the scientific advice of BAB and to use its excellent sales aids in growing new business crops, hitherto untried," in the opinion of Robert J. McAndrews, managing director of the Southern California Broadcasters Assn. Mr. McAndrews said his organization, doing on a smaller regional scale what BAB is doing nationally, has increased in membership this year to an all-time high of 46, "primarily because it is supplying usable information and ideas to stations and is presenting to Southern California prospects the solid worth of broadcasting as a medium."

Predicting a bright overall selling picture for radio, Mr. McAndrews also declares that the potentialities of radio as a productive medium have not been exhausted. He said: "Scientific selling will convert them into actualities. I believe that the concerted sales efforts of BAB, SCBA and similar associations, plus the use of harder and more factual selling by stations, will result in improved sales in 1950 whatever the course of general business conditions."

In the Southwest, automobile, appliances, and food retailers are indicated as the types of sponsors expected to give radio its heaviest increase in revenue in 1950.

Parallel views are held by Gene E. Cagle, president and general manager of KFJZ Fort Worth and president of the Texas State Network, and Howard H. Dunavan, general manager of the Lone Star Chain with headquarters in Dallas. Stating his view on general business prospects in his area for 1950, Mr. Dunavan said: "Looks good."



Mr. Cagle

In the Great Lakes area served by the Arrowhead Network, a 35% increase is predicted for AM by Martin E. Smythe, manager of Arrowhead's Minnesota Group and national and regional sales manager for the entire network. At the same time, Mr. Smythe looks forward to a general business increase of 8% and a 15% increase in radio operational expenses.

Stating that the area has never had "real merchandising radio" until last Sept. 1, Mr. Smythe said such service has caught on by leaps and bounds. "The service is also being noted in the national field," he continued, "and we believe the Twin Ports (Duluth-Superior) will be an exception in the percentage increase in 1950. To introduce this service our costs of operation are increasing but with increased gross we can well afford to do our best job . . ."

Robert F. Laws, Western Division sales manager for ABC, said the picture for the network's western division is one of the most encouraging in recent years, both in AM and television. Predicting 1950 general business to be at or above the 1949 level, Mr. Laws said standard broadcasting will continue to be the fastest, most economical method of reaching the mass Western market.

"Growth of ABC Pacific billing in the last 12 to 18 months has been dramatic and the trend is continuing strong through 1950," Mr. Laws stated. "In television, 1950 definitely promises, as was 1949, to be another 'biggest year' in TV history. With ABC's two owned and operated stations in the West, KECA-TV in Los Angeles and KGO-TV in San Francisco, ABC will definitely become one of the most dominant factors in Western television," he concluded.



Mr. Laws



Mr. Norton

Looking back on what ABC's Central Division calls an "interesting and satisfactory year," John H. Norton Jr., Central Division vice president, said network business had held well and the network's WENR Chicago has enjoyed one of its best years in its history. "Both spot and period business has been excellent," he said, "and during 1950 I feel we will undoubtedly enjoy the success that we've had in the past year.

"We in Chicago will continue to follow the network policy of pursuing advertisers who have a limited budget for AM and TV. We will accommodate such advertisers in a manner dependent on their needs. I feel sure sponsors will use TV as a sales medium during 1950, and it will be their support coupled with the support of the viewing public which will not only make WENR-TV its biggest year to date but for a like success for all television stations," Mr. Norton concluded.

The fact that national business has taken an upturn and that advertisers are no longer facing the insecurity so prevalent last spring and summer seems to General Manager Merle S. Jones of KNX Los Angeles and the CBS Pacific Network to be the basic factor for predicting an increase in all phases of advertising activity.



Mr. Jones

"Prospects for the first quarter of 1950 on the CBS Pacific Network seem to be at least as good as for the same period in 1949," Mr. Jones said, "and there is an excellent chance that they will surpass it. I think that trend may even continue throughout the first half of the year."

Frank B. Falknor, assistant to the CBS Central Division vice president and general manager of WBBM Chicago, stated that commercial activities at CBS Central Division have been steady in each cycle of the 1949 business year, and compare well with the last three years. "Indications, judging from my own observations as well as those of our account executives, are that 1950 will prove to be even more successful than 1949."

Commenting on the new year's business prospects, Carroll Marts, manager of Mutual's Central Division, said: "It is heartening to see the year 1949 close on an upswing in business, and there is every indication that the radio picture will continue in a healthy position in 1950. A careful scrutiny of expected 1950 broadcasting expenditures seems to indicate little if any reduction and very possibly a gradual increase of these expenditures. On this basis, therefore, 1950 should be a good year for radio in the Midwest."

It's impossible to be anything but bullish on the prospects for both radio and television in 1950, according to Sidney N. Strotz, administrative vice president in charge of the NBC Western Division. In his opinion, the record of the past year shows how poorly grounded fears were.

"In the first place," Mr. Strotz said, "television hasn't hurt radio; NBC has been practically sold out for the past year, and two newly sponsored programs, *Screen Directors Playhouse* and *The Halls of Ivy*, are giving us a good send-off into the new year. As for television, red ink is giving some indications of turning to black at some time in the predictable future. Our Hollywood TV station, KNBH, is now selling shows where, only a few months ago, it was selling spot announcements; and the demand today is for more elaborate programs than we would have thought possible a short time ago. I see no reason why this condition should not continue through the coming year, which in my opinion, will be one of the busiest in the history of the industry."



Mr. Strotz



Mr. Showerman

The same note on both AM and TV is sounded by I. E. Showerman, vice president of NBC's Central Division. Mr. Showerman says he gets optimistic points of view from all the agencies and advertisers generally with whom he deals. He points out, however, that expenditures will be watched carefully but sees no indications of a lessening of the sales effort for radio. "It still seems that the vast bulk of television money will come from separate allocations, rather than from radio budgets," he said.

"From the local angle," Mr. Showerman stated, "there is more and more interest in television from advertisers new to broadcasting. This is especially true of the firms dealing with style and fashion items, which is very salable on TV. Demonstration, of course, makes TV a sales tool with a wallop."

DECEMBER 26, 1949

TELECASTING

A Service of BROADCASTING Newsweekly

gentlemen,

THE PRESS...

with praise!



DESPITE THE DIFFICULTIES which any new venture faces, few, if any, stations have received the praise that WOR-tv has during the past three months. Here, for instance, is a trio of garlands tossed toward it by some of its most discerning critics:

"APARTMENT 3-C"—"15-minute domestic comedy show now aired three times weekly on WOR-tv, is one of the most easily-liked programs on that new station."

VARIETY

"20-QUESTIONS"—"Here's a case of a simulcast which captures the great spirit of the AM show and makes good viewing."

VARIETY

"WHAT HAPPENS NOW?"—"a show that should excite widespread interest and inspire a flock of imitations because it makes possible high quality entertainment at exceptionally low cost . . ."

RADIO DAILY

We could go on, but the basic point is this . . . WOR-tv was founded on the principle that television need not be expensive; that good, audience-building showmanship is not just décor but essentially *ideas*. WOR-tv, like its sister station WOR, is essentially an *idea* station, built and programmed on the basis that has made WOR one of the greatest stations in the world.

WOR-tv

on channel 9,

in New York

What's New in Television? **Take a Look at WPTZ!**



The Story of the Popcorn that didn't pop!

YOU'VE probably heard of the Handy Man show on WPTZ. Sponsored by Gimbel Brothers, it's the oldest commercial television program on the air anywhere.

In any case, a few Friday nights ago the Handy Man demonstrated among other things a new electric corn popper. That is, he tried to, but instead of exploding into a fluffy white mass, the kernels neither snapped nor popped as they did in rehearsal . . . they just lay there and sneered.

It was a nightmarish situation even for as seasoned a performer as the Handy Man. Finally he called a halt to the demonstration and bluntly told the television audience not to buy the popper until he could show them that it worked and worked right.

As a result, two things happened—first, quite a few people disregarded the Handy Man's advice and bought the popper anyway. Second, the makers of Seazo Popcorn Oil called up after the show and suggested their product as the solution to the Handy Man's troubles.

The following show the Handy Man tried the demonstration again and it worked like a charm. The next day, Gimbel Brothers sold over 300 of the poppers at $8.35 each! Moreover, 75% of the shoppers demanded the Seazo Popcorn Oil!

Everybody was very happy, particularly the Seazo Popcorn Oil people. Here is what Adrian Bauer, advertising agency for Seazo, had to say about it: "What makes this remarkable is . . . the fact that an adjunct to the main article being sold was *so carefully watched by the viewing audience* that they demanded the popcorn oil right along with the popper."

That gets us down to the point of this story: Philadelphians, who make up the second largest television audience in the country (over 300,000 sets), watch WPTZ programs with an eagle eye. If you would like them to give equal attention to your product or service, call us or get in touch with your nearest NBC Spot Sales representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building • Philadelphia 3, Penna.
Telephone: LOcust 4-2244

WPTZ FIRST IN TELEVISION IN PHILADELPHIA NBC TV-AFFILIATE

This advertisement appears in TELEVISION MAGAZINE—*December, 1949 and* BROADCASTING—*December 26, 1949*

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg.
Washington 4, D. C.

DECEMBER 26, 1949

BROADCASTING, Telecasting
$7 annually, 25c weekly

NETWORK STATUS

Yearend Roundup

'49 Billings Total Over $10 Million

NETWORK television in 1949 survived the debilitating chills of the FCC ice age to expand robustly in billings and facilities.

From an unknown but comparatively negligible income in 1948, the four television networks ended 1949 with total billings estimated by BROADCASTING at $10,400,000. None of them less than doubled the number of its affiliated stations.

The year 1949 saw network live telecasting break out of its previous confinement to the eastern states and begin its inevitable spread across the land.

The coaxial cable connection that was completed last Jan. 11 linked the East with the Midwest. Subsequent development of AT&T facilities enabled telecasters to deliver live network programs to the populous cities throughout these areas.

No network was near the break-even point financially, but the healthy gains in billings during the year gave evidence that network television is growing at a rate to encourage optimism.

Gross Billings

No reliable figures are available as to gross television network billings in 1948, but the most charitable estimate does not exceed a total for the four networks of $800,000.

In 1949, according to a projection by BROADCASTING based upon Publishers Information Bureau calculations that are not yet complete for the year, the gross billings by the networks shaped up as follows: ABC $1,200,000; CBS $2,750,000; DuMont $900,000 and NBC $5,500,000.

These billings by no means matched the operating and construction costs. ABC's President Mark Woods said the network billings plus local and spot television billings did not equal operating costs alone. Whether this situation applied at other networks was not officially known, but the supposition was that it was so with at least three and probably all of them.

At the end of 1949, network television had reached virtually the limits of its expansion—as far as facilities were concerned—until the glacial FCC relieves the freeze that has been in effect for more than a year.

Present Status

The vast majority of stations granted construction permits before the freeze are already on the air, and within a few weeks almost all will be. That will mark the end of television facilities expansion until the FCC reopens the door.

At the year's end the comparative figures for network affiliation were as follows [NOTE: Many stations have contracts with more than one network, which accounts for the fact that the total affiliates of the four chains far exceed the total of stations on the air]:

	1949	1948
ABC	52	20
CBS	56	24
DuMont	53	5
NBC	55	24

Commander Mortimer W. Loewi, director of the DuMont Television Network, the only network exclusively devoted to television, issued the following year-end statement on the progress of his company (for comments of other network presidents on television see page 31):

"Television's continuing forward movement through 1950 depends upon two factors," Commander Loewi said.



Mr. Loewi

"First and most important, is FCC action ending its freeze on license. Within a few weeks, all cities for which licenses have been issued will have television service, yet these cities number only 59. Groups in many communities in every region are eager to give their communities service but are forestalled by the 'freeze,' which must be lifted before the industry can go ahead.

"Scarcely less important is the need to devise ways and means to

(Continued on Telecasting 17)

SARNOFF

Yearend Roundup

Sees Further TV Strides in '50

PROSPECT of 20 million television receivers embracing approximately 75 million viewers will become a reality in five years—by the end of 1954—Brig. Gen. David Sarnoff, chairman of the board of RCA, reported in his annual yearend statement.



Gen. Sarnoff

Gen. Sarnoff described 1949 as a "good" year for the radio-television industry and said 1950 holds equal promise. "Television shook off its adolescence and came into man's estate during the year," he said.

Tracing television's impact on the entertainment habits of Americans, Gen. Sarnoff noted a comparison between the 3,700,000 TV sets and 61 million radio sets currently in use and asserted that "eventually every radio home should be a television home."

No longer accepted as just a novelty but as a service of "untold potentiality" television gives promise of continuous improvement through new technical developments, Gen. Sarnoff said. Its strides as an advertising and marketing medium already are widely recognized, he added.

There are 98 TV stations on the air, Gen. Sarnoff pointed out, and "millions of people in areas still out of range . . . eagerly await the arrival of TV." RCA Victor will manufacture its millionth TV set in February, he said, and will turn out sets in greater numbers as increased mass production becomes possible.

He cited as outstanding achievements of 1949 the expansion of television as a service to the public; development of the RCA all-electronic, high-definition color TV system; introduction of the RCA 45 rpm record system, and other developments.

With respect to color television, Gen. Sarnoff emphasized that much experimental work, further engineering development and exploration of the radio spectrum will be necessary before color TV attains the present status of black-and-white television. Field tests of the RCA system now are being conducted in Washington, he pointed out.

Single Tube Project

Further progress is being made in RCA Laboratories in development of a single tube for use in color receivers, he reported. Another development is RCA's new field-type camera which will be ready soon for field tests.

"Perfection of this single color picture tube will greatly simplify the television sets of the future," Gen. Sarnoff said, "because in an electronic system it will replace the three tubes now necessary to reproduce the three primary colors and will make conversion of a black-and-white receiver for reception of color programs a relatively simple matter."

Cites Record Development

Gen. Sarnoff described RCA's new 45-rpm record system, introduced this past year by RCA Victor, as "new and revolutionary" and said it has modernized the phonograph. Sales of the new records had attained at yearend a rate equivalent to 20 million a year, he noted.

Referring to the challenge to television and the 45-rpm syster, Gen. Sarnoff declared that 1949's results confirm "commercially" public acceptance of "improvements and advances." He added:

"Now the motion pictures, theatres and even radio itself are confronted with a new art created by science within their own fields. They must meet the challenging newcomer and advance with it or take their place in memory as old-fashioned things that constituted entertainment not so long ago."

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STATION OUTLOOK

Yearend Roundup

'50 Will Be Banner Revenue Year

TELEVISION broadcasters are unanimous to a man in the belief that 1950 will be a banner revenue year for the industry—as a whole and for their individual stations—according to a yearend TELECASTING survey of the nation's near-100 TV outlets.

While all agree that TV business is on the marked upbeat, their unanimity ends there. When the surge of new revenue will enable stations to show a profit or at least break even, and how many will strike pay dirt for their prodigious investments is still anybody's guess.

The prime reason for this uncertainty: TV operational expense is almost sure to continue soaring next year, according to 64% of TV operators polled. They estimate cost increases ranging anywhere from 2% to 50%, with 10% most commonly quoted. Oddly enough, the percentage of TV broadcasters who think expenses will drop exceeds those who predict no rise by two to one. Twenty-four percent foresee a 2% to 20% decrease, and 12% no change at all. Average increase was placed at roughly 10%.

More For AM

Significant also is the fact that many TV broadcasters who operate AM affiliates look toward fattened tills for their radio-only operations. Total of 43.5% envision revenue boosts anywhere from 5% to 10%; 30.5% prophesy maintenance of present business; and 26% look for decreased AM profits.

Those broadcasters who think TV will cut into their AM profit, or at least reflect its sales impact, predict losses from 5% to 20%—with an average drop of 10%.

TV's new business will derive mostly from such sponsor-types as food, department stores, automotive, appliances (including TV sets) and breweries in approximately that order, telecasters believe. Other types include wearing apparel, tobacco, local store merchandise, drugs, furniture.

Most of this new business will be reflected on the overall level, and to a lesser extent on the local and national fronts, they feel. Some TV broadcasters see more business in national, regional and local, with emphasis on spot advertising.

Vary on General Business

They vary in their beliefs on the general business picture: 50% see no change, 42.9% think business will increase, and 7.1% see a downward trend.

Television broadcasters on the eastern seaboard, including thickly TV-populated New York City and Philadelphia, went along with stations in other sections in the belief that business generally will remain unchanged during 1950. Like other telecasters, however, they foresee an increase in operational expenses ranging from 5% to 20% because of video's voracious appetite for expenditures.

Yet each operator is optimistic and feels his own business will be very good. Typical is the opinioin of Donald A. Stewart, general manager, WDTV (TV) Pittsburgh, who looks forward to "even better programming and greater set sales." He noted local business has been "exceptionally good" and that advertisers are "more than pleased with results obtained" in WDTV's first year of operation.

WJZ-TV New York expects an increase in video business in 1950—locally and overall—but resultant added personnel will probably skyrocket TV operating expenses roughly 50%, according to Murray B. Grabhorn, general manager, WJZ-AM-FM-TV. Outlet expects to bring department store, automotive and food accounts into the client fold.



Mr. Grabhorn

Hard goods manufacturers, distributors and dealers should be the source of added revenue for WBZ-TV Boston, according to L. R. Rawlins, station's industrial relations manager. Simultaneously WBZ's AM business should record about a 6% revenue jump. In addition, WBZ-TV operational costs may come down as much as 10% in 1950, Mr. Rawlins feels.

Other eastern telecasters replying to the TELECASTING survey generally agree that television costs would rise from 5% to 7%. A slight majority think AM revenue will go up correspondingly. All agree, in any event, that their TV prospects spell rosy optimism. These telecasters include Donald W. Thornburgh, president, WCAU-AM-TV Philadelphia; Theodore C. Streibert, president, WOR-AM-TV New York; James Milne, general manager, WNHC-AM-TV New Haven, and A. D. Schrott, manager, WJAC-TV Johnstown, Pa. (For network-owned TV station prospects also see separate story.)

Midwest Divided

Northwest and Midwest outlets seem fairly evenly divided on the questions of revenue, operational expenses and general business conditions during the coming year. Stanley Hubbard, president and general manager, KSTP-AM-FM-TV St. Paul-Minneapolis, believes there will be no changes in AM business for major stations and in TV operating expense in 1950 (see AM stations roundup). But, he says, KSTP-TV expects to make a satisfactory profit on television by the middle of 1950.

"Our television business has doubled each year and with the prospects we now have we expect it to quadruple in 1950," Mr. Hubbard says. "We were in the black in August to the extent of $166 including depreciation. Our losses now are less than we would spend on a promotional campaign." Television and other factors have forced the AM outlet sales department to "do a selling job," he added.

John J. Gillin Jr., president, Radio Station WOW Inc. (WOW-AM-TV), looks especially to sponsors of food products to lead the way to increased TV business. "President Truman's signature on the new farm law guarantees WOW-Land as the soundest U.S. market area for . . . 1950 and probably through 1953 . . . By comparison with markets badly hit by steel and coal strikes, this is Utopia and certainly the place to recapture sales quotas for this year by WOW pressure . . ." Mr. Gillin has so advised agencies and advertisers in telegrams sent last month.



Mr. Gillin

TV's growth will provide a stimulus to many fields of business endeavor, in the opinion of John H. Mitchell, general manager, WBKB (TV) Chicago, Balaban & Katz outlet, who predicts an "active" year for WBKB and favorable business prospects.

"The television picture shows considerable promise for a most encouraging year," according to Mr. Mitchell. "With 300,000 TV sets

CBS COLOR TESTS

Set for Jan. 2 to Feb. 1

CBS LAST Thursday in a letter to the FCC announced its plans for color television test operations to be conducted from Jan. 2 to Feb. 1 in New York and Washington, and subsequently in Philadelphia.

The operations, to include program broadcasting and home installation as well as technical tests, will involve pickup devices in New York and Washington, four broadcast transmitters, 450 miles of coaxial cable, and more than 50 color receivers, the network said.

Cooperating with CBS in the tests are the Bamberger Broadcasting Co., AT&T and local telephone companies; Smith, Kline & French, Philadelphia pharmaceutical firm, WOR-TV New York and WOIC (TV) Washington, owned by the Bamberger Co.; WCAU-TV Philadelphia, and WTOP Washington.

The network plans to install 15 color sets in one or more public Washington locations, enabling CBS to furnish the FCC with data on public reaction to color video.

In New York, CBS plans to use members of the public as observers in tests to produce technical allocations data. Primary purpose of these tests is to provide such information as the extent to which color television stations in different cities on adjacent channels or on the same channels may interfere with each other, and the effect of diathermy and other interference.

Seven viewers also will be offered for installation in the homes of FCC Commissioners for viewing under normal conditions.

To assist laboratories and manufacturers, CBS is making all the color broadcast signals available for technical tests. It also is providing color receivers for test purposes to the FCC laboratories in Laurel, Md. (already delivered), and to the Bureau of Standards' Senate advisory committee on color television.

Color broadcasts in New York will be on the standard television transmitters of WCBS-TV and WOR-TV. The Washington broadcasts will be carried by WOIC (TV), using studio facilities of WTOP Washington, CBS radio affiliate.

AT&T and local telephone companies are providing circuits not only for local operations but also for inter-city transmission via coaxial cable.

Tests will be conducted during hours that will not interfere with regular schedules of cooperating stations, and will include both live and film programs. Color transmission periods will generally alternate with black-and-white so that installation of standard receivers in homes will not be interrupted.

Equipment for live pick-up to be used in Washington will be that developed by CBS for Smith, Kline & French for surgical demonstrations. In New York, CBS will use color film and slide pick-up equipment, together with standard black-and-white film and live pick-up equipment, for comparison of interference behavior of the two types of video.

New York color broadcasts are scheduled from 9 a.m. to 1:45 p.m., Mon.-Sat. Washington schedule is for color transmissions Mon.-Sat., 12:45-1:45 p.m.; 10:45 p.m. to 12 midnight, Sunday and Tuesday, and 9:45-11 p.m. Thursday. Philadelphia color telecasts, when they start, will be scheduled for 12:45-1:45 p.m., Mon.-Sat.

in operation in Metropolitan Chicago at the start of 1950 and every indication of large increases each month thereafter, widespread acceptance of TV as a potent social and economic factor in our lives is now acknowledged . . ."



Mr. Burbach

In St. Louis, George M. Burbach, general manager, KSD-AM-FM-TV, stressed sound planning and aggressive management as factors in successful operation. " . . . All indications point to an excellent year, with interest in television being particularly high in the St. Louis area. . . ." He thinks additional increases will derive from all types of sponsors, and expects 5% boosts each in KSD-AM business, TV operational expenses, and in the general business revenue picture.

Television in Milwaukee is expected to have little adverse effect on radio sales of WTMJ—if anything there will be an increase for both—according to Walter Damm, vice president and general manager of radio, the Milwaukee Journal Co. (WTMJ-AM-FM-TV).



Mr. Damm

". . . The feeling among all Milwaukee groups is that the general business picture will continue to improve in 1950. . . . We expect WTMJ-TV sales to exceed 1949, limited only by time available—in other words, to raise the roof," Mr. Damm said. He also foresees no increase in cost of TV operation.

In Ohio, the Cleveland-Akron-Canton area served by WEWS (TV) Cleveland "will continue to be one of the 'hottest' TV markets in the country," according to James C. Hanrahan, WEWS general manager. But the Scripps-Howard station, which has no AM affiliate, expects to incur additional expenses ranging up to 20%. Rate increases are expected to account for more money spent and cushion expenses to the extent WEWS will show an increase.

"Circulation will exceed 200,000 sets by mid-year and station hours of operation will continue substantially to increase," Mr. Hanrahan adds.

Television won't cut into the AM revenue at WSPD-AM-TV Toledo, but an increase in labor costs will probably boost TV operational expenses some 10%, according to E. Y. Flanigan, managing director. He also told TELECASTING:



Mr. Flanigan

"Our combined AM and TV operation is showing a steady but small increase and it should continue. Retail sales are off in the city, but it has not affected advertising as yet."

National, regional and retail accounts in all merchandising fields will provide the largest increases in TV advertising at WTVN (TV) Columbus, John Rossiter, general manager, believes.

Hulbert Taft Jr., executive vice president of WKRC-TV Cincinnati, is estimating 10% decreases in both WKRC-AM revenue and WKRC-TV costs.

Below the Mason-Dixon line, TV broadcasters apparently don't go along with the prediction of higher television operating expenses, according to TELECASTING'S survey. Trend among southern stations is toward expected decreased costs—ranging from 5% to 10%. Those who feel expenses will mount place their estimates anywhere from 10% to 12%. On revenue, most broadcasters who operate AM stations think radio revenue will jump—as much as 20%.

Among those expecting less expense is M. D. Smith III, vice president, Birmingham Broadcasting Co. Inc. (WBRC-AM-TV Birmingham). Mr. Smith expects a 5% drop in TV expenditures and an increase in WBRC-TV accounts, mostly from department stores.

"Television is a comparatively new medium in Birmingham," Mr. Smith points out, but "it has been growing by leaps and bounds since July 2 when WBRC-TV aired its first television program. TV sales have increased on an average of 46% per month with no apparent drop in AM revenue. The clients that are using TV programs and spots are for the greater part firms who have never used any type of radio or television advertising."



Mr. Swezey

A general upswing in business trends will be reflected in a good year for television, Robert D. Swezey, general manager, WDSU-TV New Orleans, believes. Predicting a 5% to 10% boost in WDSU-AM's 1950 revenue and a somewhat comparable rise in WDSU-TV operational expenses, Mr. Swezey adds: "In television we expect to add to our list of established buyers a number of present prospects who will be newcomers to the field. . . . Our present commitments definitely indicate a strong first half of 1950. . . ."

Inflationary factors will augur for an increase dollar-wise in business but little net, according to Thad Holt, president, WAPI-AM-FM-TV Birmingham, who sees his TV expenses plummeting about 10% and a 5% jump in AM revenue. Thanks to potential new accounts from department stores, and cigarette, food, appliance and automobile accounts, television should enjoy



Mr. Holt

(Continued on Telecasting 8)



THIS is the lineup of personnel responsible for *The Miami Herald*-WQAM Miami weekly TV news program of WTVJ (TV) Miami (l to r): Front row—Marjorie Christopher, programming and Lilias McCullough, script; second row—Production Manager William Stapleton, Cameramen Carl Bruton, Lloyd Gaines and Labe Bell; Gene Rider, producer; James Rayfield, engineer; third row—Herb Fields, microphone operator; Lyn Lucas, floor manager; Dick Troxel, control engineer; Wayman Hutchison, projectionist; David Johnson, engineer; Joe Kline, video operator; Jack Shay, technical director; Clyde Lucas, WTVJ program manager; Al Cornwell, audio operator; George Mangus, Frank Craig, artists; T. J. Sullivan, assistant to the producer; back row—Bob Verlin, Marin Bloom, William Kuenzel, Fred Brent, photographers; Tony Garnett, chief photographer; Lee Hills, *Miami Herald* managing editor; Owen F. Uridge, WQAM general manager; Sonny Shepherd, Wometico Theaters, operator of WTVJ; Lester Barnhill, promotion manager; Don Fischer, Gordon Shaw, narrators; John T. Bills, editor and narrator; Walt Svehla, Marshall Parsons, narrators.

TBA

Yearend Roundup

'Payoff' At Hand For Video—Poppele

By J. R. POPPELE, President
Television Broadcasters Assn. Inc.

HISTORY will record 1949 as the year of the beginning of the "pay-off" in television. Forecasters whose predictions for the new medium attained stratospheric heights two years ago, found to their immense satisfaction that TV is exceeding their hopes by astronomical millions.

Pioneer television broadcasters who have been seeing red for months are changing the color of their ink. Televiewers who invested millions in receivers are reaping a harvest of constantly-improving entertainment and manufacturers are quadrupling their production lines to meet the demand. The pay-off in TV is at hand.



Mr. Poppele

To those who like to look at the record, the following capsule of facts is offered as concrete evidence that 1949 has been television's biggest year to date:

Last December there were 50 television stations operating in 30 cities. Today 98 stations are serving millions of viewers in 59 cities. Receiver installation has soared to a hectic pace. By the year's end 3,500,000 sets will be in operation as compared with 1,000,000 just 12 months ago.

Advertisers are flocking in droves to the visual medium. Last January 750 sponsors made use of TV. The latest figures show 1,891 advertisers on television, with billings expected to exceed $11,350,000 by the year's end.

Network television service is expanding with the growth of video broadcasting. Today 26 cities ranging from Boston in the northeast to St. Louis in the mid-west are interconnected via Bell coaxial cable and relay facilities.

With production of television receivers attaining 80,000 a week during the latter portion of this year, it may be expected that 1950 will see an additional 4,000,000 sets installed. This would mean 7,500,000 set-owners—or roughly 30,000,000 viewers. That's bigtime circulation in any medium!

Te-Ve



Drawn for TELECASTING by John Zeigler

BELL VIDEO

Company Lists Plans

Yearend Roundup

THE Bell System Television Network, in its year-end statement, announced as its objective the providing of suitable facilities for television transmission to meet the needs of the TV industry. An industry spokesman stated that with this end in mind, the probable requirements of the industry are under continual review with interested parties so that facilities may be furnished to bring television network programs to a continually expanding audience.

From a TV network comprised of about 3,500 channel miles available to 13 stations at the end of 1948, progress in meeting the needs of the industry is illustrated, the Bell System states, by an expected 15,000 channel miles available to 43 cities by the end of 1950. By the end of this year, facilities will have increased to about 8,500 miles serving 26 cities.

Within the past four months, seven cities joined Bell's TV network and Rochester, N. Y., is expected to join before the year's end. Sixteen Southern and Midwestern stations are scheduled to join in 1950 and on the Pacific Coast, two Northbound radio relay channels between Los Angeles and San Francisco will go into service in the Spring of next year.

Bell Laboratories are now developing a carrier system for use with coaxial cables which will increase the available band width up to about 8 mc. The present 3 mc coaxial carrier system provides a picture band width of 2.7 mc.

COLOR TV

Yearend Roundup

Engineers' Prime Question In '50—Gillett

GLENN D. GILLETT
President, Assn. of Federal
Communications Consulting Engineers

IN MY personal opinion, the great question that must be decided next year is color television: when and how? The FCC is now confronted with the age old problem of all research projects—how long shall you hold up production waiting for a closer approach to perfection.

Thus, we now have available one color system that is workable and capable of quantity production for reasonable prices. Not perhaps capable of the ultimate in perfection, but good enough to satisfy the public. Another system is proposed which theoretically is capable of a closer approach to perfection but a perfection which its proponents have not yet been able to even approach in practice and which involves complexities and precisions in manufacture that many believe may preclude its ever being capable of mass production.



Mr. Gillett

Other systems are proposed which are even further back in the development stages and are as yet far too nebulous for practical evaluation.

Thus, the FCC is faced with the alternative of accepting the presently developed system or facing indefinitely long delays waiting for the development and testing of the other systems to where it can be determined whether they are practical and capable of mass production.

AM broadcasting will not undergo marked changes in the coming year and the future of FM depends on how well the existing FM stations as separate entities serve their communities.

NEW concept in TV receivers, incorporating exclusive theatre-type direct viewing screen, announced by Crosley Div., Avco Mfg. Co., Cincinnati. Receivers are designed to give viewer effect of being in a theatre.

FAITH THAT PAYS

Podezwa Poineers in Video

PATIENCE and faith in TV have paid off in accelerating sales figures for Dick Podezwa, owner of two neighborhood shoe stores in Detroit. Over a year ago, Mr. Podezwa started advertising on one of Detroit's fledgling stations, before the coaxial cable had been extended to the Midwest. Nevertheless, Mr. Podezwa maintained a regular schedule.

Through all the vicissitudes of pioneer telecasting, he stuck to his program, placed through Rex Advertising Co., Detroit. With the arrival of network TV, and the immediate upward leap of viewers, his faith was rewarded with a steady stream of sales directly attributable to his TV spots.

At present, the Podezwa Shoe Stores are showing their models daily on WWJ-TV, and on a special WXYZ-TV spot. After Jan. 1, further expansion is planned. Judging by the results of his earlier experiences, expanding the TV schedule will mean a pleasant expansion in sales. As Dick Podezwa puts it, "I stuck with—but never got stuck by, television."

SAG VS. TVA

New Hope For Peace Pact

Hope for peaceful solution in SAG-Television Authority dispute was slightly rekindled last week as both sides through an exchange of telegrams expressed willingness to meet for further discussions. TVA made the first move in a Dec. 15 wire to the film actors' group following SAG's start of negotiations with Television Film Producers Assn.

In several large cities, TVA urged SAG to hold "in abeyance" current negotiations with TV film producers until the two disputing parties could meet to "examine any and all possible proposals for peace." Suggestion was made for a Jan. 6 meeting preferably in New York. TVA added it was "disturbed" by reports of negotiations in progress "in which SAG is seeking recognition from a segment of TV film employers."

In its reply last week SAG expressed willingness to meet anytime to "discuss an equal partnership or mutual cooperation pact," but suggested Hollywood as a meeting place. It added that Screen Extras Guild "must be a party to such a meeting."

In the meantime the film actors' group planned to continue negotiations with TV film producers. Further meetings are scheduled after Jan. 1 in New York and Jan. 5 in Los Angeles.

TV FILM COUNCIL

Quarterly Meeting Dec. 28

NATIONAL TELEVISION FILM COUNCIL'S third quarterly forum will be held Dec. 28, at New York's Astor Hotel. The first session, on distribution, at 10 a.m., will be headed by John Mitchell, sales manager, United Artists Television, and W. W. Black, vice president, Official Television.

The second, on production at 1 p.m., will be led by Henry Morley, Dynamic Films, and Jules Bricken, Screen Gems, a Columbia Pictures TV subsidiary. Robert Paskow, film director at WATV (TV) Newark and Helen Buck, film director at WCAU-TV Philadelphia, will head the 3 p.m. forum on television stations. NTFC's 7 p.m. dinner meeting at the Brass Rail Restaurant, will be devoted entirely to a holiday party.

A Washout

WOR-TV New York has cancelled its scheduled coverage on Jan. 11 of water polo from the New York Athletic Club. The reason—no water.



over

140,000 TV SETS

in Detroit!

AND over and over again . . . they tune to WWJ-TV, Michigan's first television station, now completing its third year of undisputed pioneering, service and leadership.

No matter what you sell . . . if you seek dominance in your own field . . . you need WWJ-TV, which dominates television in the nation's fourth market.

first in Michigan . . . . *Owned and Operated by* THE DETROIT NEWS

WWJ-TV

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

NBC TELEVISION NETWORK

ASSOCIATE AM-FM STATION WWJ

Stations

(Continued from Telecasting 5)

a good year at WAPI-TV.

Other southern and southwestern broadcasters express varying views on AM revenues and TV expenses, while expecting larger TV business. P. A. Sugg, manager of WKY-AM-TV Oklahoma City, looks for increased expenses and less AM revenue; John M. Outler Jr., general manager, WSB-AM-TV Atlanta, sees dips in both AM revenue and TV expenditures, and H. W. Slavick, general manager, WMC-AM-TV Memphis, predicts more radio revenue. Messrs. Outler and Slavick tabbed national and local levels for prospective additional video clients. They declined other specific comment, however.

In the fast progressing Washington-Baltimore-Richmond area, the outlook appears to indicate greater television costs and less radio revenue, along with more TV business, E. K. Jett, vice president and radio director of Baltimore *Sunpapers* (WMAR-TV), thinks expenses may come down a bit when more programs become available, particularly during daytime hours.



Mr. Jett

"More sponsors will be attracted to TV as the size of the viewing audience increases," he feels. "Even though TV rates may rise, the cost per-thousand viewers in 1950 will be less than in 1949."

Wilbur M. Havens, president and general manager, WTVR (TV) Richmond, says his station's increased TV business will come from increased hours of operation and spot sales. He cites steady increases in the output of manufactured products, and Virginia's pre-eminence in numerous business classifications.



Mr. Havens

Beer, automotive, drug and food advertisers will supply the largest increases in TV accounts at WBAL-TV Baltimore, according to D. L. Provost, business manager, but at the expense of WBAL-AM revenue.

In Washington, Walter Compton, general manager of DuMont's WTTG (TV), sees a 2% to 5% boost in television's expenses but increased business for his station, while Kenneth Berkeley, vice president and general manager, WMAL-AM-FM-TV, envisions a drop in revenue from the *Evening Star* radio properties.

On the West Coast, KTSL (TV) Hollywood has shown a healthy increase in dollar volume and number of sponsors each month, according to Bob Hoag, sales manager. "General interest in TV, over 300,000 sets in the area, and an increasing number of inquiries lead us to believe 1950 will be a great year in Los Angeles TV," he said.



Mr. Hoag

He looks for car dealers and food firms to come in on an increasing scale, and for TV operating expenses to soar about 20%. Don Lee Network's Hollywood affiliates KHJ-AM-FM hope to show a 10% rise in revenue for 1950. So optimistic is Mr. Hoag that he envisions a general business rise of about 40%.

"Selling" tactics of pre-war years constituted the primary factor in radio increases in the past two years and Gayle V. Grubb, general manager of KGO-AM-TV San Francisco, intends to employ the same hard fast rule in television at KGO-TV.



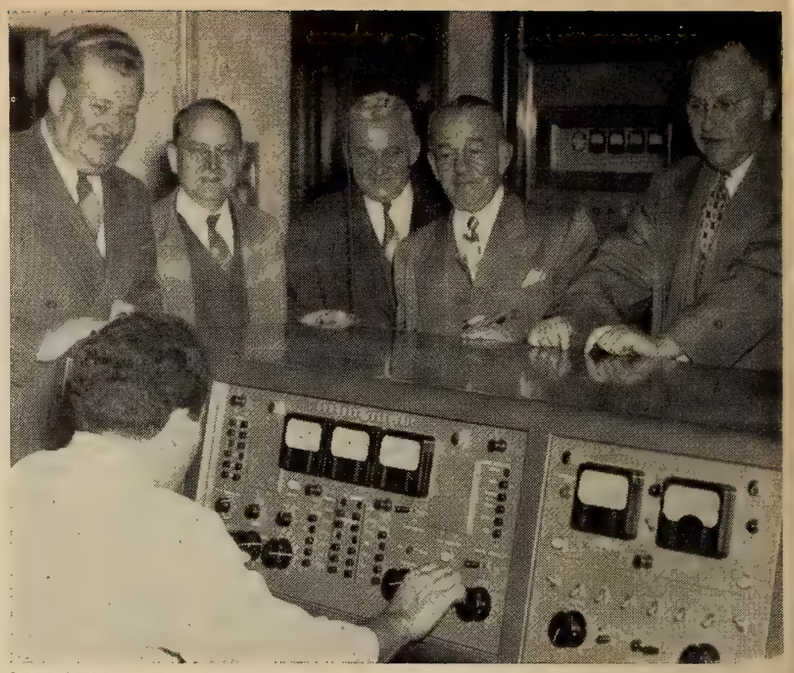
Mr. Grubb

"Clients must be sold—they are not looking for open transoms," he asserted. "General business has been slow but prospects look up for 1950." KGO-TV expects to sustain a 5% or less increase in operating costs while getting new business anticipated mostly from retail merchants.

Paramount's KTLA (TV) in Hollywood sees all types of sponsors contributing to the station's hoped-for business upsurge next year, according to Paul Raibourn, Paramount Television Productions Inc. president, who otherwise declined comment.

Special budget—with emphasis on programs rather than spots and program participation as during 1949—will be set aside for television at KTTV (TV) Hollywood, according to Harrison Dunham, acting manager. Already KTTV is spending more for bigtime programs than any other local station, Mr. Dunham claims.

The station concedes that expenditure, such as attached to its new *Buster Keaton Show* (which bowed in last Thursday), tends to increase operational cost. But Mr. Dunham sees indications "that advertisers want better programs and have now become sold on the fact that good TV programming costs money but the results are more than worth it."



OPERATION of a General Electric master control console at new television station WKTV (TV) Utica, N. Y., is watched by (l to r): Paul L. Chamberlain, manager of sales for GE's commercial equipment division; Eiddon Jones, assistant vice president, Utica First Bank & Trust Co.; Frank J. Maloy, vice president of the bank; M. J. Kallet, president of the Copper City Bcstg. Co. and owner of WKTV, and G. Harold Stark, executive vice president, First Bank & Trust Co. Operator Phillip Valvo is at the controls.

WRTB (TV) DENIED

Final Decision Issued

RAYTHEON MFG. Co.'s WRTB (TV) Waltham, Mass., was denied further extension of completion date by FCC last week in a final decision which found the firm had not been diligent in proceeding with construction of the proposed outlet.

In spite of an earlier initial decision recommending further extension on express condition WRTB be ready for commercial operation in 90 days [BROADCASTING, June 27], the Commission concluded that Raytheon "was not prevented from completing construction of such station by causes not under its control or by other matters sufficient to justify a third extension of its construction permit."

The ruling in effect renders moot the pending application of CBS to purchase WRTB from Raytheon for $242,000 as well as the competitive bid filed by Meredith Engineering Co., subsidiary of Meredith Pub. Co., publisher of *Better Homes and Gardens*, owner of WHEN (TV) Syracuse and TV applicant at Albany and Rochester.
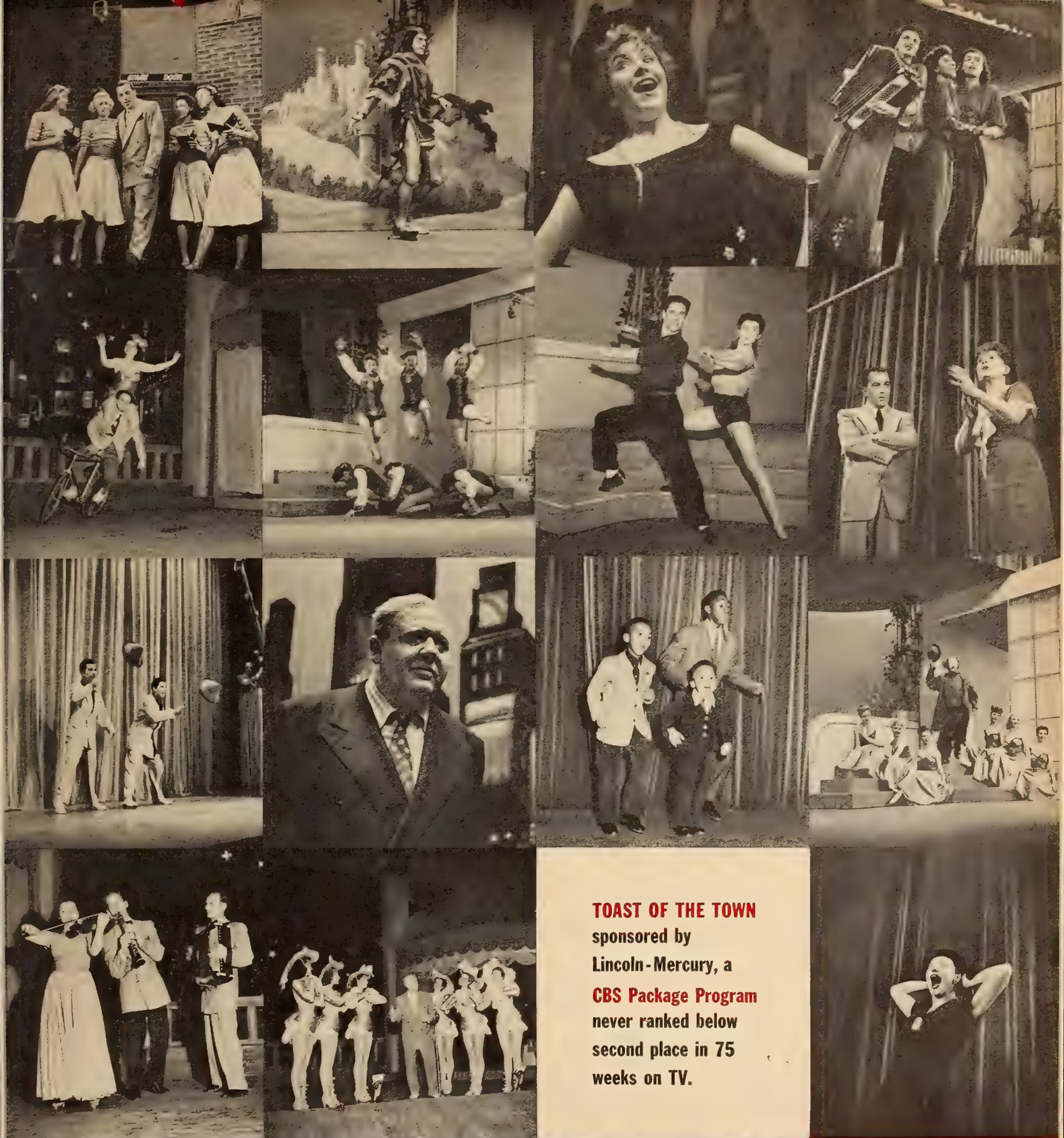
Meredith also has pending a petition to waive effect of the Commission's repeal of the Avco rule, which allowed competitive bidding on station transfers. The petition holds FCC overlooked the Meredith bid for WRTB, filed before the action repealing the Avco rule [BROADCASTING, July 4].

FCC explained that the original CP for WRTB was granted in May 1946 with January 1947 specified as completion deadline, but that two successive extensions were granted. The decision said Raytheon gave four reasons why it could not complete construction of the station within the time allowed: Difficulties in obtaining appropriate transmitter site; delays occasioned by failure to complete manufacture of its own equipment for construction of the station; inability to obtain capital to assist in financing construction; delay in construction of proposed station in order to await completion of microwave link between Boston and New York with which it was to be integrated.

The Commission said Raytheon for a time did not even make an effort to find a suitable site and rejected the explanation of financial inability to do so on ground such financial reason itself may not justify extension. FCC termed as self-imposed the delay on equipment construction since personnel were diverted to other projects.

The decision also concluded Raytheon was financially able to build the station and in 1946 and 1947 had abundant resources. It noted that in November 1948, 10 months after expiration of the second extension and several months after the CBS purchase contract, Raytheon "for the first time" determined it would proceed with construction as authorized in the permit regardless of whether the CBS bid were approved or outside capital became available.

The decision likewise found no justification in Raytheon's subordination of the completion of WRTB to installation of its proposed New York-Boston microwave link, observing that the record indicated firm chiefly planned to use the station for use in equipment experimentation with provision of a television broadcast service as a secondary consideration.



TOAST OF THE TOWN
sponsored by
Lincoln-Mercury, a
CBS Package Program
never ranked below
second place in 75
weeks on TV.



For another top
CBS Package Program
now available
for sponsorship,
turn to back page
of this insert.

PM

SUNDAY

ABC	CBS	NBC DuMont
Canada Dry Co. Super Circus L (E-M)	*Super Circus* L (E-M)	Kellogg Co. Singing Lady L (E-M)
		A.T.&S.F. B. Holmes
Overseas Press Club		*Mr. I. Magination*
		Front Row Center L (E-M) K
		Leave It To The Girls

ABC	CBS	NBC DuMont
TBA	*Dr. Fix-Um.* L (E-M)	Goodyear Paul Whiteman Goodyear Review L (E-M)
		TBA
Hollywood House F (E-M)		
Crosley This Is Show Business		
General Foods Aldrich Family L		

ABC	CBS	NBC DuMont
Think Fast L (E-M)		
Lincoln-Mercur Toast of the To		
Co-op Chicagoland Mystery Players L (E-M)		
Chesterfield Perry Como L		

MONDAY

ABC	CBS	NBC DuMont
Ted Steele Show		*Lucky Pup*
	Small Fry Club L/F (E-M)	*Magic Cottage* L (E-M)
		Judy Splinters L
		Howdy Doody L (E-M)
		Mars Inc. Howdy Doody L (E-M)

ABC	CBS	NBC DuMont
	Strictly for Laughs	*Local Only*
	Captain Video L/F (E-M)	
	Kukla, Fran & Ollie L (E-M)	
Oldsmobile CBS-TV News	*Manhattan Spotlight* L (E)	*Vincent Lopez* L (E-M)
Mohawk Roberta Quinlan L (E)		Reynolds News F (E-M)
Snarky		
Newsweek Views the News L (E-M)		
Chevrolet On Broadway L		
International Silver Silver Theatre		
The		
Fires Ve		

TUESDAY

ABC	CBS	NBC DuMont
Ted Steele Show		*Lucky Pup* L (E-M)
	Small Fry Club L/F (E-M)	*Magic Cottage* L (E-M)
		Judy Splinters L
		Howdy Doody L (E-M)
		C-P-P Howdy Doody L (E-M)

ABC	CBS	NBC DuMont
	Messing Prize Party	
	Captain Video L/F (E-M)	
	National Dairy Kukla, Fran & Ollie L (E-M)	
CBS-TV News	*Melody, Harmony & Rhythm*	Masland Rug Earl Wrightson
Reynolds News F (E-M)		
Snarky		
Film Theatre of the		
Court of Current Is (L) (E-M)		
Texas Co. Milton Berle Sho L		

WEDNESDAY

ABC	CBS	NBC DuMont
Ted Steele Show		*Lucky Pup*
	Small Fry Club L/F (E-M)	*Magic Cottage* L (E-M)
		Judy Splinters L
		Howdy Doody L (E-M)
		Intnl. Shoe Howdy Doody L (E-M)

ABC	CBS	NBC DuMont
	Strictly for Laughs	*Local Only*
	Captain Video L/F (E-M)	
	RCA Victor Kukla, Fran & Ollie L (E-M)	
Oldsmobile CBS-TV News	*Manhattan Spotlight* L (E)	Masland Rug Earl Wrightson
Reynolds News F (E-M)	*Easy Aces* F(E-M)(NI)	
Snarky		
A Couple of Joe L (E-M)		
Liggett & Myers Toba Godfrey and His Fr L (E-M) K (N		
Crisis		

THURSDAY

ABC	CBS	NBC DuMont
Ted Steele Show		Ipana Lucky Pup
	Small Fry Club L/F (E-M)	*Magic Cottage* L (E-M)
		Judy Splinters L
		Howdy Doody L (E-M)
		C-P-P Howdy Doody L (E-M)

ABC	CBS	NBC DuMont
	Dione Lucas	
	Captain Video L/F (E-M)	
	National Dairy Kukla, Fran & Ollie L (E-M)	
General Mills Lone Ranger* F (E-M)		
CBS-TV News	*Manhattan Spotlight* L (E)	*Melody, Harmony & Rhythm*
Snarky	*Vincent Lopez* L (E-M)	Reynolds News F (E-M)
Stop the Music Admiral & P. Lorill L (E-M)		
Front Page		TBA
Inside U		

FRIDAY

ABC	CBS	NBC DuMont
Ted Steele Show		Sundial Shoes Lucky Pup
	Small Fry Club L/F (E-M)	*Magic Cottage* L (E-M)
		Judy Splinters L
		Howdy Doody L (E-M)
		Howdy Doody L (E-M)

ABC	CBS	NBC DuMont
	Strictly for Laughs	
	Captain Video L/F (E-M)	
	RCA Victor Kukla, Fran & Ollie L (E-M)	
Oldsmobile CBS-TV News	*Manhattan Spotlight* L (E)	*Vincent Lopez* L (E-M)
Mohawk Roberta Quinlan		Reynolds News F (E-M)
Snarky		
General Foods Mama		
Hands of Murder L (E-M)		
One Man's Family L		
R Mam		
Broadv Edition		
W		

SATURDAY

ABC	CBS	NBC DuMont
	Red Barber's Clubhouse	*Lucky Pup*
		Film Shorts
Hollywood Screen Test L (E-M)		
Quincy Howe in the First Person		
Paul Whiteman TV-Teen Club L (E-M)		
Ken Murray Sho Anheuser-Busch Alt. Weeks		
Spin the Picture L (E-M)		
Ronson Twenty Questions L		
The Nature of Things L	*Leon Pearson News*	

Programs in italics are sustaining. Time is EST.

L is live; F, Film; K, Kinescopic Recording; E, Eastern Network; M, Midwestern Network; NI, Nonintercon-nected stations.

CBS Daytime

Monday-through-Friday, 4-4:30 p.m., *Homemakers Exchange*, L (E); 4:30-5 p.m., *Vanity Fair*, L (E-M).

CBS

Herb Shriner Show by Philip Morris & Co. 7:55-8 p.m. every night except Sunday & Wednesday

ABC

* Lone Ranger Thurs. 7:30-8 p.m. sponsored on 5 stations in Southeast by American Bakeries Co. General Mills on remainder of network

DuMont Daytime Schedul

10:45	Morning Chapel
11:00	Kathi Norris' Your Tel Shoppe
12:00	Headline Clues--with F. Putman

Revue (E-M)	Your Witness L (E-M)	Mysteries of Chinatown F (E-M)	B. F. Goodrich Celebrity Time L (E-M)	Young People's Church of the Air Youth on the March L (E-M)
	General Electric Fred Waring Show		TBA	
	Cross Question L (E-M)		Bowling Headliners L (E-M)	
Theatre	Philco Television Playhouse L (E-M)		Garroway at Large L (E-M)	
n Tea Scouts	Philip Morris Candid Camera	General Foods The Goldbergs	Westinghouse Studio One	
-op organ Show E-M)		Co-op Wrestling (From Sunnyside Arena) L (E-M)		
Rubber Co. Firestone	Admiral Lights Out L	Cities Service Bands of America	Miles Quiz Kids L	
			Tomorrow's Champions (to midnite)	
	Actor's Studio L (E)	Auto-Lite Suspense		
	The O'Neills L (E-M)			
	P & G (F)	Pabst The Life of Riley	P. Lorillard Original Amateur Hour	
	That Wonderful Guy L (E-M)	Co-op, Wrestling L (E-M)		
Co.	TBA	TBA	P. Ballantine & Son International Boxing Club Bouts	Local
	The Plain-Clothesman L (E)	Famous Jury Trials L (E-M)		
r Bros. Clock L	Kraft Foods Co. TV Theatre L (E-M)		Bristol-Myers Break the Bank	
	Wendy Barrie Show L (E-M)	Author Meets Critics L (E-M)	Chesebrough Mfg. Co. Blatz Brewing Co. Roller Derby	
ance —Chevrolet nating	TBA	Film Theatre	TBA	
	Morey Amsterdam Show (Dumont Telesets) L (E-M) (NI)	Co-op Boxing (From Sunnyside Arena) L (E)		
Said hat	Ford Dealers of America Kay Kyser L		U. S. Tobacco Martin Kane Private Eye	
Ruggles' E-M)	Libby, McNeill & Libby Auction-Aire L (E-M)	On Trial L (E-M)	Roller Derby	
Reynolds inst Crime	Ford TV Theatre		Household Finance People's Platform	Capitol Cloak Room / Local
to Hollywood Headline Clues (E)	Fishing & Hunting Club of the Air L/F (E-M) (NI)		Co-op Amateur Boxing L (E-M)	
Gulf e People	Bonny Maid Versatile Varieties Bonafide Mills L	American Cig. & Cig. Big Story (alternates) L	Gillette Fights L	Chesebrough Greatest Fights (F)
	Roller Derby L (E-M) (To conclusion)			
	R. J. Reynolds Ed Wynn	Film Theatre		
	Cavalcade of Stars L (E-M) (NI)		Co-op Wrestling L (E-M)	
BA	TBA	Film	Meet the Press L	

12:30 Johnny Olsen's Rumpus Room
1:00 Dennis James' Okay Mother
1:30 Man on the Street—with Dan Peterson
1:45 Margaret Johnson—songs
*2:00-4:00 Shoppers Matinee

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
December 26, 1949
Copyright 1949

It's Obvious

but

it's worth expressing

in numbers

HOME set ownership has increased each month in all seven TelePulse markets. The following shows ownership percentages by three month periods from January 1948 to October 1949.

		N.Y.	Phila.	Chic.
Jan.	1948	1.4	—	—
April	1948	3.7	—	—
July	1948	7.2	—	—
Oct.	1948	9.6	6.6	—
Jan.	1949	11.4	9.4	3.2
April	1949	14.0	13.0	7.2
July	1949	17.2	15.7	10.6
Oct.	1949	21.2	19.0	13.1

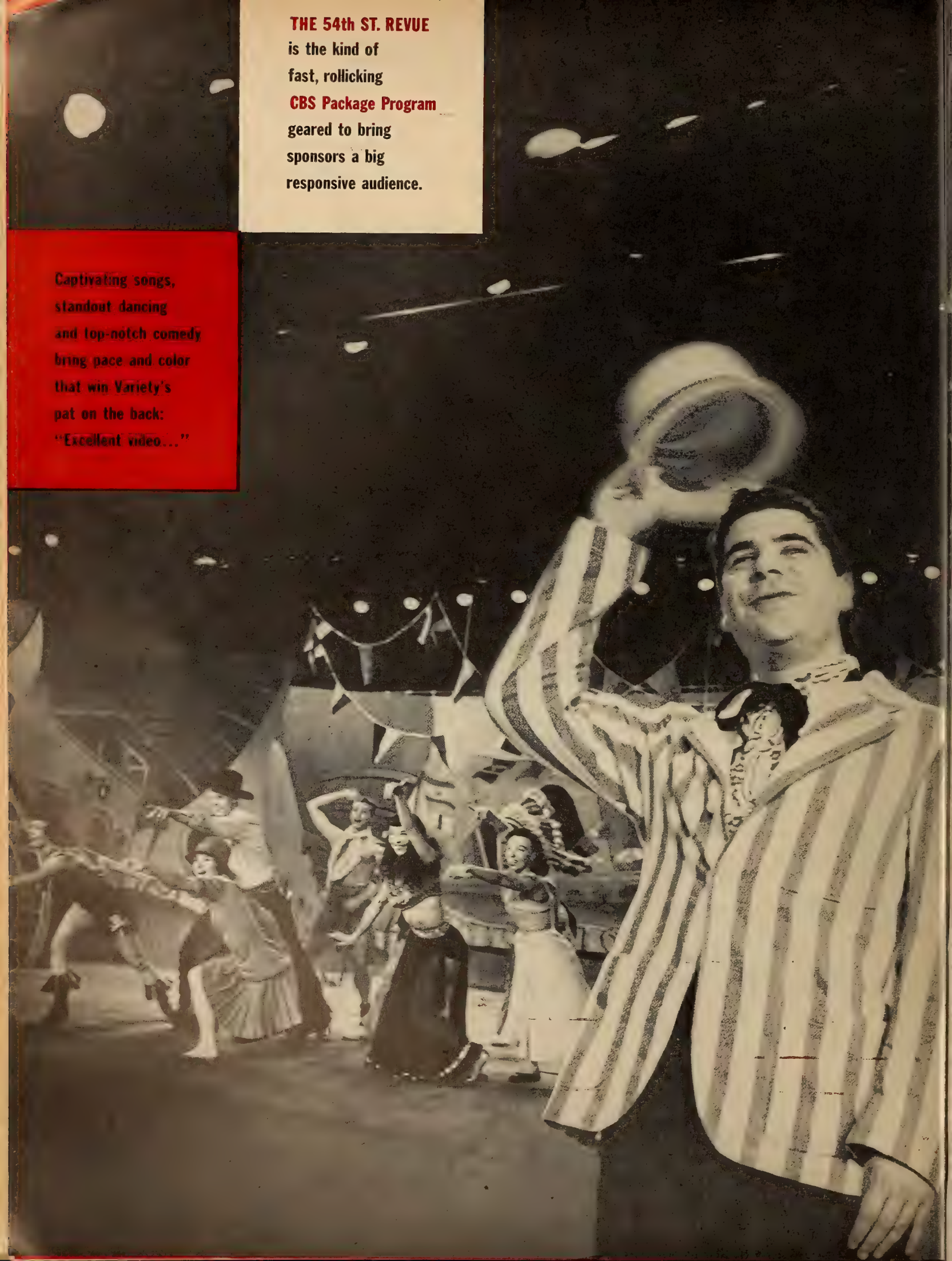
		Cinci.	Bost.	Wash.	L.A.
Jan.	1948	—	—	—	—
April	1948	—	—	—	—
July	1948	—	—	—	—
Oct.	1948	—	—	—	—
Jan.	1949	—	—	—	—
April	1949	6.0	5.2	—	—
July	1949	8.6	8.5	10.0	—
Oct.	1949	10.7	11.2	15.1	14.3

OWNERSHIP has at least doubled during 1949 in New York, Philadelphia, Chicago, Cincinnati and Boston, and increased 1½ times between August and November in Washington and Los Angeles. At the present rate of increase, ownership should be over 40% by the end of 1950 in New York, Philadelphia and Chicago and over 30% in the other markets.

For information about televieing in these seven markets

Ask The PULSE

THE PULSE INCORPORATED
ONE TEN FULTON STREET
NEW YORK SEVEN



THE 54th ST. REVUE
is the kind of
fast, rollicking
CBS Package Program
geared to bring
sponsors a big
responsive audience.

Captivating songs,
standout dancing
and top-notch comedy
bring pace and color
that win Variety's
pat on the back:
"Excellent video..."

WLWT FOOTBALL

Non-Interfering Commercials

TELEVIEWERS watching the traditional game between U. of Cincinnati and Miami (Ohio) U. over WLWT (TV) Cincinnati were treated to a unique method of handling commercials without interruption of play or incidental proceedings.

The method was worked out by the TV department of Rieser-Guenther Inc., advertising agency for its client the Johnson Electric Supply Co., after Claude W. Johnson Jr., president of the sponsoring firm, stipulated that his commercials not interrupt the action of the game nor the important and traditional half-time pageantry. The agency spotted a solution to the problem through Andrea television receivers, for which the Johnson company had sponsored the game. This is what was done:

The video portion of the commercials, which were handled from the studio, showed Announcer Bill Nimmo watching the game on his Andrea receiver. As the switch was made from the football stadium and the studio commercials were cut in, the action on the field continued to be seen clearly on the screen of the Andrea set used in the commercial.

Produced by Dave Brown and Bill Pogue of Rieser-Guenther Inc., WLWT and agency officials hailed the technique as one readily applicable to the presentation of sporting events where a television receiver sponsor hesitates to interrupt the action.

They Say • • •

"THERE are two sides to this television debate . . . For example, we can't go along with the New York case of last week when a wrestling show drew 17,000 fans and a $50,000 gate 'because it wasn't televised.' . . . The buildup had been so good the fans couldn't stay away when told this one wouldn't be on the air. . . . Crowd decreases also may be due to such important factors as tighter pocket books. . . . However, nobody can argue that television doesn't keep a great many people home on nights when they otherwise may have attended the event. . . . Taking all pros and cons of television into consideration, we find it difficult to believe this miracle will not fit into the sports picture of the future in some manner."

From Joe Hendrickson's Column in The Minneapolis Morning Tribune

KECA-TV Hollywood was host to nearly 300 members of Society of Motion Picture Engineers and Society of Television Engineers at December meeting of SMPE held in station's studios.



WLWT (TV) Announcer Bill Nimmo demonstrates Andrea TV reciever on football telecast.

THEATRE VIDEO

Three More Petitions Filed

THREE additional theatre groups petitioned FCC last week for a hearing and allocation of frequencies for a regular theatre television service.

The petitions, similar to those filed earlier by a number of other theatre organizations [TELECASTING, Nov. 14, Dec. 5, 1949], were submitted by Motion Picture Theatre Owners of Metropolitan D. C., representing 75 theatres in the Washington area; Essaness Theatres Corp., representing 29 in the Chicago area, and Lockwood & Gordon Enterprises, representing 19 in Maine, New Hampshire, Massachusetts, Connecticut and Rhode Island. The petitions were prepared by Marcus Cohn and Bernard Koteen of the Washington law firm of Cohn & Marks.

Servicing Manual

PRACTICAL TELEVISION SERVICING & TROUBLE SHOOTING MANUAL, by Technical Staff, Coyne Electrical & Radio-Television School, Chicago. 392 pages. $4.25.

ALL PHASES of TV servicing are covered in this new volume, which features a detailed explanation of color television systems considered by the FCC. The color TV section is printed in four colors, with numerous illustrations. Converters and adapters needed for color reception are explained along with adaptation of present TV receivers to UHF.

KING-TV Basketball

KING-TV Seattle is telecasting the six pre-season basketball games of the U. of Washington (Dec. 10-31) and has worked out a tentative agreement with the university to carry the conference games starting in January, it was learned fortnight ago. Co-sponsoring the series are the Bon Marche, Seattle department store, and Hoffman Television Corp., with Bill O'Mara voicing the games.

UHF TUNERS

Measurement Firm Cites Cost

FCC WAS TOLD last week that UHF monochrome television tuners for an estimated 3 million VHF sets currently in the hands of the public would cost approximately $225 million plus an estimated $105 million in installation charges.

These figures were based on estimates of $75 per tuner and $35 per set for installation.

They were submitted by Communications Measurements Labs., New York, which also estimated the cost of factory-built VHF-UHF TV receivers at about $50 above the over-the-counter cost of a set employing the UHF band alone.

CML, which has opposed adoption of a "hybrid VHF-UHF TV system," pointed out that the Commission's proposed mixed-band allocation would put several channels from one band, and only one from the other, into many communities.

The company quoted RCA experts as saying that, to avoid major frequency drifts, it would be necessary to keep the filaments of converter tubes hot 24 hours a day. CML estimated that, for 30 million receivers, this would cost $60 million in equipment and additional power costs of $262 million a year.

The firm recommends establishment of a wide-channel UHF system for color and high-definition black-and-white, with continuance of present VHF monochrome until the UHF system is ready.

SURGERY PLAQUE

Honors Color Telecast

BRONZE plaque commemorating the first color TV presentation of a surgical operation was unveiled last Wednesday in the surgery room of the hospital of the U. of Pennsylvania, Philadelphia. The citation on the plaque, unveiled by Dr. Harold E. Stassen, the university's president, reads as follows:

The first operation ever televised in color took place in this operating room on May 11, 1949. At the suggestion of I. S. Ravdin, Md., professor of surgery at the medical school of the U. of Pennsylvania, Smith, Kline & French Laboratories, through the cooperation of CBS, made possible the realization of this great advance in medical teaching.

Names Mutrie, Seguin

FERGUS MUTRIE has been appointed director of television by the Canadian Broadcasting Corp., for the Toronto area, and Aurele Seguin has been appointed to a similar post for the Montreal area. Mutrie started with CBC in 1940 at Vancouver where he started CBC farm broadcasts, and in 1945 became national supervisor of farm broadcasting for CBC with offices at Toronto. Seguin has been with CBC since 1936, and has been manager of CBO Ottawa, CBV Quebec, and CBF Montreal.

Novel Novelty

WMAL-TV Washington has uncorked a turn-about wherein real live television performers find themselves depicted as fictional characters in a novel. Ruth Crane, who presents *Modern Woman*, 40 minutes daily on radio and half-hour weekly on TV, and the show's announcer, Jackson Weaver, appear as characters under their own names in a new novel, *Faraway Fields* (Dodd-Mead & Co.) The author, Patricia O'Malley of Washington, D. C., wove them both into the plot of the novel after watching the program in the making at the studio. The novel, a story of an airline publicity girl, relates the WMAL-TV staffers' experiences in producing a TV show for an airline.

UN VIDEO VIEW

Students Urge Editing

EDITORIAL treatment and background are necessary in television reporting of United Nations' deliberations and events to make them effectively interesting to youth. That is the consensus of student opinion at the Graduate School of Journalism, Columbia U.

Prizes totaling $500 were awarded last Monday for the most distinctive and constructive critiques on recent TV news coverage of UN proceedings. Theatre TV received high praise because of the large-screen presentations and increased dramatic impact obtained by presentation of carefully edited highlights.

Study, conducted jointly by UN Dept. of Public Information, Paramount Pictures Inc. and Columbia U.'s journalism graduate school, is part of the research to evaluate the most effective techniques for telling UN's story to the average young citizen. Student critiques are being analyzed by Paramount TV news staff in view of improving the format now used for presenting telecast special events as a program feature in motion picture theatres. Contest's three judges were Benjamin Cohen, Assistant Secretary General, Dept. of Public Information, UN; Prof. Roscoe Ellard, Columbia U., and Paul Raibourn, Paramount's vice president in charge of TV activities.

McPartlin Appointed

JOHN McPARTLIN, member of the NBC Chicago National Spot Sales staff for six years, has been appointed sales manager of WNBQ (TV) Chicago, it was announced last week by NBC Central Division Vice President I. E. Showerman. Mr. McPartlin's assistant is George Morris, formerly of the WMAQ (AM) Chicago local sales staff.

Telestatus

Advertisers in November

(Report 91)

TOTAL number of advertisers using television increased by 304 between October and November according to the latest *Rorabaugh Report on Television Advertising* compiled by the N. C. Rorabaugh Co. With 1,891 advertisers in October, the total increased to 2,195 in November. Reporting markets went from 47 to 51 while four new stations were added to bring the November reporting total to 86.

For the two months the Rorabaugh Report shows the following comparison:

	Oct.	Nov.
Network	76	78
National-Regional Spot	399	420
Local Retail	1,416	1,697
Total	1,891	2,195

* * *

Improvements Seen By ATS Panel

MORE business, better programming, rapid development of daytime operations and improved kinescopic recordings will come in 1950 television, according to members of a programming and production panel at an American Television Society meeting in New York.

"We look for a substantial expansion in the first quarter of 1950," Burke Crotty, executive video producer of ABC, replied to a query as to the outlook for the new year. "We expect many more advertisers to get into television after Jan. 1 and we plan to expand our hours of operation at about that time."

Better Filming Seen

Charles B. Brown of Masterson, Reddy & Nelson, package producer, anticipated that "kinescopes will ripen in 1950, encouraging greater distribution of top programs among non-interconnected stations, and the development of low cost films for TV which will bring more low-budget advertisers into this medium."

"An upswing of new advertisers who will want low budget shows," was looked for by Henry White, president, World Video, package program organization. "Unless television develops a relatively inexpensive program line it is rapidly going to run out of sponsors," he declared. "Unless we can lure advertisers with budgets of less than $1 million a year into TV the networks are going to have some painfully large sustaining program budgets."

Jerry Danzig, associate director of TV programs for CBS, agreed that low cost shows are certain to come. He also believes that 1950 will see a widescale development of daytime programming as well as the emergence of the personality type of show pioneered this fall by Ed Wynn.

During a general discussion of video program and production problems, Worthington C. Miner, CBS manager of TV program development, declared: "I've found no other problem—lighting, production, casting or even meeting a budget—so difficult as getting good writing for television." Speaking particularly of dramatic programs, he said, "the script is fundamental and the rest is tricks that anybody can do."

James Caddigan, program director of the DuMont TV Network, observed that good planning and imagination is often more valuable than money in solving video production problems. He cited the network's new afternoon series, which requires 10 scene changes in two hours from a studio 38 by 40 feet. The designers met this problem by producing "magazine scenery," with sets standing five deep in each of the studio's two divisions. "From then on, as the program progresses, it's merely strike and stack, strike and stack, until the show ends," he explained.

E. P. H. James, advertising manager, Steuben Glass Co., chairman of the ATS program committee, presided. The January meeting will be a film session, David Halpern, Owen & Chappell, ATS president, announced.

* * *

Weekly Television Summary

Based on Dec. 26, 1949, BROADCASTING Survey

City	Outlets On Air	Number Sets	Source of Estimate
Albuquerque	KOB-TV	1,500	Station
Atlanta	WAGA-TV, WSB-TV	20,500	Distributors
Baltimore	WAAM, WBAL-TV, WMAR-TV	112,517	TV Circ. Comm.
Binghamton	WNBF-TV	2,300	Dealers
Birmingham	WAFM-TV, WBRC-TV	6,750	Distributors
Bloomington	WTTV	300	Dealers
Boston	WBZ-TV, WNAC-TV	213,424	TV. Comm.
Buffalo	WBEN-TV	53,184	Buff. Elec. Co.
Charlotte	WBTV	9,300	Distributors
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	266,460	TV. Comm.
Cincinnati	WCPO-TV, WKRC-TV, WLWT	50,000	Distributors
Cleveland	WEWS, WNBK, WXEL	119,103	West. Res. U.
Columbus	WBNS-TV, WLWC, WTVN	25,300	Distributors
Dallas, Ft. Worth	See Ft. Worth-Dallas listing.		
Davenport	WOC-TV	5,030	Distributors
Quad Cities:	Includes Davenport, Moline, Rock Island, East Moline.		
Dayton	WHIO-TV, WLWD	23,800	Stations
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	145,000	Distributors
Erie	WICU	18,100	Station
Ft. Worth-Dallas	WBAP-TV, KBTV, KRLD-TV	22,000	Dist. & Deal.
Grand Rapids	WLAV-TV	9,000	Distributors
Greensboro	WFMY-TV	7,325	Distributors
Houston	KLEE-TV	10,000	Distributors
Huntington-Charleston	WSAZ-TV	2,750	Distributors
Indianapolis	WFBM-TV	14,000	Dist. & Deal.
Jacksonville	WMBR-TV	4,160	Wholesalers
Johnstown	WJAC-TV	7,850	Distributors
Kalamazoo-Battle Creek	.....	3,500	Dealers
Kansas City	WDAF-TV	20,434	Distributors
Lancaster*	WGAL-TV	19,011	Dealers
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV KTTV, KECA-TV	302,635	Rad. & Appl. Assn.
Louisville	WAVE-TV	16,604	Station
Memphis	WMCT	12,210	Distributors
Miami	WTVJ	12,300	Station
Milwaukee	WTMJ-TV	60,564	Distributors
Minn.-St. Paul	KSTP-TV, WTCN-TV	50,200	Stations
New Haven	WNHC-TV	58,400	Station
New Orleans	WDSU-TV	10,273	N. O. Pub. Serv.
New York	WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX	875,000	Stations
Newark	WATV	Incl. in N. Y. estimate	
Norfolk	.....	1,001	Distributors
Oklahoma City	WKY-TV	14,340	Distributors
Omaha	WOW-TV, KMTV	11,419	Distributors
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	315,000	Elec. Assn.
Phoenix	KPHO-TV	3,000	Dealers
Pittsburgh	WDTV	55,000	Dist. & RMA
Portland, Ore.	.....	606	Eng. Est.
Providence	WJAR-TV	19,750	Dealers
Richmond	WTVR	20,000	Distributors
Rochester	WHAM-TV	15,931	Distributors
Salt Lake City	KDYL-TV, KSL-TV	7,000	Station
San Antonio	WOAI-TV	1,608	Station
San Diego	KFMB-TV	12,750	Station
San Francisco	KGO-TV, KPIX, KRON-TV	22,000	N. Cal. Elec. Assn.
Schenectady	WRGB	44,200	Distributors
Seattle	KING-TV	15,800	Distributors
St. Louis	KSD-TV	67,700	Union Elec. Co.
Syracuse**	WHEN	19,132	Distributors
Toledo	WSPD-TV	28,000	Dealers Assn.
Tulsa	KOTV	6,600	CPA Audit
Utica-Rome	.....	4,500	Dealers
Washington	WMAL-TV, WNBW, WOIC, WTTG	78,700	TV Cir. Comm
Wilmington	WDEL-TV	21,804	Dealers

Total Markets on Air 57; Stations on Air 97; Sets in Use 3,376,625

* Lancaster and contiguous areas.
** Also claims coverage in Utica-Rome area.

Editor's Note: Sources of set estimates are listed for each city as available and since most are compiled monthly some may remain unchanged in successive summaries. Total sets in all cities surveyed is necessarily approximate since two areas may overlap. To offset this there are many scattered sets in areas not included in the survey.

Viewers Surveyed By U. of Miami

IN Television Survey No. 5 the U. of Miami Radio and Television Dept. reports that "all things considered" television in Miami is "good." Of the 214 respondents 53% voted for "good" while another 38% said they felt it was fair. Only 7% said video in Miami was poor.

Commercial announcements also received a vote of confidence with 86% of the sample voting for "good" (56%) or "fair" (30%). Only 13% thought the commercials "poor" or "irritating." A slight majority, 52%, said they were satisfied with the number of hours Miami's only television station, WTVJ (TV), operates, with 28% wanting more hours. Of those interviewed, 55% said they watched all the hours television shows were available per day with 87% reporting they watched all available days. Although the size of families of those interviewed was small—41% had no children—69% of the families reported that more than four people viewed programs on their sets on an average evening. Motion picture attendance dropped with the introduction of a video set in the home. Sixty-six percent said they attended less, and while only 1% said they never went to the movies before, 15% reported they never attended after getting a TV set.

Of those interviewed 76% had owned their sets since before July 1949 and 95% were purchased locally. Most popular screen size was the 10 inch (44%) with a 12-inch screen in 23% of the homes. There were 26 different makes reported, led by Admiral, 18%; RCA, 15%, and Motorola, 11%. Eighty-six percent of those interviewed said they have no trouble getting service or tuning and adjusting their sets.

The report points out: "Since the sample is small and not yet appropriately stratified, the data derived from this interim report should be taken as merely indicative of possible trends where differences are great enough to appear significant."

Pittsburgh Set Penetration Up 4%

TELEVISION set penetration in Pittsburgh and 40 surrounding boroughs and townships has climbed

(Continued on Telecasting 17)

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

BALTIMORE
LEADS THE NATION AGAIN*

36.1% of Baltimore's Total Broadcast Audience (6 to 10:30 P.M.) Watches Television*

*Based on C. E. Hooper, Inc., "TV Station Audience Index" for September—October

WMAR-TV
LEADS IN BALTIMORE WITH
38.6% of average Sunday-thru-Saturday TV audience*

NOW 112,517

TV sets in the Baltimore area. Baltimoreans bought 12,481 television receivers during November to boost total installations in this area to 112,517 as of December 1.

IN MARYLAND, MOST PEOPLE WATCH

WMAR-TV

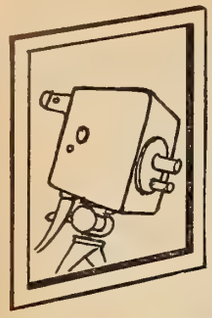


Represented by

THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM



Reel Takes

JOSEPH THOMAS

A YOUNG "old man" in the electronic field and a veteran in the photography field, having started at 11, Joseph Thomas is well-grounded for his job as president of Telefilm Inc., Hollywood.

First drawn to radio while in high school, Joe built himself a crystal set. The mysteries of electronics intrigued him, and he absorbed as much as he could before graduating from Evander Childs High School in New York in 1923. Feeling that more was to be learned from practical experience than advanced schooling, Joe immediately proceeded to find a job with the de Forest Radio, Telephone and Telegraph Corp. in New York.

During his two years association with the firm he worked on radio sets—wiring, assembling and learning all that he could about electronics. And he was in good company, for some of his associates at that time included Allen DuMont, and F. A. Andre (later head of Fada Radio). In fact Joe still owns a memento of those days—one of the first vacuum tubes ever made.

When the de Forest firm moved to Jersey City, young Thomas felt this was too far to travel to work each day so he resigned. This led to the formation of Webster Radio Co. to manufacture his own sets. Later he expanded the firm to include three retail outlets in addition to manufacturing. For seven years his firm turned out an average of 2,500 sets a year, which were sold in addition to other brand names via the owned retail outlets.

Getting out of the manufacturing field in 1932, he continued in retailing while turning much of his attention to sound film. He recognized that the ultimate field of 16mm was bound to find a home in television and commercial advertising, and devoted much of his time to it, particularly in the area of 16mm sound.

Going to Los Angeles in 1937 for a look-see, Joe decided to stay and incorporated Telefilm Inc. a year later.

Today, his firm represents more than a producing firm. It is a complete facility operation for 16mm from sight through sound.



Mr. THOMAS

On the production side the firm has handled TV commercials for a roster of clients which includes Rancho Soups, Sunkist, Catalina swim suits, Macmillan Petroleum, Cresta Blanca, Hoffman Radio Corp., Brown Shoe Co., Barker Bros. (department store). In addition Telefilm also has been producing for station syndication the *Roving Camera* series now in its second year of production.

In selecting the name of the firm, Joe Thomas admits that he thought that TV would be happening sooner but points out that it took a war to stop it. Having been in on the pioneering period of radio and the pioneering of 16mm sound practices and techniques, he now is reveling in the evolution of commercial TV.

His interest in photography first started at the age of 11 when he began to develop and print his own pictures. This remained a hobby while he waded into electronics and later fused with the advent of the sound picture and now has grown into sound pictures for television.

Since forming his own firm, Joe estimates that it has dealt in whole, or part, with the production of more than 5,500 pictures. He also developed instantaneous film process and won a legal battle over same with Warner Bros.

On the personal side, Joe married Melrose Virginia Burleigh in 1924. Today they live in Hollywood.

SHOW WINDOW OF THE WORLD!

Reach South Florida's 750,000 permanent residents and the 2,000,000 visitors they entertain with your sales message over television in Miami--WTVJ

13,000 Television sets now in use in South Florida*

WTVJ channel 4 MIAMI

SEE THE FREE & PETERS MAN TODAY

17 N.W. 3rd ST., MIAMI, FLA.

*estimated from NBC research and dealer survey

Test Sale Success

HOME Containers Corp., San Francisco (manufacturers of Press-2-Seal Fresherators), has announced the sale of almost 40,000 units as result of a one-month test campaign on San Francisco's three television stations — KRON-TV, KGO-TV and KPIX (TV). Agency handling campaign is Guild, Bascom & Bonfigli, San Francisco.

TIE-IN SALES

Government Starts Probe

FEDERAL inquiry into reported television tie-in sales, motivated by complaints of retail dealers, has been initiated by the Justice Dept.'s Philadelphia office. Complaints will be turned over to a federal grand jury in Philadelphia starting Feb. 14.

Justice Dept. is seeking to determine whether federal anti-trust laws have been violated, and has subpenaed records of RCA Mfg. Co., of Camden, N. J., a number of distributors and six other unidentified manufacturers in other parts of the country.

William L. Maher, assistant chief, Middle Atlantic office of the Justice Dept., stressed that the action represented only "an inquiry" thus far to ascertain whether any violations were involved. Subpenas were issued, he said, only to secure possibly valuable information.

RCA issued a statement from New York, saying "we know of no tie-in sales" and that investigation would show that the company's practices "fully comply with law." Sales of the new RCA 45-rpm and Columbia Records Inc. 33⅓-rpm record players and record player attachments will be studied.

Meanwhile, spokesmen at Justice Dept. Washington headquarters confirmed the reports of the inquiry but said its Philadelphia branch will handle the investigation, since most of the complaints were of a local nature. In addition, the Washington office has turned over similar complaints.

The inquiry, conducted by George W. Jansen of the Philadelphia office, will review complaints that dealers allegedly are being required to buy unwanted record-players, records, etc., to get relatively scarce television sets, especially those with 12½-inch and 16-inch screens.

Subpenas are being prepared for about 24 distributors and a number of retailers throughout the country, in addition to those served on the RCA Camden firm, other manufacturers and a Philadelphia distributor.

NBC-TV STYLISTS

Elect IATSE Local 798

INTERNATIONAL Alliance of Theatrical Stage Employes, Local 798, last week was unanimously chosen by NBC-TV make-up artists and hair stylists as their collective bargaining agent.

Election was the first National Labor Relations Board polling covering the category. Negotiations for a contract covering these workers soon will be started by Sal J. Scoppa, business agent for the recently-formed make-up artists and hair stylists local. Local 798 said it also was attempting to organize make-up personnel at all other television stations.

Network Status

(Continued from Telecasting 3)

produce shows at a price stations, networks, sponsors can afford.

"This fall's experience—with its unending search for multiple sponsors—the switch of some programs to a bi-monthly basis—certainly leaves no doubt that the idea of starting in television at the point Hollywood and radio have reached after a quarter century's development is economically dangerous—if not ruinous for this new medium.

"Users of the medium, as well as its executives, must find some way to utilize its great potentials in more ways than for entertainment alone . . .

"Throughout 1949 the DuMont Television Network has made splendid strides across a wide front. While we serviced 20 stations either directly or by Teletranscriptions during 1948, regular television networking did not come into operation until the AT&T opened its coaxial cable to the west on Jan. 11. Since that time our affiliates have grown from three independently-owned stations on contract to number 52 on contract —26 of them interconnected and 26 non-interconnected. More than 99% of this country's television set owners live within range of DuMont affiliates' transmitters.

"Programwise, we have strengthened our position materially. We now send 31 hours of nighttime programs every week to affiliates on the coaxial cable and on Dec. 12 inaugurated two hours of afternoon programming . . .

"Similarly, both to strengthen our programs structure and to reduce production costs, we have completed arrangements with WGN-TV (Chicago) to feed several hours of programs to the network weekly.

"During 1949, too, our Teletranscription department has developed until today it is providing 7½ hours of programs and services 37 stations regularly.

"A year ago we served 40 advertisers—none of them on a network basis. During 1949, 12 national accounts used our facilities on a network basis while 190 took advantage of WABD to present their messages to greater New York's rich market. Several splendid — and lucrative — accounts are slated to start telecasting with us soon after the first of the new year.

"Our personnel and space requirements provide an excellent measurement of our recent developments. Before we instituted daytime television on WABD, our payroll numbered slightly more than 200 persons and our headquarters required 17,000 square feet at 515 Madison Ave., Manhattan. As a result of wider activities on more fronts, today we employ 275 persons and require 21,000 square feet for our Manhattan headquarters. Incidentally, during the year, we opened WDTV, another owned and operated station, which, serving the splendid Pittsburgh region, has speedily gained the distinction of being the only TV station in the country operating in the black."

Telestatus

(Continued from Telecasting 14)

from 5% of the homes in October to 9% of the homes in early December. Information is based on telephone surveys made during the first two weeks of December by Guide-Post Research, Pittsburgh.

Between six and nine p.m. it was found that 76% of the television homes interviewed had their sets tuned to WDTV (TV), Pittsburgh's only video outlet. In the remaining television homes contacted 15% had radios turned on and not TV while 9% had neither turned on. Charles F. Ackenheil, director of Guide-Post, points out that these figures exclude homes which did not answer the phone. Normally 15% of the families have no one at home in the evenings. He contends, however, in TV homes the "not at homes" are closer to 10%. On that basis, he estimates that in the 6-9 p.m. period an average of 71% of all Pittsburgh's TV home sets are in use.

* * *

WTTV (TV) Bloomington Announces Rates

RATES for WTTV (TV) Bloomington, Ind., which began formal operation Nov. 11, have been announced by Glenn Van Horn, general manager.

The one-hour time-rate runs from $150 for one time down to $112.50 with the frequency discount for 260 or more times. Spots of one minute or less start at $22 for one time and run down to $16 for 260 or more. Other time segments on a one-time basis are set as follows: 30 minutes, $90; 20 minutes, $75; 15 minutes, $60; 10 minutes, $43.75, and five minutes, $31.25.

Rates for film, art work, music and dramatic talent are available on request. Any additional charges for production, rehearsal material or field pick-up are based on actual costs. The station is owned by Sarkes and Mary Tarzian who also own the AM outlet WTTS Bloomington.

* * *

Milton Berle Heads November Videodex List

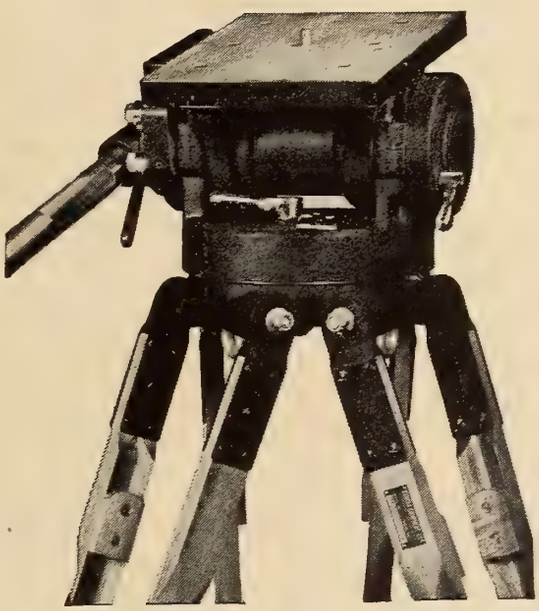
IN NOVEMBER Videodex Network Report of TV habits in 18 cable connected cities, Milton Berle and his *Texaco Star Theatre* led the rating parade with 68.9. Arthur Godfrey's two shows were shown in second and third place—*Godfrey and Friends*, 56.4, and *Talent Scouts*, 55.4—while *Toast of the Town* was fourth with 51.2.

THREE feature films from Dept. of Defense currently being telecast Sat., 7 p.m. by WMAL-TV Washington.

Floating Action! **for all TV Cameras**

"BALANCED" TV TRIPOD

(Pat. Pending)



This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.



Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rustproof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

Film Report

BOWL GRID GAMES

Telenews To Produce Three

TELENEWS Productions Inc., New York, is producing exclusive film presentations of the top three New Year's Day bowl games in 1950's first Gillette *Cavalcade of Sports,* to be aired on CBS-TV through Maxon Inc., New York. Half-hour telecasts, scheduled for Tuesday, Jan. 3, will feature highlights of the Sugar, Orange and Rose Bowl classics, and will be serviced for off-network stations by special film releases.

Another Telenews production, *Exit '49,* a one-hour review of the year's ten top news stories, will be sponsored by P. Ballantine Sons, Newark, on some 32 NBC-TV outlets from 5 to 6 p.m. New Year's Day. Narrated by Robert Trout, the film was signed through J. Walter Thompson Co., New York.

TV Trade Show

ALMOST all aspects of television will be discussed at the annual Television Institute and Industry Trade Show at the Hotel New Yorker, New York, Feb. 6-8 inclusive. Subjects to be discussed the first day will include programs, audiences, budgets, time sales, FCC and station operation. The second day will be devoted to the specialized problems of small TV stations and to advertising agencies, and the third day to labor problems.

GRAY-HANCOCK Productions, Hollywood, new firm for production of television films, has been organized by **Jeanne Gray,** radio commentator, and **Ralph Hancock,** author. Offices are at 2203 N. Highland Ave., telephone Granite 2764. . . . **Arthur J. Ellis** has joined Chicago staff of **Sarra Inc.** as director and film editor on TV and motion picture films. Mr. Ellis has been in motion picture production for 37 years. He has worked for Wilding Pictures, Jam Handy Organization and Chicago Film Labs. For past several years he has edited World Series baseball films.

At **Depicto Films Inc.,** 254 W. 54th St., New York, John Hans, president, announces appointment of **Murray Knowlton** as associate producer and **Jack Lane** as assistant to president in charge of production. Mr. Knowlton, formerly with John Bransby Productions, will handle sales and production of television films and motion pictures. Mr. Lane was formerly with William J. Ganz Co. Mr. Hans says these appointments mark first step in Depicto's expansion program since moving to larger quarters.

Approximately 56 TV stations throughout country now telecasting commercials produced by **Jerry Fairbanks Productions,** Hollywood, for **Dodge Corp.** Agency: **Ruthrauff & Ryan Inc.,** same city. . . . **Jane Adams** has been signed for feminine lead in forthcoming **John Sinn-Philip Krasne** *Cisco Kid* TV series. . . . **Telefilm Inc.,** Hollywood, producing three one-minute live action television films for **Southern California Pontiac Dealers.** Agency: **Taggart & Young,** Los Angeles.

Phillips H. Lord Inc., 501 Madison Ave., New York, creator and producer of television's *The Black Robe,* currently producing new series for TV. Series is being built around everyday personalities—taxicab drivers, housewives and plumbers—and claims to be departure from present type of TV entertainment.

McCullem Pictures, Hollywood, has prepared series of 12 one-minute TV film commercials for **Kelly Kar Co.** (dealers) to run on Los Angeles area stations starting first of year. Agency: **Tullis Co.,** Los Angeles.

Academy Dinner

ACADEMY of Television Arts & Sciences has definitely scheduled its annual "'Emmy" awards dinner for Jan. 27 at the Ambassador Hotel, Los Angeles. Dinner had previously been tentatively set for Jan. 24 [TELECASTING, Dec. 19].

WXEL (TV)

Sparks Local Activity

WXEL (TV), which made its debut Dec. 17 as Cleveland's third TV outlet [BROADCASTING, Dec. 19], is in the midst of a windfall of activities. Station is scheduling a galaxy of local programs, telecasting top network shows (it has a primary affiliation with DuMont) and has started the city talking about an "outdoor center."

According to published reports in the city, Herbert Mayer, WXEL's energetic owner, president and general manager, is projecting plans to finance a "unique outdoor center" in Parma, Cleveland suburb. It would feature the development of a combination athletic field and community playground on a seven-acre plot, part of which is the site of the station.

Innovation at WXEL's opening, attended by industry executives and local officials, was the chartering of a United Airlines plane for the group of New York visitors. The guests and Mr. Mayer watched themselves approach the field, where a camera crew located itself, and then taxi up to the ramp, on the screen of a TV set placed in the plane.

Local programs, some of them already scheduled, will cover a variety of show categories including sports, children shows, panel discussions, variety shows, book review programs, folksong and talent shows. Emphasis in network offerings will be on DuMont with CBS, ABC, Paramount and WPIX (TV) New York also providing programs.

EUROPEAN TV

French Air 819-Line Image; British Extend System

TRANSMISSION of 819-line images, as compared to the 525-line image telecast in the United States, has been inaugurated in Paris by French television engineers, according to a *New York Herald Tribune* dispatch. The image, represented as the world's clearest, is a result of research started at the end of the war.

Experiments eventually raised the number of lines in the image as high as 1,029. At that point, however, the engineers had developed a "beautiful" picture but one almost impossible to transmit and compromised on the 819-line image.

The *Herald Tribune* dispatch points out that the image went on the air because French television is still in its infancy, whereas U.S. television experts must consider the possibility of rendering thousands of sets obsolete in improving line technique in this country. The new French picture will be telecast one hour a day. At other times, the 455-line picture will be aired. Under French law, 455-line broadcasts must continue until 1958.

Great Britain, meanwhile, has extended its TV system with inauguration of its second transmitter, the first of four relays planned to give TV to nearly three quarters of the British Isles' population.

Some 180,000 persons in the British Isles now own television sets, more than twice the number of a year ago.

COY REVIEWS COLOR

Addresses Washington AVC

A REVIEW of developments to date in FCC's color television proceeding was presented by FCC Chairman Wayne Coy in an extemporaneous speech to the American Veterans Committee, Chapter 1, in Washington last Wednesday.

He reiterated the Commission's assertion, when it set up the hearings [BROADCASTING, May 30], that if color is authorized then each broadcaster may choose between monochrome and color, and that FCC expects the ultimate color system to be "compatible"—that is, capable of being received in monochrome on existing sets with no more than relatively minor modifications.



SERVING THE RICHEST MARKET IN THE SOUTH'S NO. 1 STATE*

7325 SETS IN USE AS OF DECEMBER 1, 1949 †

SALES REPRESENTATIVES
HARRINGTON, RIGHTER and PARSONS, INC.
NEW YORK CITY: 270 Park Avenue MU 8-1185
CHICAGO: Tribune Tower WH 4-0074

Owned and Operated by
GREENSBORO DAILY NEWS and THE GREENSBORO RECORD

*Source: Sales Management's "Survey of Buying Power"—1949
†Source: NBC Research Dept.

TV FILM & PRODUCTION SERVICES



V. S. BECKER PRODUCTIONS

Producers of Television, radio package shows and spot commercials

Representing Talent of Distinction

562 FIFTH AVE., NEW YORK

LUXEMBERG 2-1040

BRAY STUDIOS, INC.

EXTENSIVE LIBRARY OF

FILMS

(INCLUDING CARTOONS)

Available for television

SEND FOR CATALOGUE

720 SEVENTH AVE., NEW YORK, 19

Save Time! Low Cost — Save Money! High Powered

FILM COMMERCIALS

"Finest in Film Since 1937"

LABORATORY

FAST 72 HR. SERVICE!

WALNUT 2164

FILM ASSOCIATES, INC.

440 E. Schantz Ave. Dayton 9, Ohio

GRAY—O'REILLY

COMMERCIAL SPOTS

FOR TELEVISION

480 LEXINGTON AVE.

NEW YORK

PLAZA 3-1531

OFFICIAL TELEVISION, INC.

SUBSIDIARY OF OFFICIAL FILMS, INC.

COMPLETE VIDEO

PROGRAM SERVICE

NEW SHOWS READY SOON.

CONTACT W. W. BLACK

25 WEST 45TH STREET,

NEW YORK 19, N. Y.

LU 2-1700

RKO PATHE, INC.

625 MADISON AVE.

NEW YORK, N. Y.

PLAZA 9-3600

SARRA, INC.

TELEVISION COMMERCIALS

MOTION PICTURES

SOUND SLIDE FILMS

NEW YORK - CHICAGO

HOLLYWOOD

TELEMOUNT PICTURES, INC.

"THE MAGIC LADY AND BOKO"

13 PICTURES COMPLETED

A TEN MINUTE PACKAGED PROGRAM ESPECIALLY PRODUCED FOR TELEVISION. PTA ENDORSED

"One of the Best Children's Programs to be presented on Television. Your Children will be delighted."

S. Calif. Assoc. For Better Radio & TV

IN PREPARATION

39 MAGIC LADY BOKO

California Studios

5255 CLINTON ST. - LOS ANGELES 4

New York City: Zack Baym, 13 E. 37th St.

Baltimore: John D. Aherns, 2104 N. Charles St.

SHERMAN PLAN, INC.

Consultants to Advertising Agencies and Advertisers on films for television

-PRODUCERS-

TV FILM PROGRAM DISTRIBUTORS

420 VICTOR BLDG. WASHINGTON, D. C.

-STERLING 0780-

TV STATION MANAGERS:

Several cities still open for "THE LORD'S PRAYER"—exclusive personalized TV sign-off spot. Write now for rates and availability!

TELEFILM, INC.

COMPLETE FILM PRODUCTION

FOR

TV SPOTS-PROGRAMS

All Production Steps In One Organization

6039 HOLLYWOOD BLVD.

HOLLYWOOD 28, CALIF.

HOLLYWOOD 9-7205

TELESCRIPTIONS

ANIMATED TV SPOTS

20-SECOND AND 1 MINUTE

823 VICTOR BUILDING

WASHINGTON, D. C.

STERLING 4650

UNITED WORLD FILMS, INC.

A SUBSIDIARY OF UNIVERSAL PICTURES

37 YEARS' EXPERIENCE MAKING HIT MOVIES

WORLD'S TOP TECHNICAL AND CREATIVE TALENT! UNSURPASSED FACILITIES FOR LIVE AND STOP MOTION PHOTOGRAPHY!

Sparkling film commercials, tailored to your cost needs

Complete film programs available; features, novelties, sports, science

WRITE . . . WIRE . . . PHONE . . .

TELEVISION DEPARTMENT 8T

1445 PARK AVENUE

NEW YORK 22, N. Y.

VIDEO VARIETIES CORP.

TELEVISION PROGRAM FILMS

TELEVISION COMMERCIALS

BUSINESS MOVIES

SLIDE FILMS

—FROM SCRIPT TO FINISHED PRINT

OWNERS AND OPERATORS OF WEST COAST SOUND STUDIOS

510 W. 57TH STREET, N. Y. C.

WITH EXPERIENCED MANPOWER AND COMPLETE FACILITIES

41 E. 50TH ST., NEW YORK

MURRAY HILL 8-1162

BROADCASTING - TELECASTING

FILM & PRODUCTION DIRECTORY IS PRINTED THE LAST ISSUE OF EACH MONTH

GUARANTEED PAID CIRCULATION EXCEEDS 15,000

Standard Bearer In Radio . . .



WOW-TV is a complete television operation, first in its field—just as Radio Station WOW has been for 26 years.

Staffed by 40 full-time employees — with four years of intensive television training behind them — and by 70 more AM-TV workers, WOW-TV is operating 40 to 50 hours a week. It is a basic NBC affiliate, with a schedule of NBC and national spot kineoscope, plus local commercial programming which is growing every day.

WOW-TV locally produced telecasts have included every big major event in the Omaha Area in the past two months. Among them: University of Nebraska Football games, direct from Lincoln over a WOW-TV-owned microwave relay system (sponsored by General Electric Dealers); the AK-SAR-BEN Rodeo; "Little World Series" baseball; professional football; wrestling; good dramatics; good variety; good musical shows; locally produced film news and special events.

On October 7 there were 6,000-plus TV sets in use in the WOW-TV service area (within 75 miles of Omaha). Sets in use are increasing at the rate of 400 a week.

WOW-TV has the MARKET, the FACILITIES and the KNOW-HOW to do any kind of television production, at low cost to the advertiser.

Let any John Blair man or WOW salesman tell you the complete WOW-TV story. It pays to buy on a rising market.

WOW-TV

OMAHA, NEBRASKA

CHANNEL SIX

RADIO STATION WOW, Inc.

John J. Gillin, Jr., Pres. & Gen'l. Mgr.,

John Blair & Co., & John Blair T-V, Inc., Representatives.

Management

JERRY IRWIN, for five years with WSGN Birmingham, Ala., as account executive, and before that with staffs of Newell-Emmett Co. and Joseph Katz Co., both New York, appointed general and commercial manager of WTNB Birmingham, Ala.

WILLIAM E. WARE elected president and general manager of KSTL St. Louis, succeeding **FRANK E. PELLEGRIN**, station's founder, who is now vice president of Transit Radio Inc., New York. Mr. Pellegrin elected vice president of KSTL and remains as director and stockholder. Mr. Ware entered radio at KNOW Austin, Tex., in 1928, shifting to WSYR Syracuse, N. Y., before joining CBS. There he handled news and sports for three years while stationed at WCAU Philadelphia, WKRC Cincinnati and KRLD Dallas. He was general manager of KTHS and KWFC Hot Springs, Ark., for five years, and founded KSWI and KFMX Council Bluffs, Iowa, where he served as vice president and general manager four years ago. He sold his interests in those stations recently to acquire part ownership of KTSL.



Mr. Ware

HAROLD E. MILLER succeeds **WALTER O. MILLER** as station manager of WGAL-AM-FM-TV Lancaster, Pa.

BRONSON STALEY, announcer for WCMP (FM) Baltimore for past year and a half, appointed station manager.

R. D. HOLMES named general manager of KAST Astoria, Ore.

ROBERT W. PHILLIPS, manager of WSGW Saginaw, Mich., named a vice-president of Booth Radio & Television Stations Inc. at meeting of corporation board of directors Dec. 15. He formerly was sales manager of WSAM Saginaw, and WBCM Bay City. Corporation, which also operates WBBC Flint and WJLB - AM - FM Detroit, changed its name from Booth Radio Stations Inc. to Booth Radio & Television Stations Inc., in view of its increasing emphasis on visual medium. It was voted to spend $535,000 on TV during next five years.



Mr. Phillips

REED POLLOCK, general manager of KDON Monterey, Calif., resigned, effective Jan. 1, to form his own advertising agency. He has been with station since 1935.

EDGAR L. BILL, president of WMBD Peoria, who suffered a severe thrombosis in Chicago Dec. 9, continued to improve last week and oxygen tent was removed. With him at Palmer House is his wife. His doctors report it will be several weeks before he returns to Peoria.

KEITH TYE, station manager of KVER Albuquerque, N. M., is the father of a boy, born Dec. 14.

Respects

(Continued from page 38)

pered under Bob Tincher's guiding hand.

As general manager, Mr. Tincher has proven himself an affable and able administrator. He has established programs and services designed to serve the needs of advertisers and listeners alike.

Adopting the Rotary precept, "He profits most who serves best," he has developed programs to best suit the needs of the predominantly agricultural five-state market area. From WNAX the farmer receives soil conservation advice, methods of handling livestock, weather and markets, while outstanding reporting of the news and live talent programs are blended to present a schedule designed to appeal to rural and city dweller alike.

Large numbers of promotion and merchandising awards, as well as showmanship citations bear testimony to the fact that merchandising and promotion of the Big Aggie station claim and get plenty of Bob Tincher's attention. He believes in "taking talent to town."

Last season the station's barn dance group played to over 70,000 paid admissions in five states. More than 60,000 midwesterners danced to the WNAX Bohemian Band last year to the tune of $1 each. The *Inquiring Farm Reporter* travels "Big Aggie Land" all year 'round, recording grass roots programs from the farms and fields of the Dakotas, Minnesota, Nebraska and Iowa.

Advantageous Location

Mr. Tincher opened auxiliary studios at Sioux City in September 1939. As one of the midwest's outstanding sales centers, Sioux City offered an advantageous location for merchandising contacts and for complete coverage of farm, sports and metropolitan news. The WNAX sales staff, the news, special events and sports departments are now located there.

In June 1941, Lieutenant Tincher, a member of the Cavalry Reserve, was called to active service, for what was to have been one year's duration. Pearl Harbor extended that year to four and a half, during which time Mr. Tincher served nearly two years overseas and rose to the rank of lieutenant colonel. He was awarded the Bronze Star and a citation for the Legion of Merit.

The past 11 years have seen the original WNAX staff of 13 grow to 83 employes. During the first year of Mr. Tincher's management, the station showed a 300% increase in revenue. This year station income is 700% over that original level—business was never better.

The Tinchers—she is the former Roxanna McNay of Des Moines—have four daughters, Carol, 15, Diane, 11, Virginia 10, and Judith 6. Family recitals are the favorite pastime of the family. Father plays the viola, mother plays the piano, one daughter plays the cello and another second violin. At Christmas time it's a Tincher family tradition to bundle up against the winter winds and go caroling together — dad's bass blending with the altos and sopranos of the brood.

One of his community's hardest workers, Bob Tincher is president of the Yankton Chamber of Commerce, past president of the Rotary Club, as well as member of many other civic groups. Even with the heavy demands on his time and energies he engages in regular bowling and hunting. Eugene Katz and C. E. Hooper are among those in the industry who have enjoyed the annual Tincher pheasant hunts.

On the talent side, Mr. Tincher sings a strong bass in quartettes he has organized, and—"This I consider my greatest accomplishment"—he shoots a hard game of golf in the low eighties.

SHAFFER NAMED

Manager of New WJER Dover

MRS. H. C. GREER, owner of WJER Dover, Ohio, new station under construction, has appointed Frank Shaffer as general manager and William McClellan as chief engineer. Additional personnel will be announced at a later date, according to Mrs. Greer.

WJER's opening date has not been set since the Dover grant is dependent on a frequency shift at WHHH Warren, Ohio, allowing WFMJ Youngstown to vacate its present frequency of 1450 kc, making it available for WJER's use. Station hopes to be on the air by February. WJER would operate on 250 w fulltime.

Mr. Shaffer formerly was assistant manager of WKNA Charleston, W. Va., and recently program director at WONE Dayton, Ohio. Mr. McClellan was formerly with WSVA Harrisonburg, Va., and WBCK Battle Creek, Mich.

WQUA CHANGES

Realign Executive Posts

PROMOTION of G. LaVerne Flambo from sales manager to executive vice president in charge of sales has been announced by the Moline Broadcasting Corp. as one of a series of changes at WQUA (AM-FM). Station serves the Quad Cities of Davenport, Rock Island, Moline and East Moline, all in Illinois.

Other changes: Jack Davis, named from sales manager to assistant to General Manager Bruff W. Olin Jr.; Verne Glewse, former chief announcer, placed in charge of all production and coordinator of musical shows; Ann Wyman, formerly in the continuity department, now director of women's programs and put on spot sales; Dan Rafferty, former MBS announcer, appointed chief of the news department, and Bud Dawson, sports editor, made special events director.

Commercial

HERB SCOTT, formerly of WBHB Fitzgerald, Ga., named commercial manager of WARD Johnstown, Pa.

ROBERT E. CHAPMAN named commercial manager for WKY Oklahoma City. He joined advertising department of *The Daily Oklahoman* and *Oklahoma City Times* in 1926, and served in national advertising department of those publications thereafter, with exception of three years (1938-41) when he was WKY's commercial manager. He succeeds **LEO HOWARD**, resigned.



Mr. Chapman

HAL CHASE appointed commercial manager of KAST Astoria, Ore.

WILLIAM L. WALLACE, formerly with Frederic W. Ziv Co., joins sales staff of KSTP Minneapolis-St. Paul as account executive effective Jan. 1. He was formerly midwest sales manager for John E. Pearson Co., Chicago, and before that account executive in Chicago office of Weed & Co.

DONALD COOKE Inc., New York, appointed national representative for WEAM Arlington, Va., effective Jan. 1.

ALBERT J. GILLEN, member of staff of WSYR Syracuse, N. Y., for four years, appointed in charge of local television time sales for WSYR-TV. He was formerly with Compton Adv., New York.

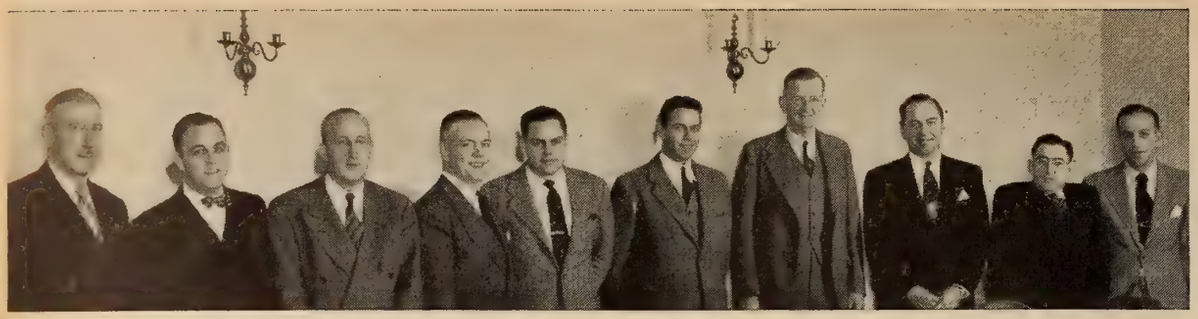
FRED PEMBERTON, for 15 years sports and special events commentator for BBC, joins commercial department of CKSF Cornwall, Ont.

BOLLING CO., New York, appointed representative for WNEB Worcester, Mass., effective immediately.

ROGER RICE, account executive at KING Seattle, elected first vice president of Seattle Advertising and Sales Club for 1950. He was second vice president during past year.

EUGENE P. WEIL, supervisor of sales for WGY and WRGB (TV) Schenectady, N. Y., elected president of Exchange Club of Schenectady.

NEW
on the Air!
NEWS
That's Fair!
Listen to
FRANK EDWARDS
Starting Jan. 2
Coast to Coast
Mutual Network
10 PM EST
Sponsored by
AMERICAN
FEDERATION OF LABOR



COLBY College and ABC outlet, WTVL Waterville, Me., played joint host to the Maine Broadcasters Assn. at its annual meeting in Waterville this month. At the head table are (l to r): Frank Hoy, WLAM Lewiston, newly elected president, MBA; Edward E. Guernsey, WLBZ Bangor, retiring MBA vice president; A. Galen Eustis, Colby College treasurer; Harold E. Fellows, WEEI Boston, district director NAB; Lee Williams, WTVL sports commentator and athletic coach, Colby; Creighton E. Gatchell, WGAN Portland, retiring president, MBA; J. Seelye Bixler, president, Colby; Charles C. Barry, vice president of ABC in charge of programs and television, principal speaker; Carleton D. Brown, retiring secretary-treasurer, MBA, and WTVL general manager; Ellsworth W. Millett, director of placements, Colby. Thirty-five broadcasters attended the meeting.

KALTENBORN VIEWS RADIO

Favors 'Too Little' Regulation to 'Too Much'

THERE is genuine concern lest the regulators of radio exercise too much control over the medium, according to H. V. Kaltenborn in his address before the Harvard Law School Forum in Cambridge, Mass., on Dec. 16.

"In this country," Mr. Kaltenborn said, "the government does not run radio. For that most of us are grateful. So far, those who regulate radio have not been allowed to go too far. Some critics say that the FCC does not go far enough in regulating and controlling program content. But, I would always rather have a regulatory body do too little than too much."

One reason why people are less worried about radio today, he said, is because television has become the new "whipping boy" and that the threat it offers to press, radio and the movies, is a key issue in most discussions on modern communications.

"The war did a lot to help radio grow up," Mr. Kaltenborn stated. He said radio did a patriotic job, a conscientious job—and sometimes a distinguished job. Paying tribute to the work of newsmen in this period, he said there is no doubt but that America's new position of world leadership is due in some part to the educational effects of those broadcasts that gave Americans a conscious participation in world affairs.

Mr. Kaltenborn concluded:

"The things that are wrong with radio are direct reflections of certain defects in the American way of life. Too much material emphasis, too little time to do things well, too much concern with easy popularity and quick results. Yet, there are many more good things on the air than most people realize. Perhaps in time we will get more radio stations that strive to hold a quality audience. But even for the mass audience, the quality of both radio programs and radio advertising has greatly improved. After careful study of radio programs in Britain and on the Continent, I still believe that, with all its defects, our system of private ownership and private operation is the best in the world."

NEW type limiting amplifier permitting superior program reception has been installed by KSD St. Louis.

PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION—LADY LUCK IS A DESERTER!
IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Bldg. — Kansas City, Mo.

NEWSPAPERS

AM Tieups Decrease

SINCE the war, there has been a 5.4% decrease of AM stations affiliated with daily newspapers in the United States, according to an article appearing in the December issue of Emory U.'s Journalism Quarterly. The article, "Cross-Channel Ownership of Communication Media," by Warren Magee, shows that as of May 1, 1949, 24.1% of the stations had tieups with newspapers, as compared with 29.5% ten years ago.

The article says reasons for the decline are:

1. There have been more non-newspaper applicants than before the war.
2. Some interest of newspapers has shifted from AM to both FM and television.
3. The FCC's "non-newspaper" policy—i.e., persons not owning newspapers are preferred by the FCC as station owners over newspaper applicants.
4. Newspaper building programs, stymied by the war, have been reducing capital which otherwise would be invested in stations.
5. Fear that a community might not be able to support additional stations.

However, a growing affiliation of newspapers with other forms of broadcasting and an increase in the replacement of newspaper chains alone with chains which link newspapers, radio, FM and TV stations under a common ownership, were also indicated.

To Probe FTC

FEDERAL TRADE Commission is slated for a probe into its functional operation after Congress reconvenes next week. A review of the Commission is being studied by the House Small Business Committee, which has received complaints that FTC is not adequately carrying out its duties, spokesmen said. Investigators currently are gathering data for the proposed hearing, tabbed for early in the next session. FTC's periodical branch, which passes judgment on all advertising copy from radio, television, and printed media fields, also is expected to come in for scrutiny.

Allied Arts

C. WYLIE CALDER, former announcer-copywriter with WCSC Charleston, S. C., and after that program director salesman, and commercial manager for WTMA, and later manager of WHAN, both Charleston, joins Frederic W. Ziv Co. as account executive. He will cover South Carolina and eastern Georgia areas with headquarters in Charleston. Appointment is effective Jan. 1.

ALAN KAYES, former publicity manager of RCA Victor Record Dept., appointed to newly created position as commercial manager of Red Seal Records. Move designed to bring close liaison between Artists and Repertoire Div., and sales, merchandise, advertising, recording and manufacturing divisions.

SHEPARD CHARTOC, former partner in Chartoc-Coleman Productions and radio-television director of Buchanan Agency, Chicago, joins Jay & Graham research organization as general manager, working at the firm's Chicago headquarters. He is former director of special events and educational programs at CBS Central Div. and also organized radio package division of Music Corp. of America, Chicago.

BERNARD M. HOLLANDER, formerly with CBS, New York, in research and promotion, is now attorney with trial section of anti-trust division, Dept. of Justice, Washington.

BETTY POWELL, former timebuyer at BBDO, New York, appointed radio director of America's Future Inc., nonprofit educational foundation. She previously was chief timebuyer at H. B. Humphrey Co., Biow Co., and Maxon Inc., all New York.

PAUL E. FAUST and **LYMAN L. WELD** announce opening of new headquarters office for *Feature Foods* radio programs in small promotion piece. Shows have been on WLS Chicago for 15 years and now are to be expanded to other major markets. New office is at 230 N. Michigan Ave., Suite 1230, Chicago. Telephone, State 2-6613.

DOUGLAS MESERVEY, special client contact for RCA Victor on NBC *Screen Directors Playhouse*, is the father of a boy, Douglas W. Jr.

Equipment

T. KEVIN MALLEN, vice president of Ampex Electric Corp., named general manager of firm.

B. K. V. (Ben) FRENCH, formerly with Federal Telegraph & Telephone, American Bosch, RCA's License Div. Lab. and Case Electric, appointed application engineer for electronic parts division of Allen B. DuMont Labs Inc., East Paterson, N. J.

JAMES M. SCALES appointed Zenith Radio Corp., sales manager for northwest territory, including Denver, Billings, Portland, Salt Lake City, Seattle and Spokane. He has had more than 18 years of experience in manufacturing and radio appliance sales.

Open Mike

(Continued from page 16)

in search of a clue and is greeted by the proprietor with the following remark: "No doubt you are here in response to my ad in the *News* about our antiques—a very expensive ad, but worth it if it brings customers in my store." Who writes these, newspaper people?

Recently I heard a local station use a fill that went something like this: "The advertising that . . . you read makes your job more secure." Have you ever seen the printed media boost radio?

Have we a medium of our own or are we a hitch-hike medium?

L. Herschel Graves
General Manager
WTAL Tallahassee, Fla.

* * *

Re: 'TV Heaven'

EDITOR, BROADCASTING:

RE: your "whispering campaign" story on the opening of Phillips' "TV Heaven at 611" you might be interested in knowing that the I. T. Cohen Agency, through Sid Wolfe and Alvin Miller, commissioned us to "shoot" the store's opening on film—with the film available for telecasting on Station WMAL-TV that evening.

With the cooperation of Eastman Kodak laboratories here, we completed a film record of the opening, including shots of the store exterior (at night). . . . The entire film portion was three minutes, including an animation leader prepared by Telescriptions, local animation studio. . . .

. . . The Phillips film told a complete story starting with the exterior views, the ribbon-cutting ceremony, the interior shots etc. . . . The film was widely praised.

Al Sherman
President
Sherman Plan Inc.
Washington, D. C.

[EDITOR'S NOTE: Feature box on Philips' store promotion was in BROADCASTING, Dec. 19].

* * *

'Eye Catcher'

EDITOR, BROADCASTING:

In your Nov. 21 issue you carry a picture of four handsome officers of the Ohio Assn. of Broadcasters who are studying an "eye catcher" they have noticed in the Nov. 7 issue of your magazine. Because, of course, of the very concentrated appearance of these four gentlemen, I am wondering if you could add to the caption by telling your readers what is on the page they seem to scrutinizing.

In case you do not have copies lying around of the Nov. 7 issue, I might explain the "eye catcher" apparently is the McClatchy Beeline ad which your makeup department so nicely placed on the second cover. We would like to thank you for the lefthand compliment as well as the fine position.

Evert S. Peterson
Public Relations Dir.
McClatchy Bcstg. Co.
Sacramento, Calif.

[EDITOR'S NOTE: OPEN MIKE's editor made a bee-line for the linotypes, to allow observant Mr. Peterson to add-caption that eye-catcher.]

* * *

NARFD Lauds Coverage

EDITOR, BROADCASTING:

On behalf of the National Assn. of Radio Farm Directors, I want to thank you for the fine coverage on the activities in the field of radio farm broadcasting and for your splendid cooperation during the past year.

Phil Alampi
Secretary-Treasurer
WJZ New York

WROV BIRTHDAY

Promotes Family Appeal

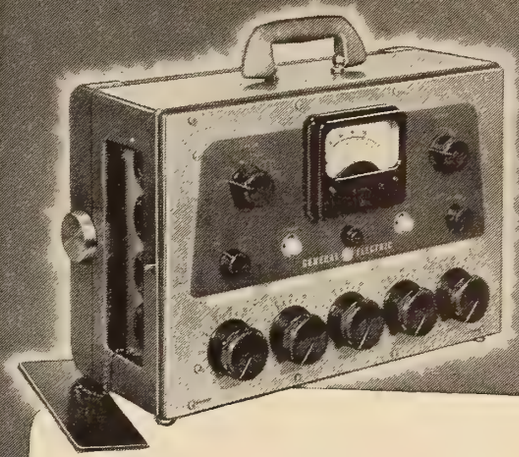
WINDUP of WROV Roanoke, Va., campaign to promote the station's third anniversary Dec. 16 featured climactic awarding of $6,000 in prizes for contest tie-in winners and an "Anniversary Party" at the city's largest auditorium, Frank E. Koehler, general manager, reports.

A 13-week telephone quiz with questions built around WROV programs and personalities "for everyone in the family" touched off the promotion. Telephone winners competed through written entry for a 1950 Packard four-door sedan. Calls were made hourly during the period and totaled 1,000 with 70 finalists competing for the prize. Heavy newspaper display in addition to spots and programs were used to promote both network (MBS) and local programs.

Some 30 major gifts were presented during the Anniversary Party at which Freddy Lee and his 14 piece orchestra furnished music and WROV's hillbilly group, the "County Cavaliers," provided specialties. Santa Claus appeared at the celebration and distributed candy to children in the audience. Proceeds of small admission charge were presented to city and county Christmas basket organizations.

45.0
"HOOPER"*
***(average 5 periods, Winter, 1948)**
proves
the best buy
in
DANVILLE, VA.
is
WBTM
5kw (d) ABC 1kw (n)
Rep: HOLLINGBERY

PORTABLE AMPLIFIER
for FM ★ AM ★ TV



The only PORTABLE amplifier that gives you all this—

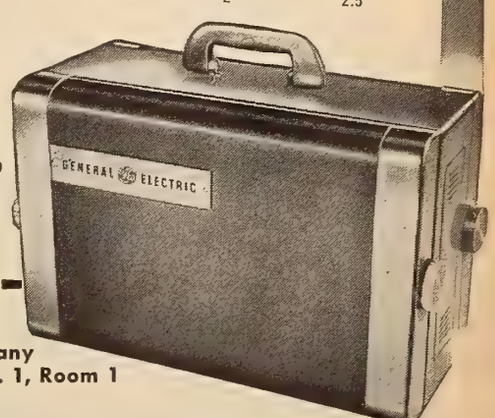
- **One sturdy, single unit, containing amplifier, A-C power supply, and batteries—**
- **Four pre-amplifier channels with high-level mixing—**
- **Light weight—only 35 pounds including batteries—**
- **"Battery-saver" filament switch—**

ALL IN *ONE* PACKAGE!

COMPARE THEM POINT BY POINT!

	G. E.	Manufacturer A	Manufacturer B
Single case includes AC and battery power supply	Yes	No	Yes
Weight	35 lbs.	29 lbs.	40 lbs.
Number of Mixers	4	3	4
Number of pre-amps	4	3	0
Accessibility	Excellent	Fair	Poor
Test tone	Yes	No	No
PA Connections	Yes	Yes	No
Both normal and high headphone levels	Yes	No	No
Rated power output (dbm)	+18	+18	+10
Max. power output	+24	+20	+17
Line isolation pad (db)	6	2	2.5

PERFORMANCE ENGINEERED AT ELECTRONICS PARK



General Electric Company
Electronics Park—Bldg. 1, Room 1
Syracuse, New York

Please send me free bulletin containing specifications, plus price information, on the G-E single unit Portable Amplifier.

NAME.....

ADDRESS..... STATION.....

CITY..... STATE.....

GENERAL ELECTRIC

Labor

(Continued from page 29)

stirred considerable unrest.

NABET, for example, lost its WOR membership to IBEW because WOR members felt NABET had not taken a strong enough stand in negotiations. WOR engineers felt that NABET's settlements at ABC and NBC (which incidentally did carry wage increases) were not good enough and had cut ground away from their own later bargaining.

It is significant of the temper of the times that WOR engineers felt the way they did about NABET at a time when NABET was as scrappy as any union in the radio field. A radio labor leader's lot was not a happy one in 1949.

Although radio labor did not register any big-scale wage victories in 1949, it is not to be thought that radio employment was an uneconomic investment of labor's only commodities—time, skill and will to work.

One network, which raised its payroll slightly during the year, was at the year's end paying its employes an average of a little less than $100 a week. It was conceded that big payments to certain top executives and staff performers did much to raise the average, but the figure still remains significant.

Employment Rise

It also seemed likely that radio labor would equal or surpass in numbers last year's employment figures. Last year, the FCC reported for the week of Oct. 16, 1948, that seven networks and 1,613 full-time stations employed 37,451 employes (excluding top executives and their immediate assistants) and paid them $2,573,021 for the week. That figures to a little less than $68.75 average pay per week, high for any industry. When tabulations are made by the FCC for 1949, that figure is expected to be even higher.

BROADCASTING learned that the three biggest employers — ABC, CBS and NBC—despite much celebrated economies and, in two cases, extensive firings, each had employment increases during the year.

The three networks in the aggregate have 7,065 on the payroll now, as opposed to 6,625 last year, an increase of 440. DuMont Television Network employment also showed a big spurt during the year, adding 74 employes to increase its total to 313 as compared with 239 in 1948.



CARL DOZER (r), WCAE Pittsburgh sales manager and president of Pittsburgh Ad Club, completes head table foursome at the club's Nov. 29 meeting which featured Leland Stowe, European editor of the *Reporter*, who spoke on the U. S. future after the Marshall Plan. In the group are (l to r): W. Everett McLaine, public relations director, U. S. Steel Corp.; J. Earl Elder, merchandising director (Pittsburgh area), Sears, Roebuck & Co.; Mr. Stowe, and Mr. Dozer.

Labor costs, however, have gone up tremendously due primarily to the need to hire new skills for television. For example, at ABC total payroll shot up 26% in 1949.

Men like Howard L. Hausman at CBS, Ernest de la Ossa of NBC, and Frederick Lynch Jr. at ABC, who handle labor relations for their respective networks, can be expected to have a busy year ahead.

CBS has 85 contracts with 15 international unions and many of them will have to be renegotiated in 1950. NBC has 52 pacts with 12 major unions and 25 of these agreements will come up for renewal during the coming year. ABC deals with 11 big unions and has 40 contracts with them, of which seven important ones will expire in 1950.

From the unions' standpoint, these highlights can be focused upon:

American Federation of Musicians—1950 may see the first agreement with the television industry on the use of music on video films. AFM President James C. Petrillo has made proposals to the industry that would end the AFM ban on music in TV films. The industry is in process of framing counterproposals.

American Federation of Radio Artists—AFRA's contracts with the major networks expire during the year. While that renegotiation will be a major effort, it is expected also that the union will deploy considerable energy in extending its areas of organization. Between its 1948 to 1949 conventions, it had organized 26 new stations.

RWG Contracts

Radio Writers Guild—Staff network contracts come up for renegotiation in September. RWG also is awaiting NLRB certification for freelance writers employed by sponsors, agencies and independent producers; if such certification comes in, an agreement already negotiated, will come into force, retroactive to Nov. 4, 1948.

International Brotherhood of Electrical Workers—Its major radio negotiation for the year will be in May with CBS. It has many important negotiations coming up with independents. Wage increases will be sought.

Radio and Television Directors Guild — Network negotiations are already under way. Several important independent station contracts expire during the year.

National Assn. of Broadcast Engineers and Technicians—In May, NABET's pacts with ABC and NBC expire. NABET also is currently in scraps with IBEW and IATSE over television jurisdiction. Additionally, NABET, an independent union, is seriously considering joining either an AFL or CIO group; along this line, it has an Affiliation Committee studying proposals to join Communications Workers of America (CIO), or one of the two AFL unions, IBEW and IATSE. The coming year may see a decision on these proposals.

International Alliance of Theatrical Stage Employees — This giant of the moving picture industry has been slowly moving into television. There is considerable grounds for believing it will move in faster in 1950. Its president, Richard F. Walsh, has told his key men: "I want to urge you, if any television stations open up in your jurisdiction, to get right to work." IATSE currently is in a jurisdictional dispute with NABET over lighting engineers at NBC and ABC, with an NLRB decision expected in these cases.

Radio Guild, United Office and Professional Workers, CIO—This organization's biggest contract is for CBS white collar workers in New York. It currently will have to prove before the NLRB that it still represents a majority of such workers. If recertified, bargaining would follow.

Television has burst on radio labor with an explosive force that has caused many unions to adopt a "me first" attitude, either defensively or aggressively. The result has been inevitable jurisdictional disputes, sometimes complete inaction and bad feeling bordering on warfare.

Live Question

This has been the case especially in the field of talent. The "live" actors' unions of the Associated Actors and Artistes of America spent almost the entire year trying to form Television Authority, one big union for all video performers.

TVA finally was voted into being in November, but over the loud objections of the Screen Actors Guild and Screen Extras Guild, also members of the 4A's, who refused to acknowledge that TVA could have any authority over video films. Although TVA was formed with the understanding that the film jurisdictional problems would be mediated, there is disagreement over a big fundamental—what exact area is to be mediated.

It also was hoped that if the screen guilds would not join TVA, they would become partners with it in administering TVA jurisdiction. This has not happened. Meanwhile, the screen guilds already have begun to negotiate for their members with film companies producing video pictures. TVA has not yet started bargaining.

The performers' video jurisdiction tangle is one that 1950 may see straightened out. As the year ended, however, it looked as if there would be considerable strife before peace could be made.

Similarly, television writers got into a jurisdictional tangle. Au-

(Continued on page 77)

Gates has it

IF IT IS FOR A
BROADCASTING STATION
GATES RADIO COMPANY

INCY, ILLINOIS
LEPHONE • 522

WASHINGTON, D. C.
TEL. METROPOLITAN 0522

SCRIPT AWARDS

AER Plans 1950 Contest

SPONSORS on the regional and local level are needed in plans for next spring's National Radio Script Contest of the Assn. for Education by Radio, Sherman P. Lawton, contest director, said last week. The contest, by offering prizes to college writers, attempts to stimulate good radio writing at the college level and help the industry discover promising authors.

National sponsors—such as Audio Devices Inc., *World Book Encyclopedia* and the School Broadcast Council—already have indicated interest in continuing their support for the contest's third year, Mr. Lawton said. Promotion of the contest and publicity advanced by educational organizations, educational, radio and writers' publications, are directed toward several hundred schools, according to the association.

The sponsorships will determine the type of classifications in the contest, Mr. Lawton pointed out. Last year's contest found the National Safety Council offering prizes for scripts on the subject of safety and the Chicago's School Broadcast Council sponsoring the Harold W. Kent Award for the best scripts on American history.

Manufacturers of radio and TV receivers are encouraged by the association to serve as national sponsors, while stations are advised to enter the plans as regional sponsors, Mr. Lawton said. Inquiries may be made to National Script Contest Office, U. of Oklahoma, Norman, Okla.

'Town Meeting' Project

NEW series of "Town Meeting" clinics for radio servicemen has been set in motion with the entire set manufacturing industry invited with distributors to join the project, formerly confined to Radio Mfrs. Assn. A. T. Alexander, Motorola Inc., was named chairman of the new committee to work out voluntary program.

Programs

GIVING its all in an effort to cover sports events of interest to its listeners is KRKO Everett, Wash. Station recently broadcast two football games at same time when date of important junior college playoff was changed to coincide with airing of local high school game. Program director and chief engineer monitored both games and managed to air most exciting parts of both, with program director bringing listeners up to date on each game as it faded in. KRKO broadcast another junior college tiff in Pasadena, Calif., a distance of 981 miles.

Distant Coverage

USING a plane, film crew of WOW-TV Omaha, Neb., covered recent Swift Packing Plant explosion in Sioux City, Iowa. Disaster was aired at 7 p.m. the same night on film taken by WOW crew that day. Films were flown to New York for use on NBC *Camel TV Newscast* less than 30 hours after the blast. Crew, which was headed by Harold Storm, simultaneously covered explosion for WOW-AM news which aired reports at noon on Wednesday, and gave eye-witness coverage by station staffer at 5:30 p.m. AM crew also originated Alka-Seltzer *News of the World* network show Wednesday evening. Catastrophe occurred 100 miles from Omaha.

Awarding Aired

WHEN Col. Charles A. Lindbergh received second annual Award of Aero Club of Washington, WMAL Washington was on the spot for ABC. Award was made at dinner of club Dec. 17 by Louis Leverone of Chicago, president of National Aeronautic Assn.

Football Airings

COVERAGE of college and high school football games as far distant as Pensacola, Fla., has been feature of KSIG Crowley, La.'s service to its listeners during grid season. Station was able to air games 400 miles away by use of two complete broadcast crews and airline services.

Mental Hygiene Series

HALF-HOUR series dramatizing problems of mental health has been started on KFMV (FM) Hollywood in cooperation with Norwalk State Hospital. Written and performed by patients at the hospital, programs are attempting to show how psychiatry and medicine cope with mental problems.

Safety Drive

NBC's *Father Knows Best* has been chosen by Inter-industries Highway Safety Committee, Washington, D. C., as program on which it will concentrate a better and safer driving campaign among teen-agers. The Jan. 5 broadcast of show will be devoted to campaign, with subsequent shows throughout year carrying various promotional tie-ins with the drive. Benton & Bowles Inc. is agency on program sponsored by General Foods (Maxwell House Coffee).

Dual Recipients

BOTH orphan children and Baltimore's football Colts pro team will benefit from two-hour variety show to be telecast from Maryland Casualty Auditorium Jan. 14 over WMAR-TV Baltimore. Station's listeners are requested to buy tickets for special Colt's exhibition game to be held next August. By doing so, contributors gain admission to WMAR-TV telecast for orphans of the area, and help their professional football team. Air time for variety show purchased by National Brewing Co. of Baltimore.

WQXR SURVEY

Studies Audience Makeup

A CONTINUING study of the WQXR New York audience from a qualitative standpoint has been undertaken by the station and The Pulse Inc., New York radio audience research oragnization. First findings will be shown to advertisers and agencies on request. According to the survey, WQXR listeners number twice as many families with incomes over $7,500 yearly as non-WQXR listeners. Also, more than three times as many heads of families among WQXR listeners are college graduates than in the non-WQXR group.

Purpose of the survey, first of a monthly series, is to establish audience characteristics on a comparative basis. Samples were taken among known WQXR listeners and proven non-listeners to the station, and identical questions were asked. Questions covered revealed age and sex of family members, family size, education and occupations of head of family, and total family income.

Cleveland Poll

ARTHUR GODFREY, CBS star, won the Cleveland *Plain Dealer* radio poll for the area for having the most popular program, personality and variety show. The poll, held for 20 years, is said to be the nation's oldest continuous census of fan opinion.



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Third Man Theme
DJ-821



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KING
Melissa
Come Dance With Me
DJ-822



LISA
KIRK
Copper Canyon
Confidentially
DJ-820

*"DJ" disks couple the cream of the RCA Victor hits for your convenience!

RCA VICTOR RECORDS

WKJF PROGRAMMING

Transit Use Successful

REORGANIZATION at WKJF (FM) Pittsburgh, is virtually complete and the station is now concentrating basically on Transit Radio, according to Charles E. Dewey Jr., general manager. Mr. Dewey said the new programming is enjoying considerable success and the almost uninterrupted use of music had increased the WKJF home audience tremendously.

In addition to Mr. Dewey, the present WKJF staff includes the following: C. F. Kreitzer, commercial manager; Clarence Rulong, chief engineer; Roger Kelly, program director; A. A. Borgen, transit installation supervisor; Frank Dometrovich, Eldon Ice, Nick Fannelli, engineers; Tom Lavelle and Ralph Weithorn, announcers; Mary Conley, production manager. WKJF operates on 93.7 mc with power of 20 kw.

KOIN Beat

KOIN Portland reports it scooped the nation on Dec. 15 with first word that Ruth Aberle had been found. The 16-year-old girl of Kelso, Wash., had been lost for four days. KOIN's beat came about in an unusual way following Production Director Bili Mears' arrangement of a routine telephone check from Portland to the search area via amateur short wave radio. While ham operators talked for the transcription to be used on KOIN's *Feature Story* that evening, news of the girl's discovery was excitedly given. News Editor Dale Denny immediately gave listeners the bulletin, minutes before the news services flashed the word over their wires. On-the-spot account was released to the community and re-broadcast at 5 p.m. as the highlight of *Feature Story*.

Promotion



WLS Chicago and Sears, Roebuck & Co. are cooperating in square dance promotion, plugging new Sears square dance wallpaper pattern and station's *National Barn Dance*. Between Dec. 15 and New Year's, Sears is building display windows and newspaper advertisements around theme "Let's all have a square dance New Year's Eve." Each window has blow-ups of *National Barn Dance* stars, Bob Atcher, Lula Bell and Scotty, Dolph Hewitt and Capt. Stubby and the Buccaneers. Station, in turn, mentions windows and new wallpaper. WLS is planning "world's biggest square dance" for broadcast New Year's Eve. John Drake, station promotion manager, and J. L. Rounds, national retail sales manager for Sears, said this initial tie-up is expected to lead to a bigger one in March.

'Best Bet'

WXYZ, Detroit ABC outlet, has produced and distributed brochure titled "Your Best Bet—Both Ends of the Alphabet—WXYZ-ABC," written for use of advertising agencies and time-buyers. In addition to data and information about WXYZ and WXYZ-TV, brochure gives complete picture of Detroit market. Also included are series of testimonials from advertisers and agencies on promotional and merchandising helps given by WXYZ.

WDET-FM Brochure

SIX-PAGE brochure emphasizing the station's coverage of the union member market of the city has been produced and distributed to advertisers in the Detroit area by WDET-FM Detroit. In addition to statistics on buying power of WDET listeners, there is graphic demonstration of promotions put on by station to aid advertiser. On back page is copy of rate card, plus stamped postcard for advertiser to mail for information.

KSJO Luncheon

SOME 40 representatives of leading radio-active agencies in San Francisco Bay Area were guests at promotional luncheon given fortnight ago at San Francisco Bohemian Club by KSJO San Jose. Theme of KSJO presentation was: "Join the success parade and cash in on the rich coverage of San Jose's leading stations—KSJO-AM and FM."

Market Statistics

BULLETIN sent to trade by WFAS-AM-FM White Plains, N. Y., concerns Westchester County, N.Y., "wealthiest county in the country." Half of page is devoted to reprint of state tax statistics with graphs showing large percentage of personal taxes for which population is liable. Bulletin is headed, "Westchester . . . The Quality market of the Nation . . ." and concludes, "Westchester Listens to WFAS, WFAS-FM 'The Quality Music Stations'."

Station's Folder

RED, yellow and black folder sent to trade by WSAM Saginaw, Mich., features pictures of station and its facilities. Inside of folder shows station's coverage area, pointing out its triple market feature. Data on three counties covered by WSAM as supplied by BROADCASTING MARKETBOOK is given. Back of promotion piece is covered by narration illustrating industries located in WSAM's coverage area.

Historical Brochure

BEAUTIFULLY finished booklet has been mailed to trade by CFQC Saskatoon, Sask. Complete with colored and black and white pictures, booklet relates story of founding and development of CFQC. Highlights in station's history are recounted, and its pledge to continue its public service is affirmed in booklet.

Football Popularity

LEADING backfield player and lineman from ranks of high school grid stars of Lower Anthracite region selected through WPPA-AM-FM Pottsville, Pa. Ed Romance, sportscaster for WPPA, presented winners with trophies based on votes of more than 18,000 postcards sent to station by listeners. Special show was aired for the occasion from local theatre, drawing crowd of between two and three thousand people.

Personnel

JOEL CHASEMAN, with WAAM (TV) Baltimore since October 1948 as co-m.c. of *WAAM Sports Room* show, appointed publicity director. **HARRIET GEORGE** remains in charge of WAAM local publicity.

BOB THOMPSON, former member of ABC press department, joins WNEW New York as assistant to **RICHARD PACK**, station's director of publicity and special events.

BARBARA HATHAWAY, writer in ABC Hollywood promotion department, and David R. Wachner were married Dec. 21.

CANADIAN government has approved estimates of $2,753,000 for CBC international service which is run by CBC for Dept. of External Affairs on shortwave frequencies at Sackville, N. B.

LOBBYING UNIT

Issues 'Progress Report'

FIRST "progress report" on its investigation of pressure groups and tactics was issued last Monday by the House Select Lobbying Activities Committee.

Rep. Frank Buchanan (D-Pa.), chairman of the seven-man group and author of legislation (H Res 298) to authorize the special probe, announced that his investigators have begun digging into the records of "acknowledged lobbying organizations," which he did not identify. Committee has reached no decision as to what groups or federal agencies will be subject to "intensive" Congressional inquiry and public hearings.

Members of Congress and other individuals have been asked by Rep. Buchanan to provide "leads" on possible violations of the Lobbying Act, and suggestions for detailed investigations. The information will be assembled into a catalog for the guidance of the committee, he said.

Questionnaires sent to Congress and other sources list ten points, three of which deal with lobbying practices of government officials and agencies. Objective is to seek information on lobbying abuses and specific agency lobbies looking toward possible violation of the Criminal Code.

An additional questionnaire is being prepared for distribution among 2,000 lobbyists and lobbying organizations registered under the Lobbying Act. Their recommendations will be solicited.

PEARSON ACTION

Court Grants Amended Filing

DREW PEARSON, ABC commentator and newspaper columnist, in his libel action against Westbrook Pegler, King Features Syndicate and Consolidated Hearst Publications Inc., Dec. 14 was granted leave by New York Supreme Court Justice Thomas A. Aurelio to file amended complaints increasing the damages sought from $500,000 to $1,200,000 [BROADCASTING, Dec. 5].

Two days before, an affidavit filed on Mr. Pegler's behalf, charged that Mr. Pearson's original counsel, Greenbaum, Wolff and Ernst "had no stomach" to try the action and that neither have his new lawyers, Poletti, Diamond, Roosevelt and Mackay. Mr. Pearson's suit grew out of columns by Mr. Pegler attacking Mr. Pearson for criticizing the late James V. Forrestal.

DISCUSSION program, *Let's Talk It Over*, consisting of talks between PTA members and students, being aired over WINX Washington. Show was on WGAY Silver Spring, Md., for past two years.



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WJBC Power Plant

NEW power plant at WJBC (AM-FM) Bloomington, Ill., was put into operation Dec. 7 marked by an evening program celebration emceed by Jim Ameche, radio star. The *Daily Pantagraph*, which owns the station, publicized the event with a nine-page spread. Special emphasis was placed on additional range expected from the new-type AM and FM transmitters, 400 foot tower and other modern equipment. WJBC, an ABC 250 w outlet, highlights sports in news.

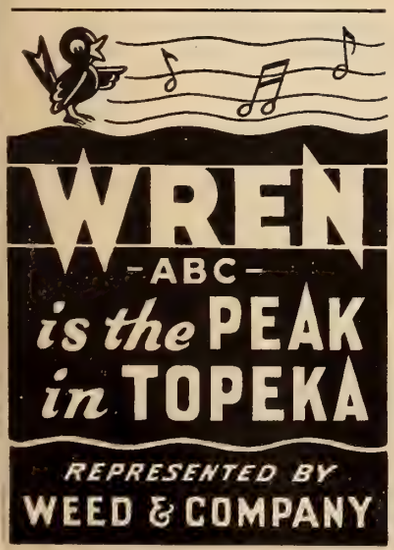
SWIFT BLAST

Causes Radio News Fever

SWIFT & Co. plant explosion that killed 18 persons and injured 150 Dec. 14 sent Sioux City radio newsmen into feverish activity. Within a few minutes after the blast, Bill Slattery, of the WNAX news staff, and Don Soliday, KCOM reporter, were on the scene.

Mr. Slattery's telephonic report was broadcast at 12:35 p.m., about one hour following the explosion, over Art Smith's *Noonday News* program. In addition, reports by Bob Buchanan were requested and fed to 10 stations as far away as Boston. Mr. Slattery then recorded special reports at the scene for Morgan Beatty, NBC commentator; Taylor Grant, ABC news analyst, and a special description for WOW-TV Omaha. By 6 p.m., WNAX says, three broadcasts were emanating from the studio.

Workers who had escaped from the explosion unscathed were interviewed by Mr. Soliday and Shel Singer of KCOM. For the remainder of the day, KCOM says, the station placed its facilities at the disposal of Red Cross units, the police and fire departments and disaster crews. Station announced names of victms and pickups from city's four hospitals aired names and conditions of the injured. KICD Spencer, which monitored KCOM's coverage, alerted the Spencer Flying Club to fly blood donors to Sioux City. Plea for donors voiced by all area stations drew immediate response.



Technical

CAMERON G. PIERCE, KECA-TV Hollywood engineering operations supervisor, appointed member of Video Techniques Committee of Institute of Radio Engineers.

BRUCE WHITWELL joins KAST Astoria, Ore., as chief engineer.

SCIENTIFIC Instrument Section of RCA Engineering Products Dept. announces highly regulated d-c power supply, designed for any application requiring voltage between 10 and 50 kilovolts with maximum current requirement of two milliamperes. It makes ideal accelerating supply for cathode-ray tubes in experimental equipment or as permanent set-up for the testing of these tubes, firm said.

TOM SUMNER, formerly ABC and KECA-TV Hollywood mail room clerk, transfers to KECA-TV engineering operations department.

ELECTRONIC PARTS DIV., Allen B. DuMont Labs, East Paterson, N. J., announces production of new four-section inputuner incorporating latest Mallory-Ware spiral-type inductuner. Inputuner doubles gain over previous DuMont inputuners and has greatly improved selectivity.

BROADCAST SECTION of RCA Engineering Products Dept. announces new light-weight tripod (TD-11) for mounting microwave relay receivers or transmitters, or field or studio TV cameras.

Labor

(Continued from page 74)

thors League permitted creation of a Television Writers Guild. Radio Writers Guild, also a member of Authors League, opposed TWG and so did Screen Writers Guild, the latter wanting to retain jurisdiction over TV films.

The result was a compromise leading to formation of the Authors League's National Television Committee, which, made up of representatives of the various Authors League guilds, will for the time being have video jurisdiction. TWG, meanwhile, has become a "group" instead of a union in the Authors League set-up. Despite the confusion, the coming year doubtless will see the start of bargaining for television writers.

Labor Pains Ahead

From all the foregoing, a total picture emerges. That picture shows that broadcasting labor is fairly well paid and is increasing in numbers. It shows, however, there are considerable elements of unrest, with television, despite its future promise, currently being a divisive force and an argument for the need to hold down salaries. It shows that although broadcasting employment is not unhealthy, it is apt to have considerable labor pains in 1950.



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'DUTCH UNCLE'
400th KFH Business Talk

SERIES of talks called *Dutch Uncle Talk* marked its 400th broadcast by Ralph S. Hinman, Wichita's Chamber of Commerce business protective bureau member, over KFH-AM-FM Wichita, Kan., late in November.

In recognition of his better business, anti-racket talks, Mr. Hinman received a landfall of tele-



Mr. Hinman (l) reads anniversary messages to Frank V. Webb, KFH general manager.

* * *

grams and letters lauding him on his anniversary broadcast Nov. 20, station reports. Many of the messages came from Better Business Bureaus throughout the country wishing Mr. Hinman continuing success on KFH and hearty congratulations.

Mr. Hinman, who pointed out to his listeners that "rackets are the same wherever you find them," designs his talks to weed out rackets and racketeers from legitimate business and businessmen. His programs also explain false claims in advertising and attempt to build confidence in the legitimate businessmen. The program, heard each Sunday at 10:15 p.m., is sponsored by the local business protective bureau.

Production



DAVID E. BIGLEY, former program director of WJOI Florence, Ala., joins WLAN Lancaster, Pa., in same capacity.

FRANCES ANDERSON appointed program manager for KAST Astoria, Ore.

GRETCHEN GOODWIN, with WHKK Akron, Ohio, for two years as commentator on *Listen Ladies* and other programs, appointed continuity director.

TED JAFFEE, former chief announcer at WMBZ Vineland, N. J., and **ALLAN HERNDON,** former freelancer in Washington, joins announcing staff of WMCP (FM) Baltimore.

CHARLES WHITE McGEHEE, continuity director of WSGN Birmingham, Ala., for six years and prior to that news director for WSKB McComb, Miss., appointed program director for WTNB Birmingham.

JERRY GAINES, former disc jockey and chief announcer for WPPA Pottsville, Pa., joins WHAT Philadelphia as announcer.

Expensive Chatter

IN ORDER to cut down on chatter between musical selections, announcers on CHUM Toronto, Ont., are fined $1 for talking more than 60 seconds on disc shows. Special time clock sounds off with Bronx cheer if limit is not observed and announcer pays up. Money collected, and there has been quite a bit, is donated by the station to the building fund of the Hospital for Sick Children.

CAL TINNEY, story-teller, lecturer and newsman, joins KRMG Tulsa, Okla., to do four daily shows. He formerly did ABC's *Relax with Cal Tinney* and NBC's *If I Had the Chance.*

JENS GOTTHARDT, new to radio, appointed record librarian of CKSF Cornwall, Ont.

TOM SARNOFF, graduate of Stanford U. Graduate School of Business, and son of Brig. Gen. David Sarnoff, chairman of board of RCA, joins KECA-TV Hollywood as assistant to **Philip Booth,** program director. He will serve as liaison between programming and sales departments of station.

BERNARD LYNCH, formerly of 2SM Sydney, Australia, and **GORDON ROBERTS,** previously with 4ZB Dunedin, New Zealand, join announcing staff of Lourenco Marques Radio, Johannesburg, South Africa.

NORMAN GRANT replaces **BEN WAMPLER,** resigned, as art director on television program staff at NBC's Central Div., and WNBQ (TV) Chicago.

PHIL WALKER, formerly with KTMS Santa Barbara, Calif., joins KNBC San Francisco as announcer.

LEIGH STUBBS, formerly of CKEY Toronto, joins CHUM Toronto, as program director, succeeding **LARRY MANN.** Miss Stubbs started with CKOC Hamilton, nearly 13 years ago, and also has been with CHML Hamilton, Canadian Broadcasting Corp., Toronto, and CJAD Montreal.

BERNIE SHEDLOCK, formerly of WCIV Connellsville, Pa., joins announcing staff of WARD Johnstown, Pa.

ETHEL MACK, formerly with KOWL Santa Monica, Calif., joins KCBS San Francisco as writer on *Jane Todd Show.*

DICK THOMAS, former staff announcer and music director at WLEA Hornell, N. Y., joins WGVA Geneva, N. Y., as announcer and disc jockey. He previously was with WCBA Corning, N. Y., and Pedlar & Ryan, New York.

JOHN CLAAR, KTTV (TV) Los Angeles director, goes on four-week leave of absence today (Dec. 26) to direct Century Theatre's production of "The Fabulous Invalid." He is founder and director of Century Theatre Group.

MIKE HOPKINS and AL COLLINS, announcers of CHUM Toronto, have joined production management staff of CKDO Oshawa.

JOSEPH SPERY, professional musician and former radio sound technican at NBC Chicago, appointed assistant director on WNBQ (TV) program staff. He recently won an RCA scholarship to Tanglewood (N. J.) Music Festival.

HERB FONTAINE, program director at WCOU-AM-FM Lewiston, Me., cited by National Research Bureau Inc. for his *Housewife's Quiz* show, aired 9:30-10 a.m. daily.

ROBERT LEE JOHNSON, KFI-TV Los Angeles canasta and bridge expert, appointed Pacific Coast Commissioner of National Canasta Laws Commission.

J. B. CLARK, announcer at WBT Charlotte, N. C., for several years and before that program director for WRAL Raleigh, WDNC Durham and WAYS Charlotte, all North Carolina, appointed assistant to **GRADY COLE,** commentator with WBT.

STEVE ALLEN, Columbia Pacific Network disc m.c., is the father of a boy, David.

SAUL HALPERT, ABC-Hollywood newswriter, is the father of a boy, James.

POLISH SHOWS
Programs Hit

ACCUSATIONS of Communist propaganda were fired at foreign-language broadcasts aired on three stations in a report released Dec. 14 by a Senate Judiciary subcommittee probing activities of a Polish shipping line.

Investigation centered around Gdynia-American Line Inc., a wholly-owned enterprise of the Polish Communist government, and its sponsored broadcasts on WHBI Newark, N. J., WEDC Chicago and the now-defunct WNYB Kenmore, according to Sen. Herbert R. O'Conor (D-Md.), acting chairman of the immigration and naturalization subcommittee.

Meanwhile Sen. O'Conor has called upon FCC and J. Howard McGrath, Justice Dept., to initiate a probe of the company's propaganda activities. He said he is convinced the line used broadcast facilities to peddle propaganda "far beyond the scope of legitimate business." Neither agency had filed a reply, spokesmen said Wednesday.

Basis of Report

The report made clear that the program "was instigated at the demands of the Polish consular and diplomatic representatives in this country" rather than officials of the ship line.

The weekly radio program was first begun in 1946 over WNYB Kenmore and later extended to the Newark and Chicago outlets. (WNYB was changed to WXRA Kenmore in March 1948.)

Apprised of the fact that the Senate subcommittee had cited WEDC for carrying alleged Polish Communist propaganda, Frank J. Kotnour, manager, declared:

"We definitely don't carry Polish Communist propaganda. We wouldn't jeopardize our station license for a couple of bucks. Too much is at stake. We're in the automobile business too, you know."

WEDC is owned and operated by Emil Denemark, Chicago Cadillac dealer. The station carries Polish programs from 9 to 9:30 a.m., Monday through Saturday, from 10 to 11 p.m. Saturday, and from 7 to 8 p.m. Sunday.

WHBI decided to cancel the program effective yesterday (Dec. 25), primarily because it was the only foreign language show on the station.



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Etaoin Shrdlu

QUOTE: "The view that our culture is indigenous and not to a large extent syncretistic, is lacking in historicity."

This passage from a brief filed on behalf of FCC General Counsel Benedict P. Cottone in the Boston 950-kc case [BROADCASTING, Dec. 19] caused much head-scratching among less pedantic grapplers with the grammatical gyrations of government gobbledegookers. Roughly, they translated it to mean: "The notion that the U.S. ain't made up of a lot of different sorts of people is a lot of malarkey."

GATES BRANCH

Houston Unit Set Jan. 15

PLANS for the opening of a new southwestern factory branch in Houston and appointment of Wayne E. Marcy as branch manager and Joseph Woods as store manager have been announced by L. I. McEwen, executive vice president of the Gates Radio Co., Quincy, Ill., broadcast equipment manufacturers.



Mr. Marcy

Mr. McEwen said the new Gates branch located at 2700 Polk Avenue, will be fully stocked and open for business by Jan. 15. The factory will carry complete warehouse stock of all Gates manufactured products and other equipment normally jobbed by the firm, he said.

"SELLING ADVERTISING" is title of course scheduled for presentation during winter quarter at U. of Denver College of Business Administration. Course will deal with duties of account executive, space and time salesmen, and jobs of those who sell various specialized forms of advertising.

FOREIGN-LANGUAGE

FCC's Cottone Hits Findings

FCC's GENERAL COUNSEL fortnight ago entered formal objections to a hearing examiner's criticism of the objectives of foreign-language programs and their role in a balanced program service.

So did counsel for the applicant at whose program proposals the examiner's criticisms were directed —Joseph Solimene, one of six contestants for the 950 kc, 5 kw, daytime assignment vacated by the deletion of WORL Boston.

The initial decision was that of Examiner Hugh B. Hutchison, who held in connection with Applicant Solimene's foreign-language proposals that, "in general, such programs may tend to destroy all incentive to learn English" [BROADCASTING, Nov. 7]. Examiner Hutchison favored a grant to Pilgrim Broadcasting Co., one of the rival applicants.

General Counsel Benedict P. Cottone's exceptions, filed Dec. 15, were not directed at Examiner Hutchison's preference for Pilgrim or at his findings that (1) Mr. Solimene proposed to devote a disproportionate amount of time to Italian-language broadcasts and that, (2) assuming a need for foreign-language programs, Mr. Solimene proposed to allot inadequate time to such broadcasts.

The General Counsel's exceptions were directed instead at the decision's suggestion "that foreign-language programs may not serve a useful purpose and are not a proper part of a balanced program proposal."

The General Counsel also thought Examiner Hutchison's 70-page decision too long. He said the "voluminous findings" seem to contain "much unnecessary detail," and observed that "decisions of this length lay a very heavy burden on the parties and on the Commission and its staff."

Norman E. Jorgensen, Washington counsel for Mr. Solimene, went much further in his criticism of the examiner's decision.

He went into detail in his contentions that foreign-language programming serves a useful purpose in the public interest, asserting:

Obviously, the hearing examiner has forgotten that we live in "one world"; a distinctly chauvinistic approach to radio broadcasting in the U.S. does not help to lead us down the road to a world community of nations.

What is more, the examiner has taken only one minor objective of the proposed programming and magnified it out of all reasonable proportion to its setting in the overall purposes for satisfying the variety of broadcast needs, foreign language and otherwise, in the Boston area.

. . . Our nation-wide community and probably its very greatness is but a product of the very melting-pot within which these groups of diverse background now find themselves. A third, fourth, or even fifth-generation American is himself a product of this melting-pot—it is almost axiomatic that the very strength of these United States stems from the diverse and many-sided origin of its population. . . .

Mr. Solimene's brief maintained that the examiner failed to apply all FCC policies equally upon all the applicants.

It also questioned the propriety of an arrangement whereby Frederick W. Roche and Richard Maguire, counsel for the successful applicant, would acquire a combined 20% interest in the company if its application is given final approval.

Beacon Broadcasting Co., another unsuccessful applicant in the examiner's decision, also took exception to Examiner Hutchison's conclusions, contending its own application should have been preferred.

Filed by Arthur Schroeder, Washington attorney, Beacon's brief argued that the initial decision overemphasized some factors to give preference to Pilgrim while de-emphasizing the same considerations as related to Beacon.

Beacon contended the decision failed to give proper recognition to the extent to which its ownership would take part in the management of its proposed station, and that not enough weight was given to the radio experience represented in its ownership as against that of Pilgrim.

Pilgrim is owned by 22 stockholders, headed by Messrs. Roche and Maguire with Arthur Haley, WBMS Boston time salesman, as station manager and 4% stockholder. Other applicants, aside from Mr. Solimene and Beacon, were Boston Radio Co., Continental Television Corp., and Bunker Hill Broadcasting Co.

The 950 kc daytime frequency became vacant when WORL went off the air last May, following a futile court fight to upset FCC's refusal to renew the WORL license on grounds of concealed ownership.

Date for oral argument on the examiner's initial decision has not been set.

DIRECTORS of WJR Detroit, have voted dividend of 20¢ per share paid Dec. 22 to shareholders of record at close of business Dec. 15.

WNOE STAFFER

Sorority Cites Mary Jewell

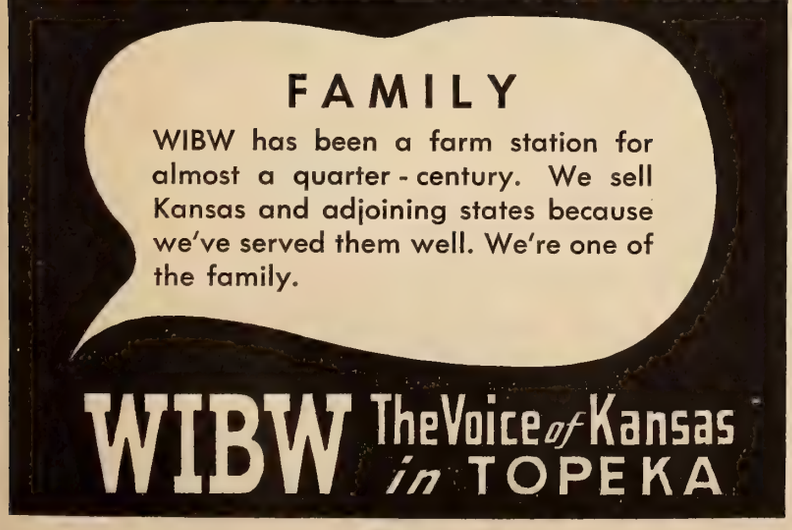
MARY JEWELL, who conducts the program of that name on WNOE New Orleans, was one of 10 candidates nominated for the "First Lady of the Year" by the New Orleans Council of Beta Sigma Phi last month.

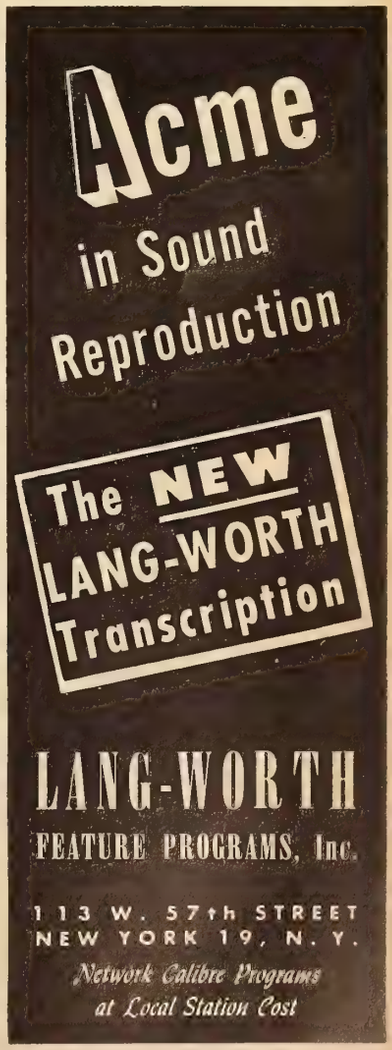


Mary Jewell

Known in private life as Mrs. Rodney Toups, Mary Jewell has for two years conducted her show 11:30-11:45 a.m. Monday-Friday over WNOE. The program has a higher Hooper rating than any other woman's program in New Orleans, according to WNOE officials.

In private life, Mrs. Toups serves as chairman of volunteer services for the New Orleans Chapter, American Red Cross. One of her Red Cross duties is supervision of services in assisting displaced persons arriving in America. She also serves on the executive committee of the Louisiana Tuberculosis Assn. and the National Foundation for Infantile Paralysis. She holds a five-year silver pin for service with the latter.





ACTIONS OF THE FCC

DECEMBER 16 to DECEMBER 23

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours
STA-special temporary authorization		CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

December 16 Applications . . .

ACCEPTED FOR FILING

License for CP

License to cover CP new AM station: KALA Sitka, Alaska; WPCF Panama City, Fla.

KAMQ Amarillo, Tex.—License to cover CP new AM station to change hours of operation, power etc.

Modification of CP

WPKY Princeton, Ky.—Mod. CP new AM station for extension of completion date.

Mod. CP AM station to change power, frequency etc. for extension of completion date: WDBC Escanaba, Mich.; WHP Harrisburg, Pa.; WKNA Charleston, W. Va.

AM-1340 kc

Arrostook Bcstg. Corp., Houlton, Me. CP new AM station 1400 kc 250 w unl. AMENDED to request 1340 kc.

SSA-730 kc

WTIK Durham, N. C.—SSA on 730 kc 1 kw-D 200 w-N for period ending no later than Nov. 1, 1949 AMENDED to request operation for period ending not later than Nov. 1, 1952.

License Renewal

Applications for license renewal filed by following AM stations: KCMJ Palm Springs, Calif.; WLEX Lexington, Ky.; WALL Middletown, N. Y.; WSAJ Grove City, Pa.; WRAW Reading, Pa.; WKEY Covington, Va.; WMON Montgomery, W. Va.

KVSO-FM Ardmore, Okla.—Request for renewal of license FM station.

Request for license renewal commercial TV station: WDSU-TV New Orleans; WAAM(TV) Baltimore, Md.

Modification of CP

WHHS Havertown, Pa.—Mod. CP new noncommercial FM station for extension of completion date.

December 19 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WTIM Taylorville, Ill.—Mod. CP new AM station for extension of completion date.

License Renewal

Applications for license renewals AM stations: WKUL Cullman, Ala.; KIJV Huron, S. D.; WLDY Ladysmith, Wis.

WBRE-FM Wilkes-Barre, Pa.—Request for license renewal FM station.

License for CP

License to cover CP new FM station: WFDR(FM) New York; WCHA-FM Chambersburg, Pa.

APPLICATIONS RETURNED

License Renewal

Applications for renewal of license new AM stations RETURNED Dec. 19: WMLT Dublin, Ga.; KWLM Willmar, Minn.; WOXF Oxford, N. C.

December 20 Decisions . . .

BY THE SECRETARY

KWIE Kennewick, Wash.—Granted assignment of license from partnership of four equal partners to new corporation owned equally by four members of assignor partnership.

WNAW Neal W. Welch, North Adams, Mass.—Granted license for new standard broadcast station; 860 kc 250 w D.

WRCO Richland, Wis.—Granted license for new standard broadcast station; 1450 kc 250 w unl.

KMMO Marshall, Mo.—Granted mod. license to change studio location.

KVMC Colorado City, Tex.—Granted assignment of CP to Marshall Formby, Eldon B. Mahon and Clint Formby d/b as Colorado City Bcstg. Co. One of three equal partners (John Blake) sells his one-third interest to new member (Clint Formby) for $425 which is amount invested in assignor partnership by retiring partner.

National Bcstg. Co. Inc., Area of Chicago—Granted CPs and licenses for new remote pickups KA-5146 KA-5145 KA-5147 KA-5162 KA-5163.

National Bcstg. Co. Inc., Area San Francisco—Granted CPs and licenses for new remote pickups KA-5148 KA-5149 KA-5150.

WJAS-FM Pittsburgh—Granted CP to make changes in ant. and change transmission line (Operating power output 8.8 kw).

WJBF Augusta, Ga.—Granted CP change trans. location.

WTRT Toledo, Ohio—Granted mod. CP to change type trans.

Following were granted mod. CPs for extension of completion dates as shown: KONO-FM San Antonio, Tex., to 6-28-50; WMOX-FM Meridian, Miss., to 3-13-50; KWKH-FM Shreveport, La., to 6-15-50; WGST-FM Atlanta, Ga., to 6-1-50; WHAT-FM Philadelphia, to 2-10-50; WAYS-FM Charlotte, N. C., to 6-30-50; WFBC-FM Greenvile, S. C., to 7-1-50; WKAP-FM Allentown, Pa., to 6-22-50; KMAR Bakersfield, Calif., to 7-3-50; WDMG-FM Douglas, Ga., to 5-23-50; WAZL-FM Hazleton, Pa., to 7-13-50; KIB-41 Columbus, Ga., to 2-1-50; KA-5136 San Juan, P. R., to 3-15-50; KUGN-FM Eugene, Ore., to 6-7-50; KWBW-FM Hutchinson, Kan., to 9-1-50; WEOL-FM Elyria, Ohio, to 3-16-50; WWRL Woodside, L. I., N. Y., to 1-31-50; WHHH Warren, Ohio, to 6-30-50; KGNC-FM Amarillo, Tex., to 7-1-50; WIS-FM Columbia, S. C., to 6-6-50; WSPA-FM Spartanburg, S. C., to 3-2-50; WEPM-FM Martinsburg, W. Va., to 6-21-50; KCBC-FM Des Moines, Iowa, to 6-24-50; WCON-FM Atlanta, Ga., to 7-1-50; WJBW-FM New Orleans, to 4-3-50; WGAD Gadsden, Ala., to 4-15-50.

The WGAR Bcstg. Co., Cleveland—Granted mod. license to make changes in existing remote pickup KQA-795 to change frequencies to 1622, 2058, 2150 and 2790 kc.

Queen City Bcstg. Co. Inc., Area Seattle, Wash.—Granted mod. of license KA-4979 change frequencies to 26.17, 26.27, 26.37 mc.

Alexandria Bcstg. Co. Inc., Area Alexandria, La.—Granted license new remote pickup KA-4271.

Portorican American Bcstg. Co. Inc., Area of Ponce, P. R.—Granted license new remote pickup KA-4871.

WHAR Clarkesburg, W. Va.—Granted license install new trans.

KAGH Pasadena, Calif.—Granted license change hours etc.

WMUU Greenville, S. C.—Granted license new standard station 1260 kc 1 kw D.

WSFL Springfield, Mass.—Granted license for new standard station 1600 kc 5 kw D DA.

WJPD Ishpeming, Mich.—Granted acquisition of control of licensee corporation through sale of 3 sh common stock from Maloney to James P. Deegan, who presently owns 98 sh, or 49% of licensee's outstanding capital stock.

WIKB Iron River, Mich.—Granted request for assignment of CP to WIKB Inc. (assignee) capital stock of which will be owned 100% by assignor corp.

Peninsular Bcstg. Corp., Area Coral Gables, Fla.—Granted CP new remote pickup KA-5216,

Radio Station WMFR Inc., Area High Point, N. C.—Granted CP and license for new remote pickup KA-5128.

Angel Ramos, Area San Juan, P. R.—Granted CP new remote pickup KA-5129.

Puerto Rico Adv. Co. Inc., Area Mayaguez, P. R.—Granted CP new remote pickup KA-5127.

National Bcstg. Co. Inc., Area Hollywood, Calif.—Granted CPs and licenses for new remote pickups KA-5130-1.

KFMA Davenport, Iowa—Granted mod. CP for approval of ant. and trans. location and change type trans.

WAZL-FM Hazleton, Pa., to 7-13-50; KIB-41 Columbus, Ga., to 2-1-50; KA-5136 San Juan, P. R., to 3-15-50; KUGN-FM Eugene, Ore., to 6-7-50; KWBW-FM Hutchinson, Kan., to 9-1-50; WEOL-FM Elyria, Ohio, to 3-16-50; WWRL Woodside, L. I., N. Y., to 1-31-50; WHHH Warren, Ohio, to 6-30-50.

WTVR Richmond, Va.—Granted license for new commercial TV station; vis. 3.53 kw; aur. 1.86 kw; 430 ft.

WIRY Plattsburg, N. Y.—Granted mod. CP for approval of ant., trans. and studio locations.

KCHA Charles City, Iowa—Granted license new standard station 1580 kc 250 w D.

KIFW Sitka, Alaska—Granted license new standard station 1230 kc 250 w unl.

WLOI La Porte, Ind.—Granted mod. license to change studio location.

KOBE Las Cruces, N. M.—Granted mod. license change studio location.

WTSP St. Petersburg, Fla.—Granted CP install new trans.

KYOR Blythe, Calif.—Granted CP install new vertical ant.

WCPO-TV Cincinnati—Granted mod. CP for extension of completion date to 3-9-50.

WPAT Paterson, N. J.—Same to 1-16-50.

WDXY(FM) Spartanburg, S. C.—Granted license for new FM station; Chan. 263 (100.5 mc), 11.8 kw, 200 ft.

KGNC-FM Amarillo, Tex., to 7-1-50; WIS-FM Columbia, S. C., to 6-6-50; WSPA-FM Spartanburg, S. C., to 3-2-50; WEPM-FM Martinsburg, W. Va., to 6-21-50; KCBC-FM Des Moines, Iowa, to 6-24-50; WCON-FM Atlanta, Ga., to 7-1-50; WJBW-FM New Orleans, to 4-3-50; WGAD Gadsden, Ala., to 4-15-50.

ACTION ON MOTIONS

By Commissioner Jones

WWHG Hornell, N. Y.—Denied continued consolidated hearing, now scheduled for 1-4-50.

WJBK Detroit—Granted leave to amend application so as to reduce radiation from its proposed directional array in direction of Washington, D.C.

FCC General Counsel—Granted continued hearing from 1-4 to 1-31-50 and change place of hearing from Washington, D. C. to Lebanon, Pa., re application of Steitz Newspapers Inc., Lebanon.

FCC General Counsel — Granted waiver of section 1.852 of Commission's Rules and Regulations to permit acceptance of exceptions to initial decision in proceeding re applications of WTOC Savannah, Ga. and Brennan Bcstg. Co., Jacksonville, Fla.

North Dakota Bcstg. Co. Inc., Minot, N. D.—Granted request for order to take depositions in proceeding re its application, and that of Missouri Basin Bcstg. Co., Minot, N. D.

WFNC Fayetteville, N. C.—Dismissed continued hearing on application for CP.

(Continued on page 82)

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FCC Actions

(Continued from page 80)

Decisions Cont.:

KVOL Lafayette, La.—Dismissed petition to dismiss without prejudice pursuant to section 1.365(c) of the Commission's rules and regulations its application.

KONO San Antonio, Tex.—Dismissed petition for recondsideration of Commission's action in granting application of Comal Bcstg. Co. New Braunfels, Tex.

FCC General Counsel—Granted petition for extension of time to Jan. 4, 1950, to file exceptions to initial decision re Docket 8871, Kenneth McCrea, San Pedro, Calif.

By Examiner Fanney Litvin

KVOL Lafayette, La.—Granted leave to amend application so as to request frequency 1330 kc, 1 kw unl. DA-N in lieu of 1480 kc, 5 kw D, 1 kw N unl. to specify different ant. site and to make changes in technical data; application, as amended, is removed from hearing docket.

The Midwestern Bcstg. Co., Toledo, Ohio—Granted early hearing date for further hearing on eng. phases of applications; further hearing scheduled in Washington, D. C., Feb. 6, 1950.

By Examiner Jack P. Blume

KWHK and The Hutchinson Pub. Co., Hutchinson, Kan.—Granted joint continued consolidated hearing from Dec. 19, 1949 to Jan. 25, 1950, at Washington, D. C.

By Examiner J. Fred Johnson Jr.

Whittier Broadcast Assoc., Whittier, Calif.—Granted continued hearing from Dec. 19, 1949 to Jan. 23, 1950.

Jose Ramon Quinones, San Juan, P. R.—Granted indefinite continued hearing, presently scheduled for Dec. 22, 1949, re petition of Quinones for reconsideration of action granting CP WPTF Raleigh, N. C.

By Examiner Basil P. Cooper

George R. Winston, Cisco, Tex.—Granted continued consolidated proceeding. Hearing continued indefinitely.

December 20 Applications . . .

ACCEPTED FOR FILING

AM—1310 kc

KTYL Mesa, Ariz.—CP to change from 1490 kc 250 w unl. to 1310 kc 1 kw-D 250 w-N AMENDED to request 1310 kc 1 kw-D 500 w-N DA.

AM—1270 kc

Smithfield Bcstg. Co., Smithfield, N. C.—CP for new AM station on 910 kc 1 kw-D AMENDED to request 1270 kc 1 kw-D and change studio and trans. locations.

License Renewal

Applications for license renewal new AM stations: KLMR Lamar, Col.; WNHC New Haven, Conn.; KROS Clinton, Iowa; KSEK Pittsburg, Kan.; WDMJ Marquette, Mich.; KJAM Vernal, Utah.

License for CP

KRSN Los Alamos, N. M.—License to cover CP new AM station.

WJIZ Hammond, Ind.—License to cover CP new FM station.

Modification of CP

Mod. CP new FM station for extension of completion date: KOA-FM Denver, Col.; WJPF-FM Herrin, Ill.; KWPC-FM Muscatine, Iowa; WKBN-FM Youngstown, Ohio.

License Renewal

WOL-FM Washington, D. C.—Request for license renewal new FM station.

WPAM-FM Pottsville, Pa.—Same.

APPLICATIONS DISMISSED

Piedmont Bcstg. Co., Greenville, S. C.—DISMISSED Dec. 13 application new AM station 910 kc 1 kw unl. DA-2.

KSFE Needles, Calif.—WITHDRAWN Dec. 13 Mod license to reduce hours of operation from unlimited to specified hours.

December 21 Decisions . . .

BY COMMISSION EN BANC

Renewal Granted

KTRB Modesto, Calif.—Granted license renewal for period ending Nov. 1, 1952.

Hearing Designated

KBUD Athens, Tex.—Designated for hearing March 3 in Washington, application for mod. license to change hours of operation and power from 250 w D to 250 w-D, 100 w-N, unl.

KFRD Rosenberg, Tex.—Designated for hearing March 9 in Washington, application to increase hours of operation from daytime to unl. and increase power from 500 w-D only to 1 kw-D, 100 w N, on 980 kc.

Modification of CP

KTOE Mankato, Minn.—Granted mod. CP to make changes in DA and change trans. location, specify studio location and change type of trans., eng. cond.

Petition Denied

WKBO Keystone Bcstg. Corp., Harrisburg, Pa.—Denied petition of WKBO requesting Commission reconsider and set aside its grant of application to Times and News Pub. Co., for new station at Gettysburg, Pa., designate application for hearing and make petitioner party to proceeding. Commission further ordered aforesaid action of Commission on June 29, 1949, granting application of Times and News Pub. Co., be mod. to extent that grant of said application is made subject to cond. that permittee accept whatever interference that may exist in event of grant of one or more of applications to be heard in the consolidated hearing on applications of Keystone Bcstg. Corp., et al.

William and Lee A. Odessky, Los Angeles, Calif.—Denied petition requesting clarification of Commission's acts concerning their application, and reconsideration and grant of application without hearing, or in alternative continuance of hearing until spring of 1950.

License for CP

WCOR Lebanon, Tenn.—Granted application for license to cover CP for new station.

Extension Denied

KGMI Denver, Colo.—Denied application for extension of completion date for CP covering new station. If a hearing is requested within 20 days, denial will be set aside and application designated for hearing.

December 21 Applications . . .

ACCEPTED FOR FILING

License Renewal

Applications for license renewal filed by following stations: WGAU Athens, Ga.; WCBK Columbus, Miss.; WAML Laurel, Miss.; WFIG Sumter, S. C.; KNAF Fredericksburg, Tex.

License for CP

WWCA Gary, Ind.—License to cover CP new AM station.

WLYN-FM Lynn, Mass.—License to cover CP new FM station.

Modification of CP

WAVZ-FM New Haven, Conn.—Mod. CP new FM station for extension of completion date.

TENDERED FOR FILING

AM—1480 kc

KIEM Eureka, Calif.—CP to change from 1480 kc 1 kw unl. to 1480 kc 5 kw DA-1.

AM—1420 kc

KJCK Junction City, Kan.—CP to change frequency from 1570 kc to 1420 kc.

AM—1250 kc

KGDE Fergus Falls, Minn.—CP to change from 1230 kc to 250 w unl. to 1250 kc 1 kw unl. DA-N.

AM—1400 kc

KNEU Provo, Utah—CP to change frequency from 1450 kc to 1400 kc.

APPLICATIONS RETURNED

AM—1230 kc

KENE Belen, N. M.—RETURNED Dec. 16. Mod. CP to change studio location.

(Continued on page 87)

'ROUND THE CLOCK'

Diary Method in Audience Measure Told AMA by Seiler

THE diary method is the only one which will measure radio listening and TV viewing around the clock for all members of the population, with the results subject to breakdown by sex, age, income, education and other characteristics, and do it at a cost which an advertiser or broadcaster will pay, James Seiler, president, American Research Bureau, said Dec. 15.

Speaking at a radio luncheon session of American Marketing Assn. in New York, Mr. Seiler described the random sample diary technique developed by his organization to measure radio and video audiences. In radio, individuals are used so that full details are available on out-of-home as well as domestic listening so that the results may be projected to the total population. The TV diaries are kept for the full family group, however, as most viewing is still a group activity and few homes have more than one TV set. Diary columns covering breakdown of audience by age groups also include guests as well as family members.

Accurate Results

If the diaries are installed by a good, well trained interviewer their reports are "amazingly accurate," Mr. Seiler said. He reported that coincidental phone checks throughout the week of a diary study show almost complete agreement. His company uses the "area sampling" technique, with a different sample of 1,000 diaries for each study. The TV studies, which were started in August, are made during the first week of each month in four cities: Washington, Baltimore, Philadelphia and New York.

The ARB radio surveys, which were started in October, as yet cover only Washington and are made only once a quarter, but the company plans to expand them to other cities and to step up their frequency to once a month. Eventually, Mr. Seiler said, he hopes to produce monthly diaries covering both radio and TV listening-viewing for the area east of Chicago.

Rates vary from city to city, he said. The New York TV report costs stations $185 apiece, agencies $35 each, with the agency rate to be raised to $65 in January. Radio reports vary according to the size of the station, ranging in Washington from $56 to $200.

K&E EXPANDS

San Francisco Staff Enlarged

KENYON & ECKHARDT's San Francisco service office will be expanded to a fully staffed agency after the first of the year, it was announced last week.

The expansion follows acquisition of the Lincoln-Mercury Dealers Advertising Assn. account (advertising organization of dealers in the Western states).

William B. Lewis, senior vice president of Kenyon & Eckhardt, and David Stewart, vice president in charge of finance, will be in San Francisco for opening of the new enlarged offices. John Wiley, present head of the service office, will continue as manager of the agency.

Offices will remain in the Russ Bldg. but space will be increased fourfold to accommodate the expanded staff and activities.

Thanks for Transit

YOU can take it from tired Christmas shoppers, at least those in Baltimore, that music in city buses is appreciated. WMAR Baltimore, Transit Radio outlet, and Baltimore Transit Co. received 175 letters and post cards the week before Christmas from shoppers, expressing thanks for the special music. One letter said: "I wish to express to your company my thanks for the real joy you gave me when I heard 'Good Tidings of Joy,' 'O Little Town of Bethlehem' and other lovely hymns beautifully sung in a crowded transit company bus. Can you imagine the benefits of human brotherhood you are thus furthering?"

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WHY BUY A NEWSPAPER

Here's Tinsley's Answer

PEOPLE in the radio industry are not prone to a feeling of amazement when a publisher acquires a radio interest. But the reaction is reversed when a broadcaster makes the turnabout and purchases a newspaper. The usual question pops: "Why?"

A Baltimore broadcaster, Thomas G. Tinsley Jr., owner of WITH-AM-FM Baltimore and WLEE-AM-FM Richmond, is one man who can answer that question authoritatively. With the acquisition of the *Home News* in the Maryland metropolis, he is one of the very few to become an accredited publisher after being a broadcaster.

Fundamental in his thinking, Mr. Tinsley has informed BROADCASTING, is his belief that there is a "close affinity" between the radio business and the newspaper business. The printed feature or the radio feature; sports recaps or sports news; newstory or newscast; the printed ad or the spoken announcement, all have their similarities right down to the drama of the printing press run or the rustle of copy before the microphone.

Integrated Operation

"Both (newspaper and radio) provide the public with news, sports and entertainment. And both exist off the revenue from advertising," Mr. Tinsley observes. He points out that "everybody is aware that newspapers throughout the country have acquired radio stations and made them an integral part of their business enterprise."

It is at this stage of commercial philosophy coupled with the desire to serve the public, Mr. Tinsley says, that WITH calculated its opportunity. "We saw no reason why it would not be equally profitable for a radio station to acquire a newspaper." That chance blossomed when *Home News* was offered for sale as a tempting venture for an energetic entrepreneur.

Mr. Tinsley says he and his associates at WITH were convinced of the direction they would take because they saw "an opportunity to provide the community with a much needed and popular newspaper, and at the same time get into a business which offered prospects of a fair return to us."

According to Mr. Tinsley, the principle of "providing advertisers with more listeners per dollar" will be incorporated into the operations of the *Home News* in the printed medium version of providing "advertisers with greater home circulation per dollar than any other newspaper in Baltimore." With this in mind, he told BROADCASTING, the *Home News* dubbed "quite naturally into our overall activities."

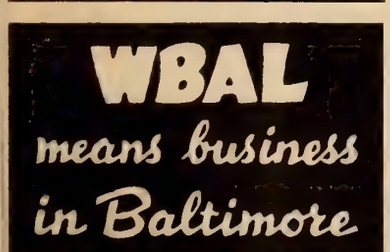
Unlimited Possibilities

The integration of both operations opens up a wide vista for promoting and expanding their appeal to advertisers. WITH, on one hand, can aid in fostering interest in *Home News*, by helping to build its circulation and readership, while the newspaper can promote extensively the strength of the outlet's drawing power on Baltimore's listening audience. A third possibility in this double-charged promotion would be the selling of the two media in combination.

Mr. Tinsley has made good stead of the market potential in two cities with the operation of a local station in each. The "whys" to his third venture fit the general pattern dollar-wise.

Japan's RFDs

MORIHIKO KASAMA, farm division chief, Broadcasting Corp. of Japan, informs the U. S. Agriculture Dept. that he and 49 other Nipponese radio farm directors are moving right along with farm programs — but they have their problems. According to Kasama, each Japanese "bloc" has its own customs and manners—all feudalistic. Since each is self-supporting economically and spiritually, Kasama, one of the newer RFD members, expects to have his hands full figuring out farm programs to fit all blocs.



LOCAL RATES FOR NATIONAL ACCOUNT

Albany Outlet Asks Others To Join in Package Rates

SYSTEM of package rates involving as much as 50% concession from published rates to serve as a stimulus to a food account is proposed in a letter addressed to a number of stations by Union Broadcasting System Corp. (WOKO) Albany, N. Y. The letter is signed by Jim Healey, president.

Text of the letter follows:

"We have very good prospects of getting an order for 13 weeks of spot advertising from a food account. Heretofore, they have used only network and the big powerhouse stations. We have been working on them more than a year, trying to sell them the idea of 'local station prestige' in spot campaigns.

"Unfortunately, as you know, whenever we try to completely blanket large areas of New England, New York, New Jersey and Pennsylvania with a concerted, saturation spot campaign, the cost has been prohibitive.

"That's why so comparatively little spot business comes directly to stations.

Frequency of Spots

"This account will use two spots a day, five days a week, on your station and at least 30 others, IF the proposed cost is not greater than the use of 10 power stations.

"Many of us, including our own WOKO in Albany, have made a full 50% concession from our published rates, in order to get this business. It isn't only this one order, you know. There'll be from 15 to 20 other wide-area merchandisers and distributors who will be using your station and others in the Great North East, if we can make this thing work out economically.

"Please rush to me the very best SPOT PACKAGE deal you can dream up. Please remember . . . NONE OF THIS WILL BE COMMISSIONABLE TO US, agency, national rep or anyone else. If you quote, for instance, $27.50 per week for two a day, five days a week, you get the full $27.50 a week net.

"To give you an idea of how others are going along, many have quoted $15 a week for one spot a day, five days a week, and $27.50 for two spots a day, five days a week.

"Frankly most of us are giving our LOCAL SPOT PACKAGE prices for this deal. While the product is national, the sponsors will really be the LOCAL outlets in your area. So, I see nothing wrong in our quoting local rates.

"Please let me have your quotations as soon as possible."

WTAM Cleveland presented safety award by Greater Cleveland Safety Council and Industrial Commission of Ohio.

KGB WINS AWARDS

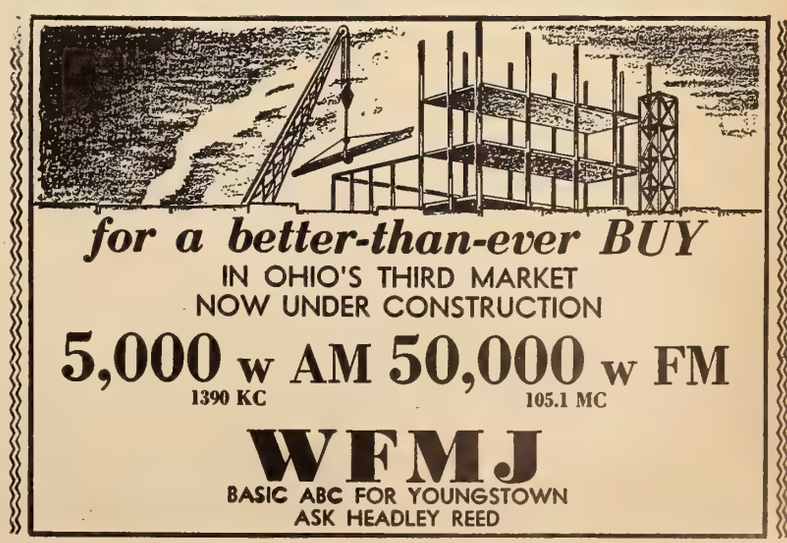
Real Estate Show Cited

KGB San Diego's program, *Your Real Estate Counselor*, a weekly series sponsored jointly by the San Diego Realty Board and the Southern Title & Trust Co., has captured two national awards in the American Title Assn. contest. Of the two second places awarded to the Mutual-Don Lee outlet, one was for the development of radio advertising, the other for the use of other media in this development.

Written and produced by Jack Hausmann, newsman and commentator, who appears as the Real Estate Counselor, the program stresses community and civic welfare and features an interview with a prominent local citizen on subjects of community interest.

WSNY Sales Pitch

SIGNPOST for local station account battles is indicated by WSNY Schenectady on the approach of a new year. Station, effective Jan. 1, will have lined up over 50 national spots per week plus 48 local car dealer spots. WSNY says these billings, representing 15 different car makes, total over $1,000 per week for the local and independent 250 watter. "Important point," Winslow P. Leighton, WSNY president, explains, "is that the major part is long-term dealer activity rather than temporary manufacturer announcement campaigns. This is a basis for local stations all over the country to give successful competition to TV inroads . . ."



• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Traffic manager, male, must be experienced with some sales ability. Well established, fulltime ABC affiliate in midwest. Give experience, background, references and photo. Box 531D, BROADCASTING.

Manager, southern fulltime 250 watt operation in town of 30,000. Must be able to handle all sales and produce results from start. Commission arrangement offered with unlimited potential. Must be radio wise with ideas, ability and no arm chair executive. If not afraid to work, willing to see a job well done, have time to invest in something worthwhile, this may be what you're looking for. If you're over 40 don't apply, you can't stand it. Don't apply if you are not financially able to start with a moderate income and work towards a goal. Suggest you come from below Mason Dixon line, since Yankees aren't especially suited. Box 558D, BROADCASTING.

Wanted, commercial manager for independent South Carolina station. Write fully giving experience, background. Must be able to furnish good references. Greer Broadcasting Company, Greer, S. C.

Salesman

Transcription salesmen, outstanding productions, liberal commission basis. Box 458D, BROADCASTING.

Wanted, aggressive salesman regional network affiliated upper New York state. Box 499D, BROADCASTING.

Experienced salesman with car. ABC affiliate in good Rocky Mountain secondary market. Photo required with complete resume. Write Box 548D, BROADCASTING.

Southern 5000 watt station invites top radio salesmen with loyalty and purpose for bigger incomes and better living, permanent men only. Will consider man and wife, experienced. Write frankly, send photo. Box 553D, BROADCASTING.

Announcers

Experienced announcer for long established southern Minnesota station. Willing and able write good commercials and sell on air. Box 488D, BROADCASTING.

Experienced combo man. Announcer-engineer. Emphasis on announcing. Good conditions. Long established, progressive net and farm station southern Minnesota. Box 539D, BROADCASTING.

Combination man with car wanted by western network 250 watt station. Disc required. Send photo and make first letter complete. Write Box 550D, BROADCASTING.

Wanted — Combination announcer-engineer with first class license. Accent on announcing. Position open now. Box 555D, BROADCASTING.

Wanted, experienced combination men, one program director assistant for southern 250 watt independent. Permanent. No loafer, no drifter. Send full information first letter, photo, references and salary required. Box 565D, BROADCASTING.

Immediate opening for dependable announcer. Rush disc with sample of commercial and adlib announcing, photo and references. Car helpful. Program Director, KSCB, Liberal, Kansas.

South Georgia independent wants announcer with a first class ticket, emphasis on announcing. Must be able to read news, run record shows, etc. Start $200 per month. WVOP, Telephone 327, Vidalia, Ga.

Technical

Successful 1 kw daytimer in southeast wants combination chief engineer-announcer. Must be both a good engineer and have a good voice. Send disc, complete data and minimum starting salary. Box 481D, BROADCASTING.

Chief engineer's job on aggressive 250 watt Rocky Mountain network station opens December 31. Must be combination man and have car. Send disc and photo with complete details in application letter to Box 549D, BROADCASTING.

Wanted. Experienced combination operator-announcer with ticket and program ideas who can sell in spare time on commission. Should hit 300 first month. Air mail disc and photo, KPRK, Livingston, Mont.

First class license, no experience. Single, young, 250 watt station. Chance to get a start. Contact J. A. Huff, WHAW, Weston, W. Va. Opening December 28.

Combination engineer-announcer wanted starting January first FM station near Detroit. Send photo and disc, state minimum starting salary. WJJW, Wyandotte, Michigan.

Immediate opening experienced engineer-announcer, send picture, qualifications, salary expected with first application. WMJM, Cordele, Georgia.

Production-Programming, others

News editor, must be able to write and announce local newscasts and take complete charge of newsroom on large southwestern CBS station. Send background, experience, picture, transcription of voice first letter. Box 440D, BROADCASTING.

Good, steady commercial copywriter. Male or female. Southern Minnesota. Box 489D, BROADCASTING.

Wanted, program director-announcer network affiliated upper New York state. Box 500D, BROADCASTING.

Wanted, Experienced woman's commentator and continuity writer by large midwest station. Send air check, sample continuity and salary desired first reply. Address Box 554D, BROADCASTING.

Opening for good copywriter with experience or training. Prefer someone in our area. Send complete information to Paul Overbay, Program Director. WKPT, Kingsport, Tenn.

Situations Wanted

Managerial

Station manager or commercial manager, if you're not interested in power packed results, save your eyesight. But, if you do want a man whose sales average is skyhigh, promotion minded with real, down-to-earth ability to sell, make friends and hold them, I'm the fellow. Reliable, sober, conscientious. Experience with top net affiliates and independents. Middle Atlantic territory preferred. Salary $8000 with override. Highest references. Interested? Well, let's get going. Box 486D, BROADCASTING.

Southern stations. Manager who can announce, sell and program would like job as general manager of a 250 or thousand watt station in south. Box 502D, BROADCASTING.

Sales promotion manager. Currently account executive with topflight agency. Previously 15 years in radio and newspaper advertising interested only in solid operation (no blue sky) and can furnish above average recommendations on previous accomplishments from important people in radio advertising circles. Prefer network affiliated AM operation with TV or TV plans. Must pay in excess of $12,000. Box 510D, BROADCASTING.

Situations Wanted (Cont'd)

Mr. FM station operator; going into transit radio, in-store-broadcast service or functional music? Qualified young manager of major market FM station, thoroughly experienced in all these FM services and all phases of broadcast operation. Box 544D, BROADCASTING.

Manager—chief engineer available on customary notice. Can offer over eighteen years of radio, all phases. Sober, reliable and capable. My present associates know of this ad. Box 557D, BROADCASTING.

General manager, commercial manager or both. Cannot perform miracles, but can make you money. Just good solid radio man completely experienced in business management, employee relations and public relations. Strong on sales and programming. 12 years radio and newspaper management and sales. Can efficiently operate going station or build new one. Excellent background, best references. Write Box 560D, BROADCASTING.

Well qualified. Will accept salary plus commission. Guarantee to make money. Box 5D, BROADCASTING.

Manager—AM or TV available immediately, excellent background, best references. Box 530D, BROADCASTING.

Salesmen

Young, qualified, conscientious, experienced salesman wants better opportunity in Michigan. Box 536D, BROADCASTING.

Salesman, five years selling in radio. Know announcing, production, promotion, acting. College, good sales record, ambition. Married. Age 31. Sober. Excellent references. Presently employed with 1000 wt independent, major eastern seaboard market. Desire sales position with station or agency in Los Angeles area. Box 552D, BROADCASTING.

Combination sales manager and chief engineer. Thirteen years experience. Desire station in a one station town. Box 559D, BROADCASTING.

Announcers, Technical

Announcer, university grad., 22, available immediately, anywhere. Disc, photo and references on request. Box 157D, BROADCASTING.

Experienced announcer-disc jockey. Available immediately. Eligible for G. I. training. Box 448D, BROADCASTING.

Sportscaster, experienced football and basketball play-by-play. Also experienced in sales. Presently employed but seeking advancement. Box 470D, BROADCASTING.

Announcer, versatile, news specialty. Three years commercial experience. Seeks permanent location. Box 497D, BROADCASTING.

Announcer-copywriter, husband - wife team. Proven record of client satisfaction. Immediate reply to good, permanent-type offer. Box 498D, BROADCASTING.

Newscaster, network caliber voice, delivery. Seeks solid 5 kw appreciating quality news operation. Considers that plus harmonious working conditions, desirable community to settle with family above money. Distinctive rewrite, alert local coverage, excellent newspaper, radio news background. BS, non-drinker. Box 516D, BROADCASTING.

Announcing, newscasting, continuity, publicity, 5 years experience in these fields. Director, moderator national network discussion 2½ years. Play-by-play big nine sports 2 years. Straight commercial experience. 30, single, M.S. Degree. Desire opportunity which may lead to management and/or investment. Full references, discs. Box 522D.

Attention Texas station managers! Announcer, 30. I have worked in Texas, married a Texan, like Texas. 5 years experience in AM radio. 1½ years in TV. Can handle commercial, sports, special events and news. Write Box 535D, BROADCASTING.

Sportscaster experienced football, baseball, basketball. Sportswriter. Popular DJ show. All-round staff announcer. Best references. Box 537D, BROADCASTING.

Sports announcer. Experience: football, baseball, basketball. Looking for progressive station! Married. Will build sports department, just remuneration. Michigan: nearby states. Box 543D, BROADCASTING.

Situations Wanted (Cont'd)

Engineer — 1st phone, 2nd telegraph, AM-FM, 5 years experience in remotes, recording, control room, transmitter, installation and maintenance. Also experience as chief engineer. Salary secondary. Single, 24. Box 547D, BROADCASTING.

Experienced engineer. Four years with leading network station and recording company. Studio, transmitter and recording experience. First phone and amateur license. Sober and reliable. Box 551D, BROADCASTING.

Engineer, first phone. Two years college, 7 years experience, 250 w to 75 kw, operation and maintenance of transmitters and studios. FM 1½ years TV in all technical phases of studio, transmitter and remote operation. Veteran, 30 years old, married, car. Available due more efficient operations. Best references including present employer. Box 561D, BROADCASTING.

Position wanted. Engineering. Nineteen years experience, four years Navy experience included. All broadcast FM-AM construction of audio facilities and FM facilities one radio station. Design and construction of complete second radio station. Experience in all-round engineering, as chief engineer and general manager of 1000 watt, dayime station in Pittsburgh. Desire south Florida location. Age—41, sober, presently single. Inquiries invited. Box 563D, BROADCASTING.

Engineer, installation, operator or chief. Nine years radio, experienced three years in broadcasting, including operation and installation 250's, 1000 and 5000 watts directional. Just completed entire installation 250 watts. Available short notice. Operator or engineer. Single, auto, settle any part of U.S. Station must be progressive. Box 564D, BROADCASTING.

Engineer — Experienced chief, combination and installation. Good voice, top references. $70 per week. Will answer all offers. Box 98, Montezuma, Indiana. Phone 284-R.

Engineer, 1st phone, single, recent graduate leading radio school. Desires transmitter or combination work. Have disc. Wire or write Donald Bentrott, Wheatland, Iowa.

Engineer, first phone license, two years experience, 23, single. Desires engineering position with station. Available immediately. James Ellzey, Rt. 4, Tylertown, Mississippi.

Staff announcer, 24, single, 2½ years network and independent experience. Will travel, but prefer Great Lakes region. College B.A. in speech. Copy writing. Jack Edwards, 11402 Superior Avenue, Cleveland, Ohio.

College education. Eager for radio work. Have record. Do announcing, continuity, singing. Write Langston, 339 Hawthorne Drive, Danville, Va.

Engineer with first phone license desires position with radio station. Inexperienced. Will do announcing. Consider any location. Write Arnold Kirschbaum, Cairo, Nebr.

Announcer. Graduate leading radio school, musician sales background. Accept GI training. Prefer Pa. or surrounding states but will jump at any offer that promises security and the chance to get ahead. Disc, photo, details. Leon McGeary, 5826 N. Winthrop, Chicago 40, Ill.

The best of the new announcers are coming from the Pathfinder School of Radio Broadcasting, 1222A Oak St., Kansas City, Mo. All trained board operators. Also ready some good writers and announcer-engineers. Write, wire or phone for disc, etc.

Announcer with unusually excellent commercial voice. Background in news-editing and radio writing. Definitely no floater. Mature, loyal. For audition and complete details wire or write Martin Soneson, 4239 S. E. 16th Ave., Portland, Oregon.

Morning man, witty, dependable, alive. 8 years success record. Combination, ticket, employed, married. $80. Box 556D, BROADCASTING.

Experienced and presently employed announcer with 1st class ticket available immediately. Box 566D, BROADCASTING.

Experienced engineer, studios, transmitters, any offers please? Box 894c, BROADCASTING.

Engineer, degree, 10 years experience, 7 as chief, licensed. Box 381D, BROADCASTING.

Situations Wanted (Cont'd)

1st phone, broadcast experience studio and transmitter, married, have car, willing to travel. Seek permanent position. Box 385D, BROADCASTING.

Engineer, 3½ years studio and transmitter (5 and 50 kw) experience, 1st phone and class A amateur licenses, BSEE. Box 444D, BROADCASTING.

Engineer, experienced, some announcing ability. Needs job. Box 480D, BROADCASTING.

Engineer, 1 year experience transmitter, control, remotes. Would like opportunity with progressive station. Box 490D, BROADCASTING.

Chief engineer, 20 years experience. first class license. 43 years of age. AM and FM construction experience. Would like connection with company with TV plans in the future. Knows the problems of commercial broadcast. Box 491D, BROADCASTING.

Two experienced combination men, one a chief, first phone, 2nd telegraph, class A ham. Prefer engineering but will accept combination. Single, willing to travel, have car. Available on two weeks notice to present employer. Box 532D, BROADCASTING.

Engineer, first phone, experience AM, FM, 50 kw NBC affiliate, 50 kw New York independent station, associate IRE, married, 29, veteran. Box 538D, BROADCASTING.

First class license, desire permanent connection, older man, no experience, graduate of highly rated technical school. Box 534D, BROADCASTING.

Engineer—licensed. Two years experience xmtr operation, maintenance, remotes. Some console experience. Have car. Box 569D, BROADCASTING.

Young man with first phone ticket desires position. No experience or disabilities, but very reliable. W. M. Dickinson, 515 West 5th Ave., Mitchell, S. D.

Production-Programming, others

Copy that sells! Male, 18. Trained continuity writer. Box 533D, BROADCASTING.

A Xmas present for you—programmer, producer, sales, singing disc jockey. Xmas package available for opportunity. Experienced, references, A.B. Degree, disc, reliable, ambitious, working. Available next year. Box 540D, BROADCASTING.

Challenging job wanted by writer-producer, fourteen years experience radio, theatre, television. Winner several national radio awards; original program ideas. Assistant two Broadway producers. Network TV shows. Box 562D, BROADCASTING.

Experienced program director desires immediate change. Well educated, reliable, conscientious, hardworking. Experience at independents and networks. Have written copy and sold, but prefer concentration on programming with some announcing. Network quality voice. Versatile—do equally good job remotes, newscasts, classical music, commercials, etc. Top references all employers. Disc, details on request. Box 568D, BROADCASTING.

Radio news pays off—NARND Report. News editor can build news programs or perk up lagging department. 10 years radio, newspapers, public relations. Heavy on sports. References, background, disc furnished. Box 570D, BROADCASTING.

Television

Production-Programming, others

3ox 541D, BROADCASTING, wants a nove to TV. Writer, producer, sales, inger, local programming emphasis, ollege graduate, employed. Depend- ble, young, GI training possibility ight opportunity.

For Sale

Stations

50 watt, single station market, 10,000. fid-Atlantic state. Independent, profitble, two years on the air. $35,000. ash. No broker. Box 399D, BROADASTING.

For Sale (Cont'd)

Equipment, etc.

$16,500 cash plus $10,000 credit and proof of prior successful management will permit acquiring control fulltime west coast independent regional in excellent market from profits, under your management. Box 542D, BROADCASTING.

Southern California regional network affiliate in one of top seven Pacific Coast markets. Terms. Owner retiring. Interested parties please send sufficient details regarding ability to purchase. Principal only. Box 546D, BROADCASTING.

For sale: both for $400.00. 1 BK401 Soundmirror tape recorder extra input and output of 500 ohms. Good condition. 1 BK403 portable Soundmirror tape recorder—1 hi and 1 lo impedance mike input—500 ohms output. Box 545D, BROADCASTING.

For sale—One insulated self-supporting tower, Blaw-Knox type CK, 200' complete with Crouse-Hinds lighting equipment including 300 MM beacon and flasher. Tower is standing. One used RCA ET-4250A 250 watt transmitter with 2 crystals for 1400 kc complete with tubes. One composite antenna coupling unit matching 70 ohm line at 1400 kc including Johnson current transformer for TC remote meter. Mounted in heavy aluminum cabinet. Also one GE single bay donut FM antenna less mast. The above equipment available at Radio Station KTOK, Oklahoma City, Oklahoma. Bids will be accepted until February 1, 1950. We reserve the right to reject any bids.

For sale—Type 26-C Collins limiting amplifier, good condition, just out of service. WHLN, Harlan, Kentucky.

1 Andrew type 50 tuning unit, complete for 1000 watts or less. Includes all meters, static drain choke: A.C. outlet and heater plus Andrew type 803 3-wire lighting choke mounted in same cabinet. Original cost $590. Used 1 year, prime condition. Will be sold to highest bidder. KAGH, Pasadena, Calif.

For Sale—#10 soft drawn copper radial wire bright brand new on five reels. 1343 pounds @ 17¢ per pound FOB WHHH, 2nd National Bank Building, Warren, Ohio.

RCA 250-G transmitter and Gates 30-C console both for one thousand dollars. Being sold because expansion program and installation of all new equipment. For details contact WMVA, Martinsville, Virgina.

New, at a bargain, all welded triangular uniform cross-section, guyed type towers with insulators and lighting equipment. Will deliver and erect. Three 175 ft., four 200 ft., five 225 ft., three 275 ft., five 300 ft., four 350 ft., three 375 ft., four 395 ft. Phone, wire or write Consolidated Tower & Construction Co., Inc., Petersburg, Va.

Due to the liquidation of a broacasting station we are offering at a sacrifice price 179 foot self supporting tower. Blaw-Knox complete with A-2 light kit all wires enclosed in rigid conduit for quick sale $2500.00. Also 250 watt transmitter and console with various transmitter equipment for quick sale $5000.00. Agents representing the sellers, J. J. Phillips & Son, General Radio Contractors, 124 E. LaChappelle St., San Antonio 4, Texas. Telephone Fannin 4616. These prices are at a tremendous sacrifice and can be bought on terms.

For sale. Nearly new RCA type BTF-250A FM transmitter, complete. REL FM frequency and modulation monitor. Both for $1200. Box 571D, BROADCASTING.

Wanted to Buy

Equipment, etc.

Wanted—Brand new nine channel latest model Raytheon console. This equipment must be brand new. Submit lowest cash price. Box 428D, BROADCASTING.

Wanted—All studio and transmitter equipment required for 250 w AM and 1 kw FM station. Rush all details and price. United Bcstg. Co., 301 E. Erie St., Chicago 11, Ill.

Wanted to buy—Recent model 1000 watt AM transmitter. Write Box 50, Chilliwack, B.C., Canada.

For Sale

Equipment

Expansion program calls for immediate sale present Federal 3 kw FM transmitter, model 192-A with modulator 109-A; also complete set spare parts and tubes. Now set up for 102.5 Mg, but will operate any FM frequency. Perfect condition. Contact Charles L. Jeffers, WOAI, San Antonio, Texas.

For sale: Present 250 watt transmitting plant available approximately January 15, 1950 on an "as is, where is" basis. All equipment in good as new condition which has given eight years of trouble free operation.

Western Electric model 451-A-1 250 watt transmitter complete with tubes, 1400 kc crystal and model D-97008 antenna coupling unit.

Western Electric model 126-A limiting amplifier, complete.

Western Electric model 124-E monitor amplifier, complete.

Western Electric, 72 inch racks (2).

Alliance 160 foot guyed, base insulated tower.

WHHH, 2nd National Bank Bldg., Warren, Ohio

PATCH CORDS

8 foot rubber covered, two conductor, tinsel with Western Electric Type 241A plug at *each end.* Price $4.30 each.

Western Electric 241A plugs. Price $2.00 each.

Western Electric 217D plugs with 600 ohm load. Price $2.65 each.

MASPETH TELEPHONE & RADIO CORPORATION
142 Ashland Place
Brooklyn 1, New York

Schools

Are you looking for WELL TRAINED MEN

. . . to operate and maintain TV, FM or AM station equipment?

Tell us your needs! Our graduates have thorough, technical training in one of the nation's finest Television-Radio - Electronics training laboratories.
These men are high grade . . with F.C.C. Licenses and are well qualified to operate and maintain Television and Radio Broadcast equipment. Our graduates are employed by many of the best known TV-Radio-Electronic concerns across the nation. Write, phone or wire:

DeFOREST'S TRAINING, INC.
2533 N. Ashland Ave., Chicago 14, Ill.
Phone Lincoln 9-7260

CIGAR BOWL TRIP
WORD Aids Wofford Band

THE Wofford College Band had faced the prospect of not accompanying the school's grid team to the Cigar Bowl in Tampa on Jan. 2. but thanks to WORD Spartanburg, S. C., all 44 members will make the trip.

When the bowl plans were announced, no provision was made for sending the Wofford Band. Then, Walter Brown, WORD president and general manager, called the band director and told him the station would raise the funds necessary for the trip if the band would play in front of the WORD studios for one night.

An imaginary bus—Tampa bound —was hauled out. WORD listeners were told that it cost $1 a mile to move the band. No listener could move the bus more than 25 miles. After each contribution was read, the bus's imaginary location was given and after each 25 miles traveled, the band obliged with a number. Within 45 minutes the $700 bus fare was raised. Al Willis, WORD program director, and Charles Newcomb, sports director, handled the program. WORD will broadcast the Cigar Bowl game from Tampa.

Schools (Cont'd)

NATIONAL ACADEMY OF BROADCASTING, INC.

STATION MANAGERS!
Need Trained Personnel?
BROADCASTERS!
Want a Refresher Course?
BEGINNERS!
Want to be a broadcaster?

THE NATIONAL ACADEMY OF BROADCASTING, INC.
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Residence and Correspondence School

NATIONAL ACADEMY OF BROADCASTING. Dept. 111
3338—16th St., N.W.
Washington 10, D. C.
Please send information concerning
☐ Correspondence ☐ Residence Courses.
Name.....
Address.....
City.....State.....

LIBERTY SYSTEM *New $1 Million Home For LBS and KLIF*

A $1 MILLION 10-story home for the Liberty Broadcasting System and its key station, KLIF Dallas, will be built in downtown Dallas, Barton R. McLendon, chairman of the board, has announced.

A modernistic structure, with facades presenting an appearance of almost solid glass, the McLendon Bldg., as it will be called, will be surmounted by a 500-foot tower. Studios and executive offices of KLIF and LBS will occupy two floors, and the other seven upper stories will be leased as office space, with plans to attract tenants in radio, advertising, entertainment and allied fields. Street floor will be for shops.

McLendon Is Head

President of LBS and KLIF is Gordon McLendon, 28-year-old son of B. R. McLendon and originator of the network as a vehicle for his own baseball coverage—using telegraphic reports as a basis for a dramatized Dallas-based broadcast of big league games.

Now expanded to serve more than 100 stations stretching from Oregon to Florida and with varied programming, LBS is in process of developing a regional-office setup for national operations.

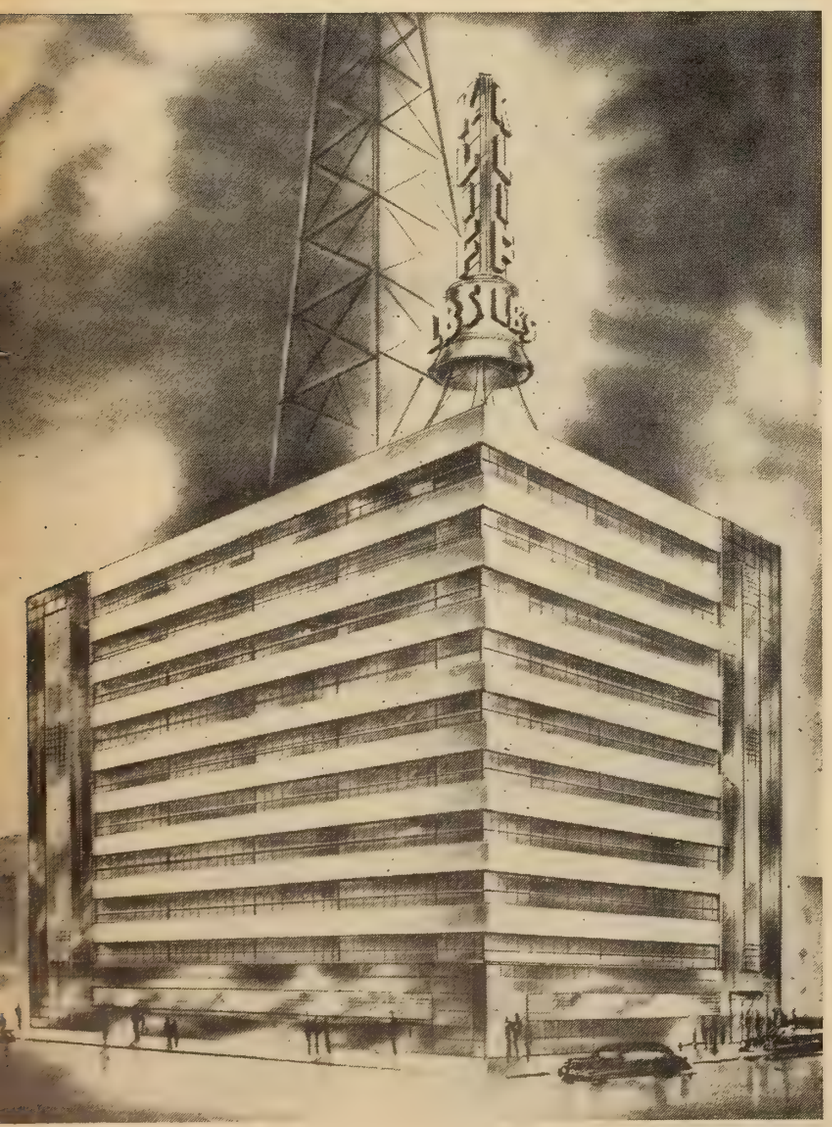
Ground will be broken for the McLendon Bldg. next spring at an 80-by-100-foot site on the southwest corner of Pearl and Jackson Sts. Occupancy will probably begin in early 1952. The building will be sound-proofed and all-weather air-conditioned.

"The Liberty Broadcasting System, which is now the fifth largest network in the nation, has made enormous strides during the two years of its existence," said B. R. McLendon.

"We feel it has a definite and important place in the future history of American radio."

The new KLIF studios, which will be on the second floor of the building, will include two auditoriums, seating 300 persons each, suitable for audience-participation shows. Executive offices of station and network will be on the third floor. The elevator lobby will feature tall panels of solid glass brick.

* * *



Architect's sketch of the proposed building for KLIF and Liberty

Antenna Flight Aid

FACILITIES of the new vertical antenna of KNBC San Francisco are now available as an emergency air navigational aid 24-hours per day. John Elwood, KNBC general manager, has notified all military air units and commercial airlines in the Western states and Pacific area that the KNBC carrier can be put on the air any time on short notice. While the station normally does not operate between the hours of 1 and 6 a.m., Mr. Elwood said, the transmitter is staffed 24-hours a day.

Congress

(Continued from page 29)

which he indicated may be injected into the inquiry on the McFarland FCC procedural bill now before the House Interstate & Foreign Commerce group.

Public Necessity Important

"The operation of FCC in the grant of licenses is predicated on the public necessity," Rep. Sheppard asserted. "Public necessity and service should be the criteria. Let's face it—if FCC wants to grant licenses on a purely commercial basis, let it spell that out. If it wants to set aside certain public service requirements, let it indicate what requirements in black and white. Up to now, public service hasn't been put on a comparable basis with commercial programs. That may be all right. But let the Commission say as much.

"If my information is correct, once an independent station enters into a contract, it is bound to carry types of programs specified by the network—usually the type wtih high Hooperatings. The station then is unable to clear time for public service programs, even those of an emergency nature."

Specifically Congressman Sheppard would like to see FCC set aside two public service categories —those of extreme local emergency and those of secondary importance. As an example of the former he cited instances on the West Coast where stations (unidentified) were unable, he said, to clear time to broadcast crop frost warnings at the time they were issued because of network commitments. Hundreds of thousands of dollars of crops were at stake, he said.

Sheppard Concludes

"Don't get me wrong," Rep. Sheppard concluded, "I'm not out to break up chain broadcasting as such. I concede my bill has little chance for passage as it stands. But anything we do accomplish will be something—and an improvement. Radio and TV are an integral part of the American economy."

William M. Boyle Jr., chairman of the Democratic National Committee, feels the further development of television and its effect on regular sound broadcasting offer the "most important" present and future problems facing the industry and FCC. He termed the Commission's tasks as "almost insurmountable."

In one of his first official utterances on both media since he took office, Mr. Boyle told BROADCASTING:

"Radio, and now television, must realize at all times their obligations and responsibilities to the people. They are the intimate media. Their virtue lies in the fact that they reach the people directly by going straight into their living rooms and this fact heightens their responsibilities. A single example of irresponsible programming can affect the whole industry.



Mr. Boyle

Radio's Responsibility

"The power and influence of radio and television as media for the communication of ideas means that the industry must be continually alert to measure up to the responsibility of maintaining the respect and confidence which the industry as a whole has won from the listening public.

"Radio and television are media which belong to the people, and the FCC continually faces the almost insurmountable tasks of granting licenses, allocating frequencies and determining through hearings the stages of development necessary and practical for the welfare of the public and the industry.

"I have faith that both radio and television will continue to realize and live up to their responsibilities to the people."

Johnson's Views

Sen. Edwin C. Johnson (D-Col.), head of the powerful Senate Interstate & Foreign Commerce Committee and caustic critic of FCC this past year, declined specific comment on the outlook for communications in 1950. In a year-end statement (see page 29) he cautioned that "in radio, and in communications generally, those who make the wheels go around must never forget that competition and public service are the twin guideposts which will keep the industry great and free."

Sen. Johnson's recommendations, however, are well known. Specifically, he wants FCC to (1) adopt a broad general standard for color TV, on which the Commission has begun hearings; (2) provide for allocation and use of UHF channels, allocating VHF to certain cities and UHF to others, but not both to any one city, and (3) then lift the present freeze on VHF licensing.

TRANSIT RADIO

D. C. Case Dismissed

GREEN LIGHT for additional transit radio installations in Washington and other large cities throughout the country was indicated in a precedent-setting decision handed down last Monday by the District of Columbia Public Utilities Commission.

In dismissing its five-month-old investigation of music-equipped vehicles in the nation's capital, the commission ruled that the broadcasts are "not inconsistent with public convenience, comfort and safety."

Specifically PUC concluded that musically-soothed rides are not "an obstacle to safety of operation"; that public comfort and convenience are not "impaired"; and that, "in fact, through the creation of better will among passengers, it tends to improve the conditions under which the public ride."

In dismissing arguments on "civil rights" aspects, PUC declared that issues charging violation of the First and Fifth Amendments to the Constitution [BROADCASTING, Dec. 5] "must rest upon a basis more tangible than impassioned pleas which express personal feelings."

Washington Transit Radio Inc., through WWDC-FM, contemplates installation of radios in 1,500 more cars and busses, owned by the Capital Transit Co., which foresees a $100,000 revenue bonanza from the commercials. At present 212 vehicles are equipped to provide music, news reports, public interest announcements and commercials.

R. C. Crisler, executive vice president of Transit Radio Inc, Cincinnati, hailed the decision as "particularly significant in that all possible factors . . . were explored, aired and investigated."

The outcome will mean a considerable number of new Transit Radio installations in other important markets, augmenting those now operating in 19 cities, Mr. Crisler said. "Quite a number of transit companies have been marking time and, on the basis of the precedent now set, will conclude contracts without further delay," he added.

ORR ASSOCIATES

Name Baxter and Sullivan

TWO executives of Robert W. Orr & Assoc. have been promoted. John H. Baxter, who joined the agency in 1949 as vice president in charge of creative activities, has been made executive vice president and a member of the board of directors.

Eldon Sullivan, a vice president of the firm since its inauguration, has been made assistant to the president and a member of the board.

Docket Actions . . .

FINAL DECISION

WRTB (TV) Waltham, Mass.—Final decision by Commission en banc denying application of Raytheon Mfg. Co., for modification of CP for extension of completion date for new commercial television station WRTB (TV) at Waltham, Mass. (See story this issue.) Decision Dec. 19.

INITIAL DECISIONS

WDIA Memphis, Tenn.—Initial decision by Examiner J. Fred Johnson Jr., looking toward denial of application of Bluff City Bcstg. Co. Ltd. to change from 730 kc, 250 w unlimited to 1240 kc, 250 w unlimited. Decision Dec. 20.

WTUX Wilmington, Del.—Initial decision by Examiner Jack Blume looking toward granting application of Port Frere Bcstg. Co. for renewal of license of WTUX on 1290 kc, 500 w daytime. (See story this issue.) Decision Dec. 21.

KLX Oakland, Calif.—Initial decision by Examiner Fanney N. Litvin looking toward granting application of Tribune Building Co. to change from 910 kc 1 kw unlimited to 910 kc 5 kw unlimited, directional and install new transmitter and change transmitter and studio locations. Decision Dec. 21.

LaGrange Bcstg. Co., LaGrange, Ill.—Initial decision by Examiner Fanney Litvin to grant application of LaGrange Bcstg. Co. for new station on 1300 kc, 500 w daytime only. Grant subject to condition that applicant file within sixty days from date of grant, modification of CP specifying transmitter site and antenna system meeting requirements of Commission's Standards. Decision Dec. 22.

OPINIONS AND ORDERS

Voice of Cullman, Cullman, Ala.—In memorandum opinion and order denied petition of WKUL Cullman requesting application of Voice of Cullman for new station on 1300 kc, 1 kw unl. be set aside and granted said application subject to condition that legitimate complaints of blanket interference be satisfied. Order Dec. 21.

WGBF Evansville, Ind.—By Commission en banc, order denying petition by On the Air Inc., for severance and immediate grant to change power from 1 kw-N, 5 kw-LS to 5 kw unlimited on 1280 kc. Order Dec. 16.

WTOC Savannah, Ga., and Brennan Bcstg. Co., Jacksonville, Fla.—By Commission en banc ordered continued without date oral argument scheduled for Dec. 20, re applications WTOC and Brennan Bcstg. Co. Order Dec. 16.

Following actions taken on applications requesting operation on 770 or 1030 kc, clear channels:

(a) WJZ New York—Order dismissing without prejudice to refiling after final decision, petition requesting all applications for 1030 kc be withheld until decision in docket. These involve KARM Fresno, Calif.; KWSC Pullman, Wash.; KUTA Salt Lake City; KWBU Houston; KTHT Houston; KOB Albuquerque; Blackwell Bcstg. Co., Blackwell, Okla.; Rafael Ramos Cobian, San Juan, P. R.

(b) KWSC Pullman, Wash.—Returned to pending file application for operation on 1030 kc, 1 kw-N, 5 kw-LS DA-N until conclusion of clear channel hearing.

(c) KWBU Corpus Christi—Memorandum opinion and order dismissing without prejudice application for license to cover SSA on 1030 kc, 50 kw, local sunrise Boston, Mass. to sunset Corpus Christi.

RACING CASE

WTUX Renewal Favored

HORSE RACE programming came into focus again at FCC last week as the Commission reported an initial decision to grant renewal of license to WTUX Wilmington, Del., subject last spring of investigation upon complaint by local police authorities alleging that the station's race results broadcasts aided illegal gambling [BROADCASTING, June 20, July 4].

The initial ruling, by Hearing Examiner Jack P. Blume, concluded the programs questioned "were not intended or designed to be of assistance to persons engaged in unlawful activities, but were subverted to that end."

The report continued that although it could not be concluded the programs "were actually intended or designed to assist the carrying on of illegal activities, it is evident that they were broadcast with an almost reckless disregard of their potential use for this purpose."

However, in favoring renewal for WTUX, the examiner noted that the station's basic program policies were in the public interest although their implementation in actual programs in some respects may have been otherwise. He also noted that WTUX was a relatively new outlet, "managed by two inexperienced young men who, because of financial limitations, were without the benefit of experienced radio counsel."

(Abstract of decision will be carried in BROADCASTING *Jan. 2 issue.)*

Non-Docket Actions . . .

AM GRANTS

Glenwood Springs, Col.—Glenwood Bcstg. Co., granted 1240 kc, 250 w fulltime; estimated cost $8,100. Principals: Douglas D. Kahle, manager KCOL Fort Collins, Col., 50%; Lewis W. Grove, branch manager, Mine and Smelter Supply Co., 50%. Granted Dec. 21.

Glenwood Springs, Col. — Western Slope Bcstg. Co., granted 1340 kc, 250 w fulltime; estimated cost $9,800. Copartners: R. G. and Charles Howell, co-owners KFXJ Grand Junction, Col. Granted Dec. 21.

Montevallo, Ala.—Shelby County Bcstg. Co., granted 730 kc, 250 w daytime; estimated cost $12,100. Sole owner is H. G. West, engineer for Louisville and Nashville Railroad. Granted Dec. 21.

Mooresville, N. C.—Wayne M. Nelson, granted 1350 kc, 1 kw daytime; estimated cost $12,400. Grantee is owner WEGO Concord and WAYN Rockingham, N. C., and is 75% owner WWNF Fayetteville, N. C. Granted Dec. 21.

WQAN Scranton, Pa. — Granted switch from 910 kc, 1 kw, share time with WGBI, to 500 w daytime on 630 kc. Granted Dec. 21.

WLBR Lebanon, Pa. — Granted change from 1 kw day to 1 kw fulltime on 1270 kc, install directional night. Granted Dec. 21.

WTTS Bloomington, Ind. — Granted power increase daytime from 1 kw to 5 kw, install directional day, operating on 1370 kc, 500 w night. Granted Dec. 21.

KOH Reno, Nev.—Granted modification of permit to reduce night power from 5 kw to 1 kw, operating on 630 kc with 1 kw day. Granted Dec. 21.

WIBC Indianapolis—Granted modification of permit to reduce night power from 50 kw to 10 kw on 1070 kc with 50 kw day. Granted Dec. 21.

KOPP-AM-FM Ogden, Utah—Granted assignment of license from James B. Littlejohn to KOPP Inc., new firm in which Mr. Littlejohn is president and owns 50.2% interest. Other principals include: George H. Lowe, attorney, vice president 24.16%; Riley R. Gibson, manager KOPP and station manager KREO Indio, Calif., 10.07%; Earl Lemon, one-third owner Servicecenter Inc. drug firm, 6.54% and Robert Sevy KOPP chief engineer, treasurer 5.76%. KOPP is assigned 730 kc, 1 kw daytime. Granted Dec. 22.

WGNY Newburgh, N. Y.—Granted acquisition of control of WGNY Bcstg. Co. by John Ben Snow from Merritt C. Speidel for consideration of $27,781 for 35% of stock. Mr. Speidel whose family holds 18% of stock will retain 5%. Mr. Snow becomes 75% owner. WGNY is assigned 1220 kc, 1 kw daytime. Granted Dec. 22.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO DECEMBER 22

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,087	2,039	199		330	266
FM Stations	744	478	306	*7	49	28
TV Stations	97	30	81		353	182

* Four on the air.

CALL ASSIGNMENTS: KAZN Jefferson City, Mo., (Missouri Central Broadcasters, 900 kc, 250 daytime); KBMN Bozeman, Mont., (Penn Engineering Co. Inc., 1230 kc, 250 unlimited); KDMS El Dorado, Ark., (Cotton Belt Broadcasting Co., 1290 kc, 1 kw daytime); KPLW Plainview, Tex., (West Texas Broadcasters Inc., 1570 kc, 250 w daytime); KVMC Colorado City, Tex., (Colorado City Broadcasting Co., 1320 kc, 500 w daytime); WABG Greenwood, Miss., changed from WLBY, (Greenwood Broadcasting Co., 960 kc, 1 kw daytime); WNXT Portsmouth, Ohio, (Portsmouth Broadcasting Co., 1260 kc, 1 kw unlimited, directional); WSMF Dade City, Fla., (Seminole Broadcasting Co., 1310 kc, 1 kw daytime).

Best Wishes for a Prosperous

AM FM TV 1950

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO
Harold R. Murphy
333 N. Mich. Ave.
Randolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

Trade Assns.

(Continued from page 31)

on audiences reached, presented in a manner more applicable to advertisers' problems, and secured through a system which lends itself to advertiser validation, are the only way I know of to prove the value of any medium and thereby get an equitable share of the total national advertising investment."

The radio industry, up to a point, has lived up to this responsibility through its support of the Broadcast Measurement Bureau, Mr. West asserts. "At ANA we know, because we have discussed it in detail with hundreds of members who use radio, that the type of information developed by BMB is what advertisers want." Mr. West, who sees radio as a growing industry and television with almost unlimited promise as a selling force, feels neither can be bought intelligently without uniform validated information on what it actually is capable of doing as an advertising medium.

Borton Statement

Elon G. Borton, president, Advertising Federation of America, says "1949 was both a disappointing and encouraging year in advertising."



Mr. Borton

Disappointing, says Mr. Borton, because with a buyers' market and a more sharply competitive selling situation, management saw fit to invest in advertising very little if any more than in 1948. With production only slightly off, with disposable personal income higher than ever before in our history, with distribution and not production the prime national problem, sales could have been available to do the needed job, he observes.

"Encouraging," he continues, "because advertising has done a more efficient job than ever before. Agencies, media and advertisers have thrown off the sellers' market attitude of the past eight years and buckled down to real work." There has been wider, more effective use of research, more thought and planning and preparing campaigns, more effort in advertiser-media-agency cooperation, a closer tie-in with sales promotion and sales effort.

Mr. Borton looks to a better 1950. More money will be spent; demand has caught up with production in almost all lines; selling will be more competitive and will need the help of advertising even more, he says. "Advertising people will work harder and more efficiently."

President Paul S. Willis of Grocery Manufacturers of America Inc. has this to say on the all important subject of groceries: "The growing interest of the American people in good eating and good living during 1949 enabled grocery manufacturers to maintain sales volume at, or close to, peak postwar levels." Total food store sales for 1949 were about $30.2 billion as compared with $30.5 billion in 1948. The small drop is due to lower prices Mr. Willis says, rather than to decreased tonnage. Including food consumed on the farm and in public eating places the 1949 total ran to about $52 billion, slightly below the 1948 figure.

Aggressive Selling

Aggressive advertising and sales promotion campaigns staged by the grocery manufacturers helped to maintain and stimulate public interest. Mr. Willis says, "As we enter the year 1950 and, incidently, the second half of the 20th century, the outlook for business is certainly on the hopeful side. Grocery manufacturers are optimistic as to the future and feel that there are real opportunities for increasing their sales volume and their services to the people." He sees nothing in the picture to indicate any serious increase in unemployment roles or lowering of wages. Nor is there much likelihood of any major change in the prices of retail food products during the year, he says.

Bond Geddes, executive vice president of Radio Manufacturers Assn., declared: "A sharp upturn in radio sales early last fall demonstrated that aural broadcasting service maintains its wide public appeal. Television, of course, held the spotlight during 1949 due to the remarkable rise in industry production and sales of TV sets.



Mr. Geddes

"More than 10 million radio sets, including auto receivers and portables, were produced in 1949 along with about 2,750,000 TV sets. Together, the dollar volume of manufacturers' sales of radio and television receivers reached a new high of more than $800 million as compared with about $750 million in 1948.

"After a slack spring and summer, radio set sales suddenly revived after Labor Day and many set manufacturers were unable to fill all orders. As a consequence radio receivers, as well as television sets, were distributed on an allocation basis during the last quarter of the year.

"Of significance to radio broadcasters is the growing proportion of television receivers equipped with radio reception facilities, either FM or AM or both. In 1949, about 20% of all TV sets produced were also capable of tuning in radio stations. If these are added to the count of radios produced, the total will be close to 11 million.

"The outlook for 1950 is for continued high sales and probably another record in dollar volume.



CLARKE R. BROWN has been named by John Blair & Co. as manager of its new Dallas office. Appointment, announced last week in Chicago by John Blair, president of the radio and television station representative firm, becomes effective Jan. 1. Blair company maintains offices in five other cities.

Industry estimates are for the production of 3,500,000 television receivers and 10 million or more radios. The radio-television industry is now geared to provide as many receivers—radio or TV—as the market demands."

William Guild, manager of CJOC Lethbridge, chairman of the board of Canadian Assn. of Broadcasters, in his year end review of business said:

"Use of national radio in Canada next year will show a rather sharp increase, judging by my contacts with station men and agency executives throughout Canada in the past two months. So far, national radio advertising has kept pace in 1949 with 1948, but the picture is increasing sharply. In western Canada, as an example, farm implement dealers are looking into radio and looking for programs. They have not been radio time users for many years.

Definite Trend

"There is also a definite trend among big national advertisers to use tested local programs in lieu of transcribed shows. A number of radio's biggest time users are making inquiries throughout Canada for such programs for the early part of 1950. My findings throughout Canada show there is no cutting back at all, rather an increase in the use of radio time is expected locally, regionally and nationally in 1950 in Canada."

Justin Miller, president, NAB, stated:

"Because the coming year, 1950, seems likely to be a year devoted in large part to better sales, better programming, and the continuing effort to reduce operating expenses, it may be interesting to point out that we, at the NAB, have already begun to anticipate these efforts.

"We are just now catching our collective breath after the most intensive series of district meetings in the history of the NAB, and a series which has certainly been the most popular among the members of this association.



Mr. Milller

"In these 17 meetings, they have attended hard-hitting sales sessions, hard-headed sessions on the control of costs, and sessions on audience measurement. The broadcasters have gone away from these meetings with new ideas on how to increase income and hold down expenses. Never before in the history of their NAB have they been so vehement in their praises of these meetings.

"This is a vital portent for 1950. It makes possible a sound prediction: That 1950 is going to be a good year for broadcasting. When the NAB Research Dept. gets around to tabulating the income figures for 1950, a year hence, we think that the totals—which have never ceased to rise since radio's beginning—are going to be larger than ever.

"Those are the tangible matters, past and future. There are equally important intangibles to be considered in 1950. If we were forced to consider only one of them, it might well be NARBA that we watched closely, first of all.

NARBA Conference

"The NARBA conference is to convene again in April, and the United States and Cuba are to discuss their special problems in the meantime. Failure to solve these problems can mean, for many United States broadcasters, a chaos that might well nullify every sales and programming effort they could make. The NAB is working diligently at this problem. We have every hope that the effort will be successful in 1950.

"Beyond this immediate problem, we will continue to maintain our customary, out-spoken vigilance in the field of radio's freedoms. No broadcaster who has counted our successes of 1949 and the years before can doubt that we will continue to move toward understanding in that field."

CBS-KOY CASE

Network Asks Case Dismissal

CBS Wednesday filed a motion with the federal district court, Chicago, for dismissal of the case brought by Salt River Valley Broadcasting Co. on behalf of KOY Phoenix and KTUC Tucson Nov 17.

Complaint of Salt River charges CBS with termination of an affiliation contract without due notice [BROADCASTING, Nov. 21]. CBS is expected to file a brief supporting its motion for dismissal within a week with Federal Judge William J. Campbell.

Representatives

(Continued from page 49)

will contribute to the increase in volume, he thinks.

1950 will be an excellent year for broadcasters, according to Clark N. Barnes, West Coast manager of Burn-Smith Co., Los Angeles. He says, "radio, particularly AM should increase its position in relation to other competitive advertising media . . . due to two sources: Steadily increasing results for the accounts using AM, plus the fact that more and more station owners and managers are becoming more promotion and merchandising minded." Specifically, Mr. Barnes expects a 10% increase in AM revenue while operational costs will go up 5% and general business throughout the country will remain the same. The local picture will remain constant also, he says, with added AM volume coming from a bigger advertising picture nationally.

Food advertisers in TV will be responsible for a great increase in the volume of the medium, according to Wilbur Eickelberg, resident partner of Keenan & Eickelberg, Los Angeles. This increase will be noted, both locally and nationally, in AM also, for which Mr. Eickelberg predicts a 20% jump. He expects general business to go up as much as 25%.

Grant Sees Increase

Gene Grant, owner of Gene Grant Co., Los Angeles, expects general business to remain the same throughout 1950, but not so for radio and TV. The former, he predicts, will be larger in the national and overall advertising picture, jumping 10% over 1949. Television will increase its importance as a source of advertising revenue by 50%, as Mr. Grant sees it. "Business has become more competitive," he says, and "as a result advertisers are gearing themselves to meet the challenge. I expect 1950 general business to hold to the last quarter of 1949, at least for the first six months." Automotive and food dealers are expected to increase their radio and TV budgets.

Chester J. Doyle, Los Angeles manager of the Branham Co., feels AM will lose a small margin compared to this year—some 15%; TV will go up 50%, and FM down 50%. General business probably will remain constant, he says, with most of the new advertising revenue coming into the media derived from food companies, automotive and appliance dealers. In general, the picture will not be altered too much, according to Mr. Doyle, who says, "Los Angeles will show no appreciable change as a source of network, national spot or national TV business. Regionally and locally, however, activity may exceed 1949, at least in TV."

Tracy Moore, owner of Tracy Moore & Assoc., Los Angeles, hopes for a prosperous new year on the basis of constant operating costs and an upswing in Pacific Coast radio and TV intake. New or expanding sponsors will be food, household items and appliance dealers, as Mr. Moore sees it. Voicing his confidence in 1950, he says: "All of us who sell harder and try to sell more intelligently will find the year coming up a good one."



Mr. Moore



Mr. Gale

Jack Gale, manager of the Hollywood branch of Paul H. Raymer Co., feels that the Pacific Coast area is coming into its own. "The rapidly increasing population of the West has resulted in better business for all firms selling products in this area . . . Television is making rapid strides forward but not at the expense of well established AM stations which are continuing to maintain a high volume of billing." Mr. Gale sees an upswing in the AM picture and business as a whole. New revenue will come into broadcasters' hands from food, drug, electrical appliances, automobile dealers and beer and wine distributors, he predicts.

Benton Paschall of Western Radio Sales, Hollywood, feels that "longer term radio contracts due to better stabilization of business generally, and proven ability of radio's power to produce sales results will be evident in 1950. There will be more contracts for longer periods of time in 1950 because radio 'came through' in 1949, the first *real* test year for radio since the war." Overall revenue from radio will be larger next year, according to Mr. Paschall, noting a 10% increase in AM, a 25% increase in TV and a slackening off of FM by 10%. Operative expenses will be down 5%, he predicts, and general business will upsurge by 10%. Sponsors adding to their budgets will be mostly in the drug, food, cosmetic manufacturing or new products divisions.

Spokesmen for the midwest representative firms centered in Chicago share in the optimism expressed on a national scale.



Mr. Hollingbery

George P. Hollingbery, head of the firm of the same name, feels that prospects for AM radio are excellent for the first six months of 1950. Money contributing towards the upsurge in TV expected by Mr Hollingbery will come from food, drug and automobile advertisers, who will seldom decrease their AM appropriations.

Tom Peterson, Chicago manager of Taylor-Borroff, feels that the use of spots by food manufacturers in the last two or three months of this year point to a good year for AM in 1950. He has observed what may be a trend in the use of radio by automotive and seed manufacturers in the Midwest.

From Chicago comes the statement that Transit Radio is expecting a big year in 1950, according to Carlin S. French, western sales manager.

"Based on the volume of AM business being placed this fall and winter," John Blair, president of John Blair & Co., and vice president of Blair TV Inc., says: "I am confident that national spot business for the first six months of 1950 will at least equal the first six months of 1949." He feels that local accounts will profit from the concentration by large advertisers in selected areas, and is hopeful about the future of TV in Chicago and its environs.

In Detroit, William W. Bryan, manager of the Free & Peters Inc. office there, also feels that automobile sponsors will be key figures in a year of increased revenue for broadcasters. He looks for FM to undergo no change, but for both AM and television to swing upward. The level of general business throughout the country will go up approximately 5%, predicts Mr. Bryan. Bright side for national spot business, he suggests is in the "fact that large automobile concerns have discovered that our medium delivers floor traffic . . ."

An outlook "as bright as the Texas sun" is expected for 1950 by station representatives in Dallas. Clyde Melville, manager of the Dallas office of Taylor-Borroff & Co., says "signs are pointing to a new stability of thinking in spending the advertising dollars. This will reflect itself in a healthier, brighter radio picture in 1950 as compared with 1949, a year in which this stability was not apparent. It looks like an overall better year for the radio business." A general increase in all business is expected by Mr. Melville.



Mr. Melville

Buell Herman of the Dallas branch of Edward Petry & Co. looks for a big year in national spot radio and a boom in television. He predicts the latter will increase 500%. General business and radio overhead will stay about the same. New money will come into the broadcasting industry from food and beverage dealers, he says. "Many advertisers who switched to other media when the newsprint shortage was over found they could not effectively reach the rural and small town audience without radio and are reverting back to the coverage outlets," Mr. Herman notes.

"Radio advertising is definitely on the upgrade in this market [the Southwest]," according to Frank Brimm, southwest manager of the Katz Agency in Dallas. He continues: "New advertisers are feeling their way along in radio and many of the spot advertisers are increasing their budgets for the new year." His firm hopes for large national accounts during 1950, with a 30% increase in TV and a 10% rise in AM. FM, Mr. Brimm feels, will decrease by 15%; national business in general will increase 10%.

Echoing the cheerful outlook of his fellow-Texans in Dallas is Joe Evans, manager of the Ft. Worth branch of Free & Peters Inc. Mr. Evans expects a 5-10% increase in AM station business and a rise of 40% in TV business. He thinks the general business picture will remain about the same.

WMCA-FM TO QUIT

Epilogue to Famed N. Y. Case

OFFICIALS of WMCA-FM New York, one of the principals in the famed New York FM case of 1947-48, announced last week the station would cease operations Dec. 30 for economy reasons.

Thus one of the five most heatedly contested FM channels in the U. S. two years ago becomes available again.

"Operating FM at WMCA is like having a champagne taste with a beer pocketbook," said Norman Boggs, general manager. "Our major problem is reduction of costs, and even the staunchest supporters of FM radio admit that profitable FM broadcasting is far in the distant future. Since WMCA is unwilling to maintain this expense for such an indefinite period, we are discontinuing FM."

Operating costs of WMCA-FM, which went on the air last Dec. 25, are estimated conservatively at $25,000 a year.

Cessation of the FM operation is part of a continuing effort by WMCA management to cut operating costs. It does not affect the AM station's activities.

WMCA won its FM grant in a protracted contest involving 17 applicants for five channels. The contest went through an FCC hearing and three decisions before it was finally ended in the spring of 1948 [BROADCASTING, April 12, 1948]. WMCA was one of the winners in all three decisions—proposed, final, and revised final.

WMCA-FM will go off the air at sign-off at 9 p.m. next Friday. The station has been operating on 92.3 mc with duplicated programming of WMCA from 3 to 9 p.m. daily.

Mr. Boggs said no decision had been made regarding disposition of the physical equipment, transmitter, etc. It reportedly has been offered for sale for several months.

Nathan Straus, president of WMCA Inc., was quoted as saying he had tried to "give the station away" but had not found anyone desirous of competing with AM and television.

At Deadline...

AT&T ORDERED TO BROADEN TV INTERCONNECTIONS

FCC ORDERED AT&T Friday to amend its policy effective March 1 to permit interconnection of its network television facilities with those of private broadcasters.

Upholding broadcasters who argued telephone company's interconnection ban is impeding TV development, Commission in lengthy report made final last September's proposed finding that ban is "unjust, unreasonable and unlawful" [BROADCASTING, Sept. 12].

FCC also called hearing to start Jan. 25 on whether it should require interconnection of AT&T intercity TV facilities with those of Western Union, currently consisting of reversible radio relay between New York and Philadelphia. Question of through routes and joint rates to be explored in hearing.

Under FCC's ruling, interconnection with privately owned facilities will be required until Commission rules that common carriers have enough channels available to meet telecasters' demands.

This applies, FCC said, to furnishing of AT&T intercity TV facilties to subscribers who:

"(1) desires to have such channels and facilities interconnected with broadcasters' intercity video transmission channels and facilities by radio relay, authorized by this Commission pursuant to its announced policy of permitting such intercity operations by TV broadcasters until such time as common carriers have adequate intercity video channels available to meet the demands of the broadcasters for such channels;

"(2) desire to use such intercity channels and facilities in connection with TV broadcasters' private mobile radio pickup equipment authorized by the Commission; and

"(3) desire to utilize such intercity video channels in connection with intercity video transmission networks partially constituted by direct pickup and relay of the TV broadcast signal of a TV broadcast station."

Western Union also was ordered to file new tariffs by March 1 specifically permitting interconnection of its facilities. Officials said WU policy does not forbid interconnection, indicating FCC order was designed to get WU as well as AT&T definitely on record.

FCC's report was based on exhaustive hearings held in fall and winter of 1948 as part of general FCC investigation of AT&T and Western Union network television rates. Hearing on rates themselves is yet to come. Leading fight against interconnection ban were Allen B. DuMont Labs., Philco Corp., and Television Broadcasters Assn.

WHAT-WTEL DELAY

EFFECTIVE date for abolishment of share-time arrangement between WHAT and WTEL Philadelphia set aside by FCC Friday pending disposition of petitions for rehearing filed by WTEL and WEEU Reading, Pa. WHAT and WTEL share time on 1340 kc, latter with 250 w and former with 100 w. FCC ruled Sept. 28, effective in 90 days, that WHAT would use 1340 kc fulltime with 250 w while WTEL would move to 860 kc with 250 w daytime [BROADCASTING, Oct. 3]. WEEU assigned 1 kw day on 850 kc.

KRSC SEATTLE ACQUIRED BY SHELDON SACKETT

SHELDON F. SACKETT, West Coast broadcaster and publisher, has acquired KRSC Seattle for $112,000, subject to FCC consent. P. K. Leberman and associates, present owners, retain cash on hand and accounts receivable. Sale follows their disposal of KRSC-TV and KRSC-FM to KING Seattle in $375,000 transaction [BROADCASTING, May 16].

Mr. Sackett is president of KROW Oakland; KOOS Coos Bay, Ore., and KVAN Vancouver, Wash. He formerly owned *Seattle Daily Star* for short period before it ceased publication in 1947.

Fred F. Chitty, KVAN and KOOS general manager, reported to direct KRSC, which operates on 1150 kc with 1 kw. Transaction handled through Blackburn-Hamilton Co., media brokers.

WWDC SALE ON FILE

FORMAL application for $125,000 sale of WWDC-AM-FM Washington to Peoples Broadcasting Corp., operator of WRFD Worthington, Ohio, filed with FCC Friday [BROADCASTING, Dec. 12, 19]. Capital Broadcasting, WWDC owner, earlier received Commission approval for $300,000 purchase of regional WOL-AM-FM Washington from Cowles interests conditioned upon sale of WWDC properties. Capital Broadcasting, owned chiefly by Joseph Katz, Baltimore agency executive, will retain WWDC-FM frequency under WOL-FM call as Washington's Transit Radio service in conjunction with Capitol Transit Inc. Peoples Broadcasting is wholly-owned subsidiary of Farm Bureau Mutual Automobile Insurance Co. WWDC assigned 250 w fulltime on 1450 kc.

RYAN CAMPAIGN

RYAN CANDY Co., New York, through Blaker Advertising Agency, also New York, is introducing on Jan. 1 Hopalong candy bar, to retail for five cents. Bar will be promoted in spot radio and TV campaign, in general market areas from New England and New York to Washington, and as far west as Pittsburgh. Tie-in campaign using William Boyd's pictures planned, with copy aimed at both adult and juvenile audience. Vitamin content of candy will be stressed in appeal to mothers. Harold L. Tuers is account executive.

NBC USING BLACK SCREEN

NBC-TV now using black screen developed by Trans-Lux Corp. in conjunction with network's new rear-screen projection process, O. B. Hanson, NBC engineering vice president, announced Friday. Known as Tele Process screen, new device said to absorb reflected light which causes loss of detail on usual white screen, providing better pictorial values.

JOEL E. BROWN

JOEL E. BROWN, 73, president of Don Lee Motors Corp., Los Angeles, and father of Willet H. Brown, president of Don Lee Broadcasting System, died Dec. 22 from a heart ailment. Funeral services were held Dec. 24 with interment at Inglewood Park Memorial Park. Surviving besides his son are his wife and two daughters.

Closed Circuit

(Continued from page 4)

election in January and some members feel it desirable to have old board meet with new members to indoctrinate them. Plan to come up at February meeting.

YOUNG & RUBICAM, N. Y., looking over availabilities for spot announcements campaign for Packard Motor cars.

IF AND WHEN hearings are called by Senate Interstate Commerce Committee on McFarland Bill (S-1973) for reorganization of FCC and far-reaching changes in regulatory procedures, it's expected that one of first witnesses to be called will be Comr. Robert F. Jones, who in general has supported McFarland reorganization provisions and opposed FCC plans for functional realignment [CLOSED CIRCUIT, Dec. 12].

GENERAL FOODS, New York, through agency, Young & Rubicam, preparing spot announcement campaign for La France blueing.

FITCH SHAMPOO, Des Moines through agency, Harry B. Cohen, New York, understood preparing spot campaign to start mid-January in approximately 40 markets.

NEGOTIATIONS for sale of Generoso Pope's WHOM Jersey City due to culminate this week. Under his contract for $512,500 purchase of Crosley-owned WINS New York, he must name buyer of WHOM by Dec. 30.

JENKINS JOINS AGENCY

JOSEPH A. JENKINS, manager of WNBK (TV) Cleveland, has resigned to become assistant to William Schroeder, radio and television director of Ketchum, MacLeod & Grove Adv. Agency, Pittsburgh. He will supervise the agency's television activity. Mr. Jenkins joined WNBK as program manager Feb. 15 and was advanced to manager May 1. Charles C. Bevis Jr., former WNBK manager, was made director of NBC owned-and-operated TV stations and Philip Worcester was named program director of WNBK in that executive move. Mr. Jenkins, former NBC page, was assigned to TV production at the New York World's Fair. He supervised the first telecast of Pope Pius from Vatican City.

MEETING SET

JOINT government-industry committee to obtain intensity measurements of line radiating devices and systems, established as six working groups at FCC meeting last August, to meet at Commission March 21 for report on studies. Deadline extended from Jan. 17.

TV HITS TRANSIT

TELEVISION cited as factor in reducing trolley and bus riding at night in Milwaukee during hearing before Wisconsin Public Service Commission. Transport Co., Milwaukee, applying for right to increase fares. Company official said TV keeps many people home at night. Number of Milwaukee sets as of Dec. 1 placed at 60,546.

TIBBETT ELECTED

GENE TIBBETT, general manager of WLOX Biloxi, Miss., elected president of Mississippi Gulf Coast Advertising Assn. Formerly manager of WMOX Meridian and WELO Tupelo, Mr. Tibbett is also district commander of the American Legion and vice president of Biloxi Rotary Club. Association covers Mississippi Gulf Coast and south Mississippi.



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For further information, contact any one of the WLW-Television sales offices in New York, Chicago, Hollywood, Cincinnati, Dayton or Columbus.

**As of November 1, 1949*

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